

EXPANSION

MEDI

A

THE LEADING BUSINESS
MEDIA IN MEXICO

2026

A photograph of Daniel Cocenzo, a man with a beard and short hair, wearing a grey button-down shirt over a white t-shirt. He is standing in front of a row of large, cylindrical silos under a clear blue sky. The silos recede into the distance, creating a strong sense of perspective.

DANIEL COCENZO

PRESIDENTE GRUPO MODELO.

PORTADA EXPANSIÓN /

FEBRERO 2025

01 BRAND ESSENCE

02 EXPANSIÓN 360

03 AUDIENCES

04 PLATFORMS

05 FRANCHISES

06 BROADCASTING

07 EVENTS

08 CONTACT

CONTENT

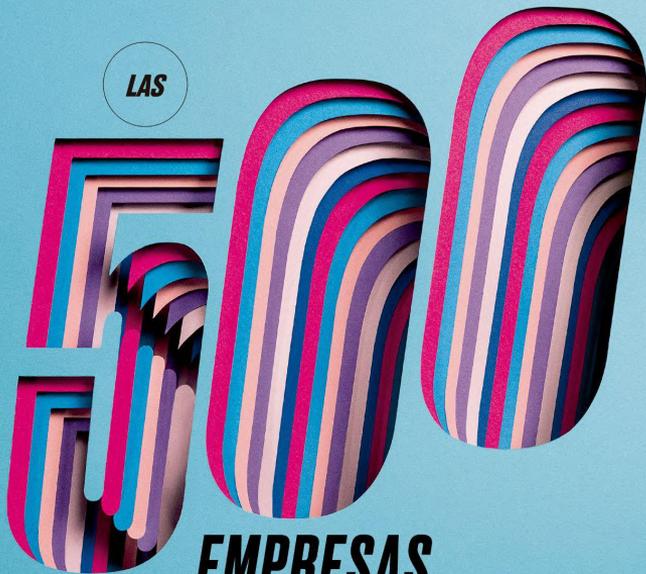
EN ESTE
NÚMERO

41+1 LGBT+ DE
LOS NEGOCIOS

NUEVO LAREDO EL COMERCIO PASA,
LA RIQUEZA NO SE QUEDA

EXPANSION

LAS



EMPRESAS
+ IMPORTANTES DE
MÉXICO

DESTACAN

HOLCIM / GRUPO BAFAR / DANONE / CORPORACIÓN
MOCTEZUMA / 3M / GRUPO ACERERO / WALDO'S /
TRESGUERRAS / CHRISTUS MUGUERZA / NOVARTIS

HABLAN DE
EQUIDAD
DE GÉNERO

ARMANDO TORRADO
CARLOS SALAZAR LOMELÍN
ARMANDO SANTACRUZ

THE 500 MOST
IMPORTANT
COMPANIES IN MEXICO
JUNE 2025 COVER

01

BRAND ESSENCE

PARA VER MÁS DETALLE VISITA [WWW.EXPANSION.COM](https://www.expansion.com)



BRAND ESSENCE

PILLARS

Business News / Economy
/ Politics

EXPANSION

VALUE FOR BRANDS

Offering communication platforms and content that create impact, credibility, and a close connection with high-profile audiences.

OUR PROMISE

To deliver trusted information, analysis, and perspectives that shape Mexico's business and economic agenda.

