



MEDIA KIT
(2026)

THINK LIKE A NEW MAN

LIFE AND STYLE



AGENDA

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THINK LIKE A NEW MAN
LIFE AND STYLE

MEDIA KIT
(2026)
LIFE&STYLE

WHAT IS THE NEW ESSENCE?

Life and Style is the **ideal platform** to discover **lifestyle, sports, entertainment, culture, diversity, sustainability, and travel**, delivering relevant, inspiring, and practical content that accompanies the everyday life of the **contemporary man**.

As part of its evolution, Life and Style takes a step forward into the future by developing a fully integrated 360° product across its three platforms: **print magazine, website, and social media**.

Through new formats and perspectives, Life and Style strengthens a cohesive identity aligned with today's cultural and media landscape.



EDITOR'S LETTER

As I look toward the horizon of a new year, I feel a deep sense of excitement for what lies ahead. 2025 was filled with meaningful moments, valuable learnings, and new stories to tell, and I am confident that 2026 will be no exception.

What I enjoy most about my work is that spark of creativity that comes to life with every project—the constant opportunity to explore, learn, and share. In every cover, every story, and every idea that emerges, I find a world of possibilities to surprise, inspire, and connect with our readers, partners, and collaborators.

Above all, what truly motivates me is the opportunity to make 2026 a memorable year: a year in which we dare to innovate, celebrate diversity, and look to the future with optimism and enthusiasm. It is a blank canvas, ready to be filled with new trends in fashion, beauty, travel, gastronomy, art, culture, sustainability, and well-being. It is also the year in which Mexico will once again host a World Cup, placing our culture, cuisine, and traditions in the global spotlight.

Our commitment is to continue creating content that reflects the best in each of us, promotes inclusion and respect, and inspires everyone to imagine a better tomorrow. Because, at the end of the day, my greatest wish is that every action we take this year brings us closer to our shared aspirations.

2026 invites us to do better, to dream bigger, and to turn those ideas into reality. We are ready to write, together, a new chapter defined by innovation, purpose, and impact.

PEDRO AGUILAR



AUDIENCE

Target:
**NO LABEL
MEN**

Age:
35% **40%**
24-34 **35-47**
years years

Gender:
60% **40%**
Men Women

**Upper and
Upper-Middle Income
(A+, B)**
SES:

**Higher education and
postgraduate studies**
Education Level:

A modern, open-minded audience with a strong interest in:

Travel
Fashion
Technology
Luxury
Gastronomy
Arte
Premium sports

(polo, tennis, padel, golf)
And, to a lesser extent, mainstream sports
(soccer, baseball, basketball, American football)

Women and men are addressed under the same values, language, and narrative, with no distinction in tone or relevance.

Print Run: **65.000**

Subscribers: **12.000**

Pass Along: **3.6**

Total Audience: **234.000**

Gender:

65% MAN

35% WOMEN

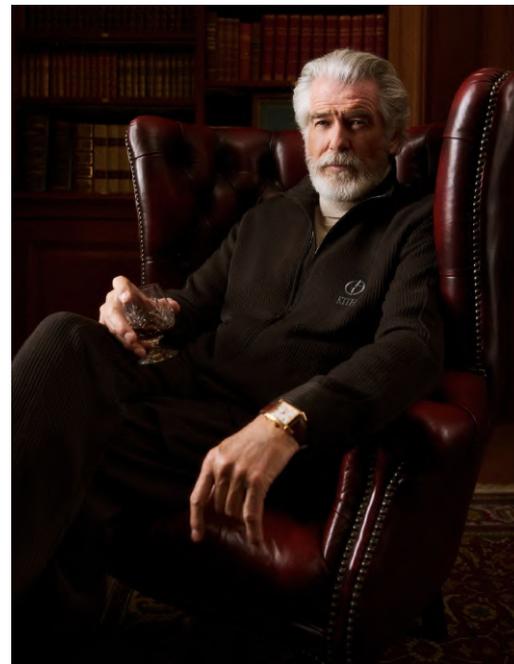
SES: **A/B** 80%, **C+** 20%

Age:

34% 45-64

33% 35-44

33% 25-34



33% HOLD POSTGRADUATE DEGREES

73% ARE IN EXECUTIVE-LEVEL POSITIONS



AGE

23.9% 55-64

21.5% 45-54

17.6% 25-34

15.3% 35-44

11.4% 65+

GENDER

60% MAN

40% WOMEN

DIGITAL AUDIENCE

PEAK MONTH

113K

Unique Users

137K

Page Views

MONTHLY AVERAGE

77K

Unique Users

103K

Page Views

SOCIAL MEDIA

236K

FACEBOOK

57K

INSTAGRAM

24K

X

DISTRIBUTION

POINTS OF SALE

SANBORNS

AEROPUERTOS - TIENDAS ÁREAS
CDMX TI Y T2, MTY, GDL.

HEB

CHEDRAUI SELECTO

FRESKO

CITY MARKET

STRATEGIC SEEDING

AIRPORT PREMIER LOUNGES

UNIVERSITIES

WELLNESS CENTERS

HOTELS

RESTAURANTS

PREMIUM BARBERSHOPS



KEY CONTENT VERTICALS



Lifestyle

A curated and up-to-date selection of fashion, grooming, and well-being—including mental and sexual health—designed for men with diverse interests, always delivering relevant, trend-driven content.



Art & Design

Life and Style explores music, film, architecture, design, and the arts, engaging with leading voices to unveil their stories, projects, and creative processes.



Sports

Closely follows the national and international sports landscape. Beyond scores and key dates, it delivers a compelling and relevant perspective for the contemporary man.



Diversity

Life and Style is an inclusive platform that amplifies diverse voices through meaningful storytelling, without distinction of race, age, gender, or social background. It is an open space for all.



Sustainability

Life and Style is committed to environmental responsibility, promoting renewable energy initiatives, circular economy practices, and environmental projects that support a more sustainable future.



Wellness

Champions the holistic well-being of the modern man, promoting male self-care and wellness experiences that merge well-being, luxury, and style.



