

ELLE

MEXICO

**MEDIA KIT
(2026)**

INDEX



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ELLE

is for **INDEPENDENT, INTELLIGENT** and **ENERGETIC INDIVIDUALS** who
LOVE FASHION, BEAUTY and **LIFESTYLE**.

ELLE highlights issues relevant to everyone and strives to be democratic, innovative, diverse and inclusive.

IT IS YOUNG BUT WITH HISTORY. IT HAS BEEN A TREND-SETTER IN MEXICO FOR 30 YEARS.

ELLE IS THE WORLD'S LARGEST FASHION MAGAZINE, a brand that **INSPIRES** people to **EXPLORE** and **CELEBRATE STYLE** in different forms.

THE CONTENT is **PROVOCATIVE, INCLUSIVE, INNOVATIVE, DIVERSE**, but it is also aspirational and approachable.



ELLE speaks to heavy social media users: **GENERATION Z** and **MILLENNIALS**, while still maintaining a strong connection with previous generations.

WE ARE TREND SETTERS and **TRAILBLAZERS** in what we do. We are the brand in the segment that produces the most **LOCAL AND CUSTOM-MADE CONTENT** (90%), for readers and business partners.

The quality of our product competes at an **INTERNATIONAL LEVEL**, winning multiple medals from the **SOCIETY OF PUBLICATION DESIGNERS** and with honorable mentions every year.

LEADERSHIP INSIGHTS IN THE MARKET

ADVERTISING SHARE
32%

In media of the segment

Source: *Benchmarking, advertising page count in magazines of the segment: ELLE, Vogue and Harper's Bazaar (December 2023).*



EDITOR'S LETTER



ELLE is one of the leading global media brands in fashion, beauty, and lifestyle, with 47 editions around the world — including Mexico. In our market, we are trailblazers in every aspect, from the subjects we cover to the evolving aesthetics we continually adapt to align with what audiences want to see today.

ELLE has remained a strong and consistent brand in our country. It holds top-of-mind awareness among our readers because, for many years now, we have achieved more than simply being a magazine. We are a multiplatform media outlet that accompanies audiences across all content channels — from our print and digital editions, to our website, social media platforms, podcast, and a wide range of video formats. We have evolved into a media brand committed to bringing conversations about fashion, beauty, lifestyle, pop culture, diversity, sustainability, and feminism to the forefront, breaking standards across disciplines.

For us, everyone is part of this world, and we want you to feel represented in our content — we want to be truly useful to you. We aim to represent more people every day, making it clear that fashion can be for everyone. We want to accompany you in your life and in your decisions, always supporting you in becoming the best version of yourself.

The team behind this brand is committed to making a difference; we hope to achieve that and inspire you across every platform.

Your feedback is always welcome — please don't hesitate to tell us what you think.

Best,
CLAUDIA CÁNDANO

PRINT AUDIENCE

77%
23%
73%
27%

A/B
C+
WOMEN
MEN

33%
21%
33%
13%

LESS THAN 24 YEARS
25 TO 34 YEARS
35 TO 44 YEARS
45 TO 64 YEARS

47% are single
21% have graduate studies
33% works in the administrative
area and general management



Young, single readers with graduate studies who follow trends, lead their industries, and express themselves through personal style they are the first to try new products and have the **latest in fashion, beauty and technology.**

Source: Ipsos EGM

SHARE OF SUBSCRIBERS

65% Mexico City
20% Rest of the country
15% State of Mexico
4% Nuevo Leon
4% Puebla
6% Guerrero
3% Jalisco

POINTS OF SALE

Sanborns, La Comer, City Market,
Fresko, HEB, Chedraui Selecto,
Chedraui A/B, Aeroboutiques

STRATEGIC SEEDING

Salones Club Premier
Aeroméxico, Salones Amex
AICM, Salas Beyond AICM,
Salones HSBC Premier,
Barbería capital, Barbería
home, Beyond 12, Body
barre, Bosque real, Cessa,
Cuult, ENO, EOLO, Jeffrey
Group, Las alcobas, Mimma
Café, Mindform, Morning,
OMA, Orange theory,
Performance air, Randy's
Donuts, Sesen, SICLO,
Universidad Anáhuac,
Velucca Cafe, Zuda.