SECTIONS

- Politics
- Business
 - Value
 - Future
 - Ideas
 - Pulse

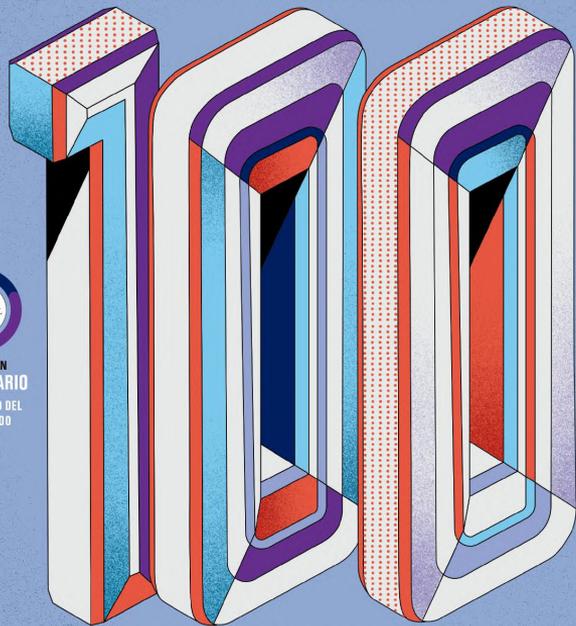
COMMUNITY

Business leaders, innovators, and professionals shaping the Mexico of the future.

EXPANSION

LOS EMPRESARIOS

MÁS IMPORTANTES DE MÉXICO



CARLOS SLIM, ALEJANDRO BAILLÈRES, GINA DIEZ BARROSO,
ÁLVARO FERNÁNDEZ GARZA, MADELINE BRÉMOND...