PRINT RUN: **+65,000**

PASS ALONG: **3.6**



SPECS

SOFTCOVER COPIES

Size: 21 × 27.5 cm

Total Pages: **176**

88 pages · Coated paper, 115 gsm

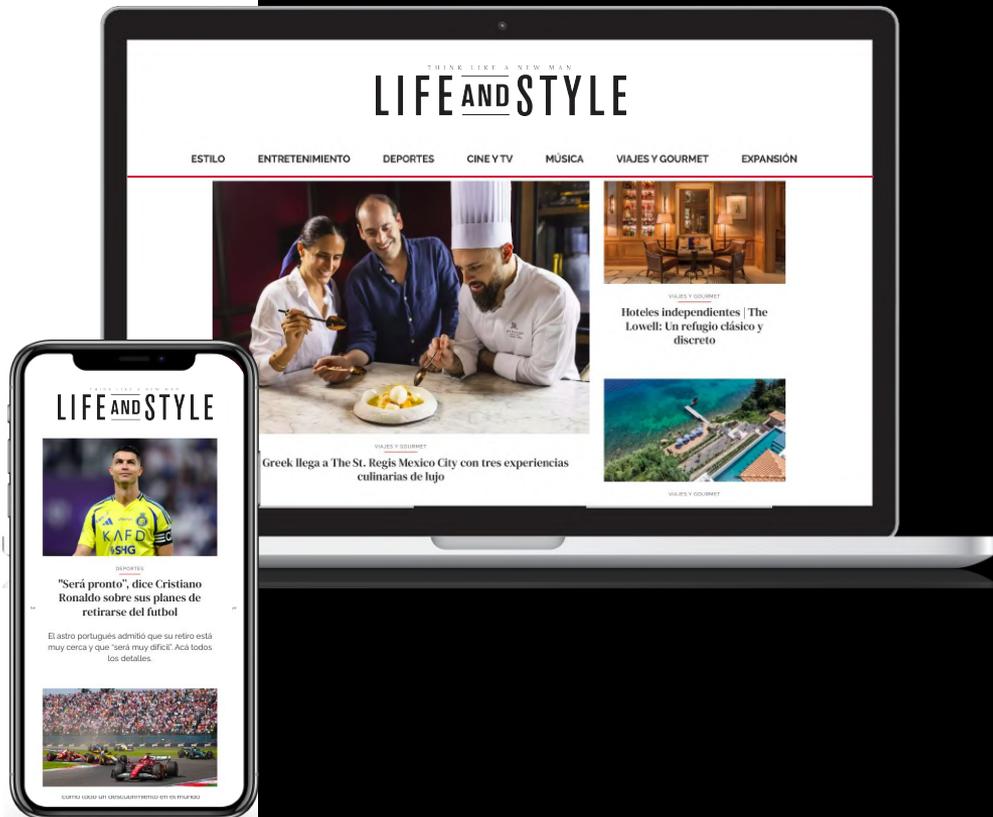
88 pages · Bond paper, 105 gsm

WEB

A digital platform designed to inspire the contemporary male audience.