READERS

234.000

PRINT RUN

65.000

**NATIONAL DISTRIBUTION
MONTHLY FREQUENCY**

DIGITAL AUDIENCE

HIGHEST MONTH

UNIQUE USERS
+1M
SESSIONS
+1.2M
PAGE VIEWS
+1.5

MONTHLY AVERAGE

UNIQUE USERS
+763K
SESSIONS
+897K
PAGE VIEWS
+1.1M

AGE

17%
25%
20%
17%
13%
8%

18 TO 24
25 TO 34
35 TO 44
45 TO 54
55 TO 64
65+

GENDER

74% WOMEN
26% MEN

The main interests of our audience are:

66% ENTERTAINMENT / 55% SHOPPING / 53% GASTRONOMY
49% BEAUTY & WELLNESS / 47% LIFESTYLE

Purchase intent:

20% WOMEN'S CLOTHING AND ACCESSORIES
12% EDUCATION / 12% FINANCIAL SERVICES
10% EMPLOYMENT
9% TRAVEL AND HOTELS
8% HOME & GARDEN



SOCIAL MEDIA AUDIENCE

f FACEBOOK
+790K

ig INSTAGRAM
+495K

PODCAST LISTENERS
+56K

✉ X
+585K

yt YOUTUBE
+27K

tk TIKTOK
+87K



PRODUCTS



DIGITAL

Digital article, Pro article, Infographics, Mailing, Standard display, Rich media and Premium rich media, Video, Social Media, Branded Content

PODCAST

Sponsorships and content integration in **Hablemos de Moda: ELLE Podcast / DigitELLE el podcast.**

EVENTS:

DigitELLE Awards
ELLE Beauty Gang

PR

Influencer marketing
Bespoke projects according to brands' needs

MAGAZINE

Traditional pages
Inserts
Branded Content
Creativities

ORIGINALS

HABLEMOS DE MODA

The first fashion videopodcast in Mexico with **Claudia Cándano** and **Jordi Linares**, discussing in a relaxed manner the iconic moments in the world of fashion and pop culture.

The podcast in video format, sometimes with guests, addresses current issues such as the awards season and some other timeless topics in the fashion industry.



HABLEMOS DE MODA

GENERAL TOP CHART OF APPLE PODCAST

GENERAL TOP CHART ON SPOTIFY

GENERAL DATA

28K
FOLLOWERS

79K
LISTENERS

939K
PLAYS

MONTHLY AVERAGE

10,000
LISTENERS

25,000
PLAYS

AVERAGE PER EPISODE

1,000
LISTENERS

2,000
PLAYS

AUDIENCE

72%
WOMEN

25%
MEN

AGE

0-17 2%

18-22 13%

23-27 30%

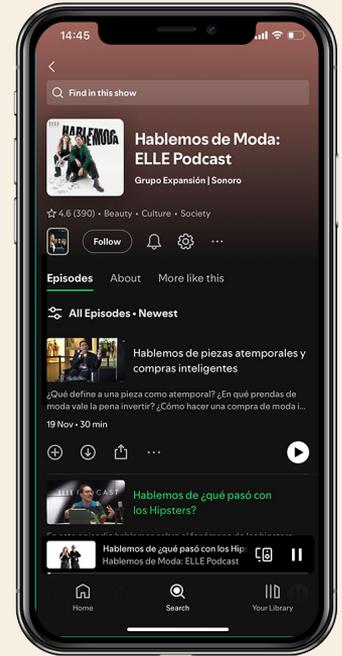
28-34 32%

35-44 16%

45-59 5%

TOP COUNTRIES

MEXICO - UNITED STATES
- SPAIN - ARGENTINA - COLOMBIA



(2026)
(MX)

ORIGINALS



Launching september

+226M OTS

DigitELLE, the podcast, was born with the purpose of creating a new space for the community of digital leaders who, through their content, inspire and impact new generations. With **10 episodes** focused on each of our categories, we'll discover their stories beyond social media.