NORTE 19

UN NUEVO COMIENZO
DE LA CADENA
HOTELERA



PINTEREST

HABLAMOS CON
MATT MADRIGAL,
SU CTO



McDONALD'S

LA EXPERIENCIA
MÁS ALLÁ DE LA
HAMBURGUESA

EXPANSION MEX
OCTUBRE DE 2025

7 543 927 029523



PARA VENTA EXCLUSIVA A MAYORES DE EDAD

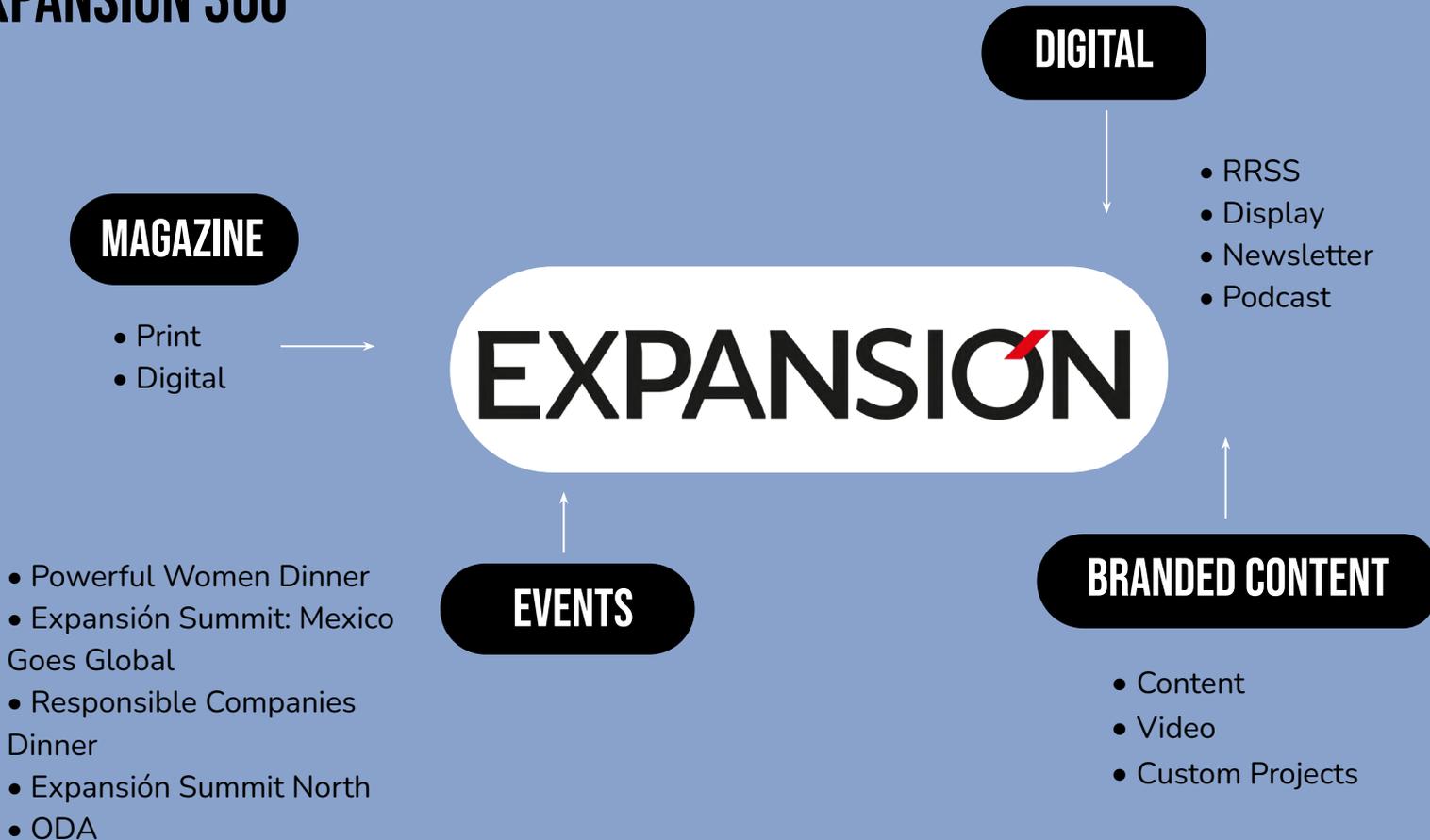
THE 100 MOST
INFLUENTIAL
BUSINESS LEADERS IN
MEXICO
OCTOBER 2025 COVER

02

EXPANSIÓN 360

ESPECIAL
EXPANSIÓN
INMOBILIARIO
EL MOMENTO DEL
RECOMODO
P.109

EXPANSIÓN 360



EDITORIAL CALENDAR

JAN - APR

JANUARY

- Topical cover
- Special Feature: Technology & Plan México
- Report: Automotive Industry
- Special Feature: ODA 2025

FEBRUARY

- Topical Cover
- Special Coverage: CES Las Vegas 2026
- Special Report: Agentic AI

MARCH

- Cover: The 100 Most Powerful Women

APRIL

- Cover: The 30 Promises
- Special Report: 2026 World Cup & Consumer Trends

MAY - AUG

MAY

- Special Feature: Súper Empresas

JUNE

- Cover: The 500 + The 500 Against Corruption
- 41+1 LGBT+ in Business

JULY

- Topical Cover

AUGUST

- Special Feature: Súper Empresas for Women

SEP - DEC

SEPTEMBER

- Special Feature: Responsible Companies

OCTOBER

- Cover: The 100 Most Influential Business Leaders in Mexico

NOVEMBER

- Cover: Marketing Powerhouses + Transformative Agencies

DECEMBER

- Topical Cover

EXPANSION

EXTRAS

EL ALGORITMO
COCINA TU
BRUNCH

LÍDERES
PRIMERIZOS
CONSEJOS PARA
EL ÉXITO

ADRIANA
PRIETO

MERCADO
LIBRE

EN
PORTADA

En empresas,
start-ups y en
la academia.
La nueva
generación
quiere hacer
la diferencia.

PATRICIA
DESENTIS

MUJERES
INVIRTIENDO

ANDRÉS
DÍAZ

YUMARI

NICOLÁS
ALVÁREZ

HEINEKEN

LAS
30
PROMESAS
DE LOS
NEGOCIOS

THE 30 BUSINESS
PROMISES
APRIL 2025 COVER

03

AUDIENCES

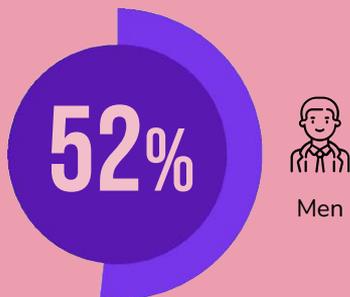
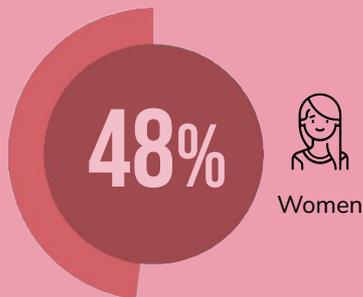
AUDIENCES