SECTIONS

STYLE
ENTERTAINMENT
SPORTS
FILM & TV
MUSIC
TRAVEL & GOURMET
CARS & WATCHES



PRODUCTS

DIGITAL

STANDARD DISPLAY
RICH MEDIA & PREMIUM
RICH MEDIA
VIDEO
SOCIAL MEDIA
BRANDED CONTENT
NEWSLETTER

PRINT

TRADITIONAL PRINT ADS
INSERTS
CREATIVE EXECUTIONS
BRANDED CONTENT

EVENTOS

TAILORED PACKAGES



TAILORED PROJECTS

ALIGNED WITH YOUR BRAND'S NEEDS

DIGITAL SPECIAL

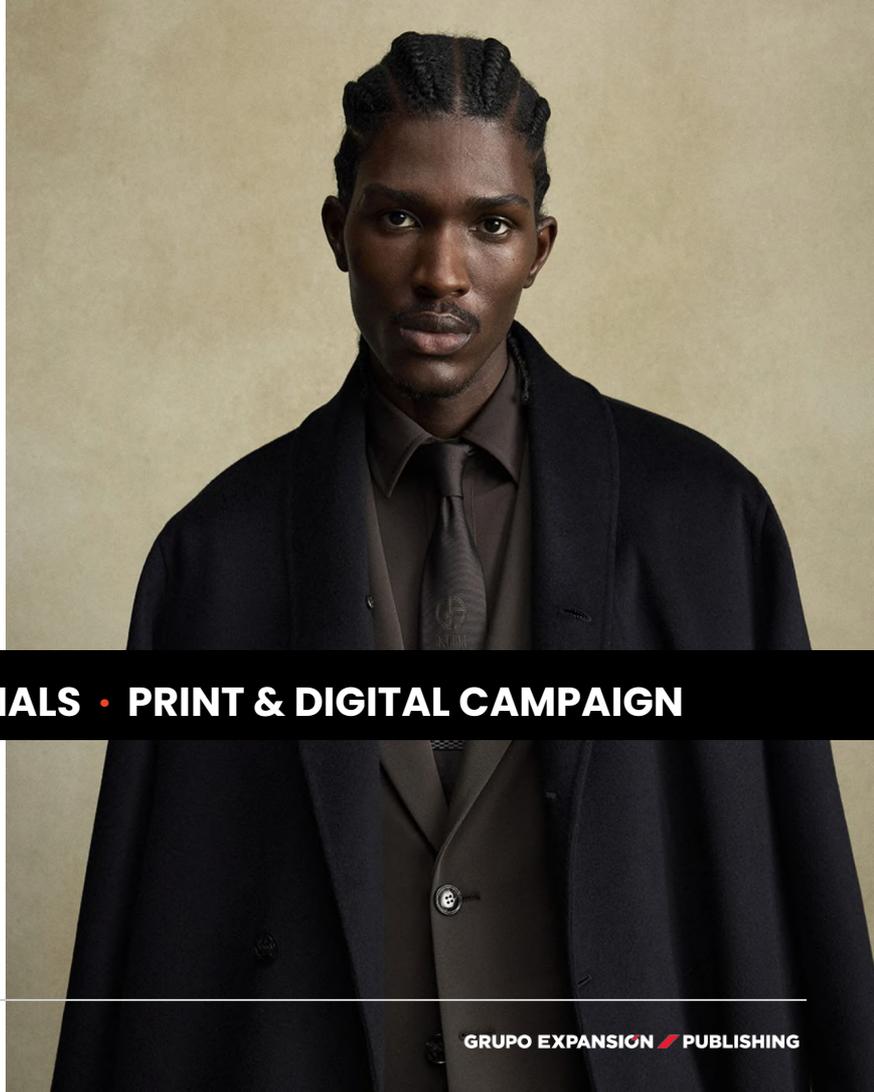


In collaboration with our advertisers, Life and Style presents digital specials led by influential figures closely connected to today's **most relevant topics**. Leveraging the full range of digital storytelling tools—**videos, galleries, audio content, and quick interviews**—these specials offer ideal opportunities for meaningful and natural brand integrations.

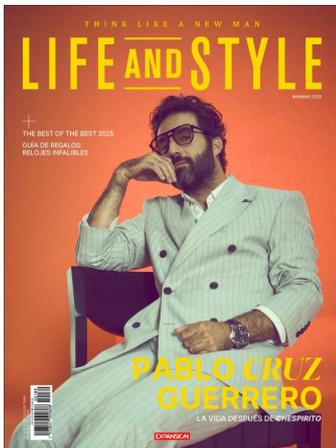
MEDIA KIT
(2026)
LIFE&STYLE

THE DEFINITIVE PLATFORM FOR THE MODERN MAN

WEB SITE • PRINT (4 EDITIONS) • DIGITAL SPECIALS • PRINT & DIGITAL CAMPAIGN



PRINT
EDITION



EDITORIAL CALENDAR

MARCH

Closing Date: February 16

Spring/Summer 2026 Trend
Report

AI in the Creative Industries

The Definitive Guide to
Mexico's World Cup Host Cities

JUNE

Closing Date: May 16

Father's Day Gift Guide

Pride Special

Watchmaking Report

**This schedule is subject to change without notice*

EDITORIAL CALENDAR

JANUARY

Wellness Special
Technology Highlights

FEBRUARY

Super Bowl Coverage
Love & Sex Special
Valentine's Day Gift Guide

MARCH

Academy Awards Coverage
Spring/Summer 2025 Trends
International Women's Day Special

APRIL

Sustainability Special
Watchmaking Highlights 2026

MAY

Mother's Day Gift Guide

JUNE

Father's Day Gift Guide
Pride Special
Summer Travel

JULY

Mission: Summer Body

AUGUST

Gourmet Special
Drinks Special

SEPTEMBER

Fall/Winter 2026 Trends
Game Changers

OCTOBER

F1 Special
Mental Health Special

NOVEMBER

Men's Day Special

DECEMBER

Best of the Best
Holiday Gift Guide

**This schedule is subject to change without notice*

CONTACT

SALES EMAIL

ventas@grupoexpansion.com

To see all of Grupo Expansion's media kits,
visit <https://grupoexpansion.com/media-kits/>

ROBERTO CABALLERO

COMMERCIAL DIRECTOR
roberto.caballero@grupoexpansion.com

ALEJANDRO LEAL

COMMERCIAL DIRECTOR
aleal@grupoexpansion.com

PABLO CAMPO

HEAD OF INTERNATIONAL SALES AND AGENCIES
pablo.campo@grupoexpansion.com