We'll laugh and uncover the story behind every post, every video, and every message—because behind every like, there's a **great story to tell**.

(2026)
(MX)



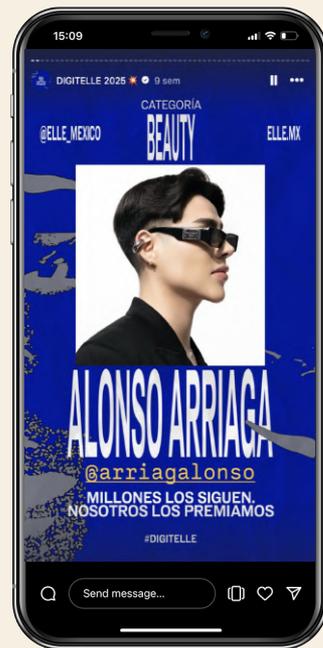
PREMIOS

DIGITELLE

PRESENTADOS POR ELLE

SEPTEMBER

ELLE recognizes these digital leaders who positively impact and move the society of **Mexico** and its surroundings in different categories, making this an annual franchise where all creators of valuable content will want to get featured.



PREMIOS

DIGITELLE

PRESENTADOS POR ELLE



ELLE *BEAUTY* GANG.

OCTOBER

ELLE Beauty Gang is ELLE's new original event, which aims to bring bebELLEs closer to live and explore new trends in the world of beauty.

This product will consist of a day of beauty and skincare experiences: activations of participating brands, master classes, workshops with beauty experts, meet & greet with editors and try out booths.





ELLE MAN

ELLE MAN is a guide for those who wish to turn their style into personal expression and those who are up to date on what's happening in pop culture around the world.

It is for the nonconformist generation that questions everything, that has an active lifestyle, gets involved in social causes, in all types of activities, and have a more fluid and open sexuality.



PROFILE

Men ABC+

25 to 45 Years

READERS

234.000

PRINTS

65.000



EDITORIAL CALENDAR (2026)



01
FEBRUARY
(ART ISSUE)

02
MARCH
(WOMEN)

03
APRIL
(GREEN ISSUE)

04
MAY
(BEAUTY
SPECIAL/
COOL MOMS)

05
JUNE
(NON-GENDER
ISSUE)

06
**JULY-
AUGUST**
(DIGITELLE)
(SUMMER)

07
SEPTEMBER
(MEXICAN
CREATORS /
DIGITELLE))

08
OCTOBER
(MUSIC ISSUE)

09
NOVEMBER
(FASHION/ ELLE
BEAUTY GANG)

10
DECEMBER
(HOLIDAYS /
WELLNESS)

**MEDIA KIT
ELLE**

**(2026)
(MX)**

SPECS (DIGITAL)

**CONTENT
DISPLAY ADS
SPECIAL ACTIONS
SOCIAL MEDIA
PROGRAMMATIC**

[ad catalog: https://adcatalog.grupoexpansion.com/T](https://adcatalog.grupoexpansion.com/T)



ELLE
DECORATION

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ELLE DECORATION transforms.

We are lovers of design, interior design, architecture, art and lifestyle.

ELLE Decoration is a timeless and collectible bookazine that inspires the audience who is passionate about the same topics.

We have 2 printed publications in the year: spring/summer and autumn/winter.