PRINT PROFILE

Our readers are **business leaders and decision-makers.**

They seek a global perspective on business, prioritize financial analysis, and stay at the forefront of innovation and technology.

GENDER



EDAD

25 - 34	24%
35 - 44	36%
45 - 64	38%
65+	2%

NSE

83% A/B

17% C+

21%

Have postgraduate degrees

94%

They are executives

76%

They consider having the latest technology essential to their business success

DISTRIBUTION

- Sanborns
- La Comer
- Airpots
- City Market
- Fresko
- Heb
- Vips
- Chedraui

54K CIRCULATION



234
K



REUTERS

3.5



PASS
ALONG

32K SUBSCRIBERS

COVERAGE
NACIONAL

MONTHLY
FREQUENCY

AUDIENCES

DIGITAL PROFILE

Our digital audience is made up of leaders and professionals who stay closely connected to the pulse of business. They look for timely information, relevant analysis, and global trends that drive innovation, technology, and business growth.

PEAK MONTH

Unique users: **+9M**

Sessions: **+13M**

Page views: **+14M**

MONTHLY AVERAGE

Unique users: **+7M**

Sessions: **+10M**

Page views: **+11M**

AGE

18-24	11%
25-34	20%
35-44	15%
45-54	22%
55-64	21%
65+	11%

GENDER

55% WOMEN

45% MEN

81%

News & Politic

23%

Finance

51%

Technology

19%

Travel

25%

Sports

17%

Lifestyle

SOCIAL MEDIA



Facebook
+2.4M



X
+3.9M



Instagram
+367k



Youtube
+514K



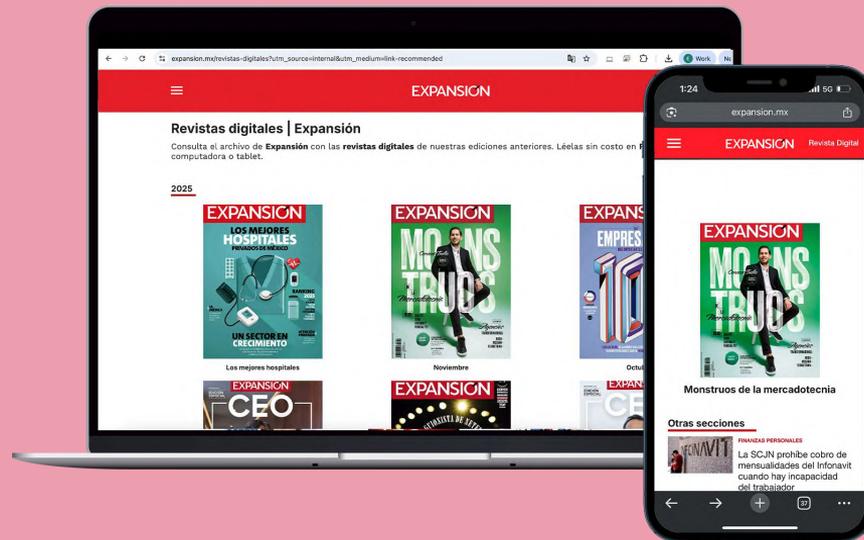
LinkedIn
+76K



Tik Tok
+642K

DIGITAL MAGAZINE

<https://expansion.mx/>



EXPANSION

MARCELA BARREIRO
DANMLER TRUCK
MÉXICO

LUZ ADRIANA RAMÍREZ
CONSEJERA
INDEPENDIENTE



LAS 100 MUJERES

MÁS PODEROSAS
DE LOS NEGOCIOS

*Han sorteado retos
y dificultades, y
concedido logros
que comparten con
las demás.*

LÍDERES QUE TRANSFORMAN

ADEMÁS

Oligarcas techies

Musk, Zuckerberg,
Bezos, Pichai, Cook:
el mundo que viene.

Mentoras Expansión

Una iniciativa
para que más
mujeres lleguen.

ADRIANA
MACCURET <
PPG LATAM

KAREM
BARRAZA <
STANLEY
BLACK &
DECKER

REGINA
GARCÍA <
CUELLAR
ABM



EXPANSION.MX
FEBRERO 2025
\$650 MN
PROMOCIÓN EXCLUSIVA A MAYORES DE 18 AÑOS

THE 100 MOST
POWERFUL WOMEN
IN BUSINESS
MARCH 2025 COVER

04

PLATFORMS

PLATFORMS BY BRAND



Expansión Mujeres, the platform where business leaders and top role models work to close the gender gap in the industry.



Expansión ESG aims to share information aligned with the principles of Environmental, Social, and Governance responsibility.



Expansión Política is the platform that explains national politics and current affairs with rigor and a dynamic approach.



Obras covers infrastructure, real estate development, architecture, interior design, and construction.

EXPANSION

MOJINS TRUJOS

Cerveza Indio

RODRIGO
MENDOZA,
GERENTE
DE MARCA

DE
LA
Mercadotecnia

- 2025
- BAILEYS
 - OXO
 - CHEVROLET
 - FUNERAL PET

EN ESTE
NÚMERO

CORREDOR INTEROCEÁNICO
Un recorrido en la ruta que une el Atlántico con el Pacífico.

IA Y GUERRA
La inteligencia artificial entra al campo de batalla.

ADEMÁS

Agencias
TRANSFORMADORAS:

- BBDO
- MCCANN
- TERÁN/TBWA

THE MARKETING
POWERHOUSES
NOVEMBER 2025 COVER

05

FRANCHISES

PARA VENTA EXCLUSIVA A MAYORES DE EDAD

01332

7 933827 020523

NOVEMBRE DE 2025

\$74 MN

FRANCHISES



Description

This ranking is a benchmark for recognizing women who are changing the country's direction through business. Based on a robust methodology, we analyze more than 300 profiles to highlight the most influential leaders.

Publication date

March 1



Description

Recognizes a new generation of men and women leaders in their fields, whose ideas not only translate into new business opportunities but are also making a real difference by innovating with purpose and social responsibility.

Publication date

April 1



Description

Since 2006, *Expansión* and *The TOP Companies* have been dedicated to identifying and recognizing companies that consistently invest in their human capital, implement innovative practices, and foster a positive work environment.

Publication date

May 1

FRANQUICIAS



Description

The list celebrates diversity and inclusion by highlighting LGBTQ+ individuals who are working to open doors within their companies. It recognizes business leaders who inspire positive change and promote equity from their positions of influence.

Publication date

June 1



Description

Our most renowned ranking, which lists the most important companies in the country. Rankings are determined based on the companies' sales from the previous year.

Publication date

June 1



Description

The ranking, developed in collaboration with *Mexicanos Contra la Corrupción y la Impunidad* and *Transparencia Mexicana*, evaluates the transparency and public disclosure of companies' anti-corruption policies.

Publication date

June 1



SUPER
EMPRESAS

PARA MUJERES

EXPANSION

TOP
companies

Description

Expansión and *The TOP Companies* are dedicated to identifying and recognizing companies that consistently work to foster a workplace culture with gender equity.

Publication date

August 1

FRANQUICIAS

EXPANSION

ER
EMPRESAS
RESPONSABLES

Description

Empresas Responsables recognizes companies with the best ESG practices. A responsible company is one that embodies its values, integrates them into its operations, and has clear goals in environmental, social, and governance matters.