AUDIENCE PRINT

126.000

(Readers)

35.000

(Print Run)

A/B 84%

C+ 16%

73% WOMEN

27% MEN

26% CDMX
24% REST OF THE COUNTRY
15% JALISCO
12% STATE OF MEXICO
11% PUEBLA
8% NUEVO LEÓN
4% QUERÉTARO

(25 - 34 YEAR OLDS) 14%
(35 - 44 YEAR OLDS) 32%
(+45 YEAR OLDS) 54%

Men and women, who are architecture and industrial design professionals who wish to live with style and better their environment. They have sophisticated taste, have high purchasing power and an interest in architecture and interior design.

DIGITAL AUDIENCE (+) SOCIAL MEDIA

Highest Month

(SINGLE USERS)

+38K

(SESSIONS)

+44K

(PAGE VIEWS)

+44K

Age

(18 - 24 YEAR OLDS) **5%**

(25 - 34 YEAR OLDS) **10%**

(35 - 44 YEAR OLDS) **24%**

(45 - 54 YEAR OLDS) **32%**

(55 - 64 YEAR OLDS) **18%**

(65+ YEAR OLDS) **11%**

Monthly Average

(SINGLE USERS)

+14K

(SESSIONS)

+15K

(PAGE VIEWS)

+15K

Social Media

25.7K

(INSTAGRAM)

PRODUCTS

Digital

Display standard, rich
media and richmedia premium
Video
Social Media
Branded content

PR

Influencer marketing
Bespoke projects according
to brands' needs

Magazine

Traditional Pages
Inserts
Creativities
Branded Content



OCTOBER
EDITION
2025

EDITORIAL CALENDAR (2026)

Spring - Summer
may

- Special EDIDA (ELLE Decoration International Design Awards)
- A-Listers from México recognised by ELLE DECO INTERNATIONAL
- Technology and design for homes (gadgets, illumination, electrodomestics...)
- TBC Colour tendencies with COMEX
- Destination: China
- City Guide: IQOS took us to Milán

Fall - Winter
october

- TBC Front page collaboration with colorlife trends from COMEX
- Homes with the best con el mejor interior design and architecture
- TBC The best from Salone from Mobile Milano
- Creators: Emerging talents in México (furniture, interior design, architecture, illumination, objects)
- From Runway to DECO: We got inspired by a look from the Fall-Winter catwalk to decorate a space

SPECS (print)

(double page)

 CUT. 42 X 27.5 CM

 OVERRUN. 43 X 28.5 CM

 BOX. 41.0 X 26.5 CM

(single page)

 CUT. 21 X 27.5 CM

 OVERRUN. 22 X 28.5 CM

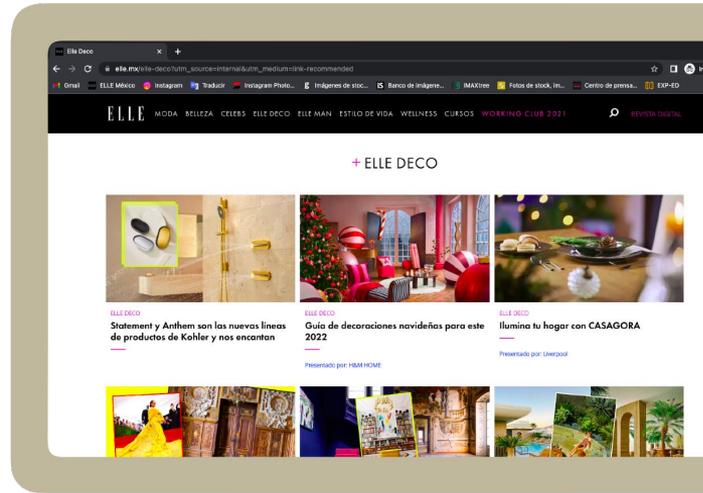
 BOX. 21 X 26.5 CM



SPECS (digital)

CONTENT
DISPLAY ADS
ACTIVITIES
SPECIALS
SOCIAL MEDIA
PROGRAMMATIC

ad catalog: <https://adcatalog.grupoexpansion.com/T>



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