Publication date

September 1

100
LOS

EXPANSION

EMPRESARIOS
MÁS IMPORTANTES
DE MÉXICO

Description

A ranking that lists the most influential business leaders in the country—those who have stood out for creating and consolidating companies that have successfully navigated the path to success.

Publication date

October 1

EXPANSION

M
MONSTRUOS
DE LA MERCADOTECNIA

Description

Recognizes the best campaigns of the year and the people behind them, selected by a panel of industry experts.

Publication date

November 1



06

BROADCASTIN

G

BROADCASTING



Plays 2025: 2,448,376

Average Monthly Plays 2025:
232,709

The editors behind the big stories bring you the day's most important news.

In **Expansión Daily**, the editors of *Expansión* deliver the most relevant stories from Mexico and around the world, presented with a light, well-grounded approach designed for your daily life. Here, you don't just stay informed, you get the insights you need to stay part of the key conversations at the table.

Kickoff	July 2021
Duration	20 minutes
Frequency	Monday to Friday
Segments	Not All Is Lost
Topics	Covers timely information on the economy, business, politics, technology, finance, personal finance, sustainability, and more.

APPS

Spotify

70%

Apple podcasts

16%

Others

14%

BROADCASTING



Plays | views 2025: 3,769,251

Average Monthly Plays 2025:
342,659

The economy explained as it should be: clear, direct, and straightforward. In **Cuéntame de Economía**, we turn the most relevant economic topics in Mexico and around the world into accessible, dynamic, and practical conversations for your daily life. With a playful yet well-informed tone, *Expansión's* writing breaks down everything from inflation and investments to the national budget, USMCA, or the numbers behind the automotive industry. Discover why the economy is much more than numbers and how it directly impacts your everyday decisions, perfect for those who want to understand economics without being economists.

Kickoff June 2019

Duration 18 minutes

Frequency Every Monday

Topics Covers inflation and your money, taxes, nearshoring and the USMCA, the economic package, employment in Mexico, pensions, digital payments, imports and exports, and more.

Extra Content **Truth or Myth (Wednesdays)**
(audio only) We demystify common finance topics, making complex concepts simple in just three minutes.

APPP

Apple Podcast

52%

Spotify

35%

Others

16%

*Audio and video data as of Nov 31, 2025

BROADCASTING



**TOP
EXPANSIÓN
TECNOLOGÍA**

Plays 2025: 5,024,329

Average Monthly Plays 2025:
456,757

Kickoff	July 2021
Duration	3-5 minutes
Frequency	Monday to Friday
Topics	Covers timely information on the economy, business, politics, technology, finance, personal finance, sustainability, and more.

The most important news to start your day, curated by the Technology Desk.

• **Top news podcast Spotify #30**

APPS

Smart Assistants

82%

Apple Podcast

2%

Others

16%

BROADCASTING



TOP EXPANSIÓN

Plays 2025: 784,105

Average Monthly Plays 2025:
71,282

Kickoff	July 2019
Duration	3-5 minutes
Frequency	Monday to Friday
Topics	Business news, companies, public finance, politics, and international events.

Morning roundup with Expansión's top news stories.

- **Top business podcast Spotify #6**
- **Top podcast Spotify 124**

APPS

Smart Assistants

49%

Spotify

37%

Others

14%

BROADCASTING



Plays / views 2025: 1,016,091

Average Monthly
Plays/Views 2025: : 92,371

The podcast that helps you understand and break down the political cycle we live in.

In Mexico, every political decision has a story, consequences, and more than one perspective.

Política y Otros Datos is the podcast that guides you through this cycle.

Every Thursday, we speak with expert voices on topics that, from different perspectives, help us see the full picture. Politics isn't just black or white, we explain, provide context, listen, and highlight the other important details you shouldn't miss. In this *Grupo Expansión* podcast, we explore public life alongside specialists and journalists.

Kickoff	April 2021
Duración	30 minutes
Frequency	Thursday

APPS

Spotify

75%

Apple podcasts

20%

Others

5%

EXPANSIÓN
SUMMIT
NORTE



EXPANSIÓN **ESG**
CENA DE
PREMIACIÓN

ER
EMPRESAS
RESPONSABLES

EVENTS 2026

MARCH 2026

MAY 2026

AUGUST 2026

NOVEMBER 2026

DECEMBER 2026

100 LAS MUJERES
MÁS PODEROSAS
DE LOS NEGOCIOS
CENA DE RECONOCIMIENTO

EXPANSION
SUMMIT
MÉXICO
ES **MUNDIAL**

EXPANSION **ESG**
CENA DE PREMIACIÓN
ER
EMPRESAS
RESPONSABLES

EXPANSION
SUMMIT
NORTE



EVENTS

MARCH 2026

POWERFUL
WOMEN DINNER
2025
MUSEO ANAHUACALLI



LAS **100** MUJERES
MÁS PODEROSAS
DE LOS NEGOCIOS
CENA DE RECONOCIMIENTO

The 2026 edition of the **Powerful Women Dinner** will be a unique gathering, bringing together women from *The 100 Most Powerful Women in Business* list, as well as clients and strategic partners.

During the event, we will present the second edition of the **Mentoras Expansión** program and welcome the new members of the list, in an environment designed to foster real connections and strengthen female leadership in Mexico.

It will be an evening to share experiences and celebrate the achievements of a community that continues to grow and transform the business landscape.

EVENTS

MAY 2026

EXPANSION SUMMIT MÉXICO ES MUNDIAL

Mexico is experiencing a unique moment: it's in the world's spotlight as one of the hosts of the World Cup. This context provides an exceptional opportunity to showcase the country's dynamism, its capacity for innovation, and the strategic role it plays in the global economy.

This year, the **Expansión Summit** is presented under a powerful central theme: *Mexico is Global*. A country that transcends borders, innovates, leads, and demonstrates its ability to compete and stand out on the global stage.

Throughout the event, we will address the topics that will shape the country's future: the World Cup, TMEC, Technology, ESG, Leadership, Tourism, and AI.

EVENTS

AUGUST 2026

RESPONSIBLE
COMPANIES
DINNER 2025
LA TEXTILERA



EXPANSION ESG
CENA DE
PREMIACIÓN

ER
EMPRESAS
RESPONSABLES

The 2026 edition of the **Responsible Companies Dinner** will be an exclusive gathering bringing together companies, leaders, and partners committed to building a more sustainable Mexico.

We will recognize projects that stand out for their social, environmental, and governance impact, all in an environment designed to strengthen connections, share valuable practices, and spark new collaboration opportunities.

It will be an evening to celebrate the achievements of the responsible business sector and to reaffirm the leadership of those transforming the future through initiatives that create real impact.

EVENTS

NOVEMBER 2026

EXPANSION SUMMIT NORTE



In 2026, we will hold the second edition of the **Expansión Summit** in northern Mexico, consolidating our regional presence and strengthening the conversation around the vision, industry, and future being built from this part of the country.

The North has become a key growth hub: a region that attracts investment, drives nearshoring, invests in technological innovation, and sets the standard in competitiveness and industrial development. It brings together business vision, global talent, and a unique capacity to connect Mexico with the world.

EXPANSIÓN SUMMIT
NUEVO LEÓN
2025
SAFI MTY

EVENTS

DECEMBER 2026



OBRA DEL AÑO
2025
FÓNICO



The 2026 **Project of the Year Winners Dinner** will be the event where we celebrate the best in architecture, construction, and design in Mexico. An evening dedicated to recognizing the professionals, firms, and projects that, with vision and innovation, are transforming cities and enhancing quality of life across the country.

A night to celebrate talent, creativity, and the future of architecture in Mexico.

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Ingresar [aquí](#)

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SALES AND

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MULTIPLATFORM STRATEGY

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EXPANSION

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