





MEXBEST

ONLY MEXICO'S BEST

ESSENCE

MexBest is the **original brand** that recognizes and showcases the best of **hospitality, gastronomy, travel, and lifestyle**. We recommend and share our way of exploring the world with and for Mexicans, through **content and experiences curated by a team of experts**. We are the media outlet with the deepest insight into the industry.

*SOLO
LO MEJOR DE
MÉXICO*



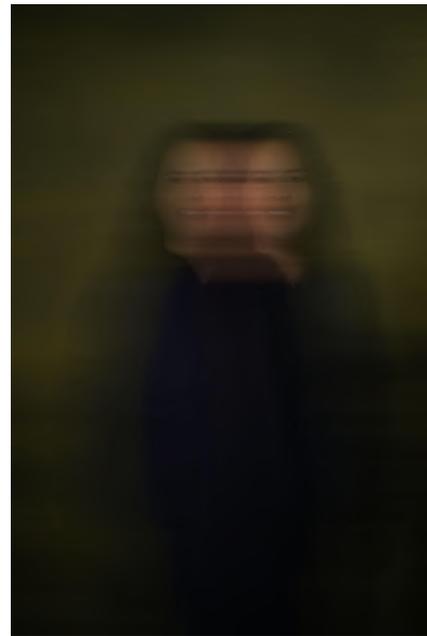
A WORD FROM THE EDITOR

Mexico has spent years being the destination of choice for all kinds of travelers, especially this year as we are hosting the FIFA World Cup. The bar keeps rising and we become more demanding both as guests and diners.

At MexBest, we take pride in being the brand that honors and recognizes excellence in hospitality. We work tirelessly to pay tribute to those who create memorable experiences in Mexico and around the world.

We are the link connecting the hospitality industry through our different channels: from our print pages to our digital platforms and the MexBest Awards. Since 2019, we have established ourselves as a multiplatform media brand, which is a market leader and reference.

The team behind MexBest is committed to making a difference. We hope to achieve this and continue being a source of inspiration for eating, drinking, and traveling.



Issa Plancarte
Publishing Manager

AUDIENCE



Top Insiders

Ages: 40-60.

Socioeconomic Level: AB

These are the figures shaping Mexico's hospitality industry. Profiles include renowned chefs, mixologists, hotel and restaurant entrepreneurs, and public-sector leaders.

Interest:

Networking | trends | experiences | leadership | luxury | culture | innovation | business | inspirational travel, investment, and development of tourism projects | art and design



Industry Members

Ages: 25-50

Socioeconomic Level: B, C+

Professionals across the country working in different areas and positions within the hospitality industry, deeply passionate about their work. MexBest offers them a professional meeting point and a reference that reflects the current state of the sector, fostering a sense of belonging in the industry.

Interests:

Trends | innovation | design | leadership | inspiration | experiences | personalities | education | travel and tourism | social media | local consumption | international travel | culture



Food hunters

Ages: 25-45 años

Socioeconomic Level: A, B, C+

True food lovers in all its forms. Gastronomic explorers in search of flavor and authenticity. They love discovering everything from traditional cooks to signature restaurants and value fine dining as much as urban gastronomy.

Interests:

Culture | conscious consumption | nightlife | gastronomic tourism | traditional cuisine | slow food | local consumption | international travel | workshops | oenology and mixology | social media | experiences and festivals



Travelers

Ages: 25-50

Socioeconomic Level: NSE: A, B, C+

Explorers seeking authentic experiences. Their love of travel is not defined by budget, but by curiosity and the desire to discover the world. They travel to create memories and connect with local culture, people, and flavors.

Interests:

Local culture | history | wellness | gastronomy | routes | weekend getaways | photography | journals and blogs | sustainability | art craftsmanship | social media | experiences

AUDIENCE

AGE:

25-34 years 24.3%

35-44 years 36.1%

45-54 years 23.8%

55-60 years 9.7%

Man 48.9%

Women 51.1%

Socioeconomic Level:

A, B, C+

COUNTRY:

Mexico 71,5%

United States 13,6%

Spain 2,4%

Peru 2,2%

Colombia 2,1%

MexBest's audience is made up of people deeply involved in gastronomy, hospitality, travel, and experiences.

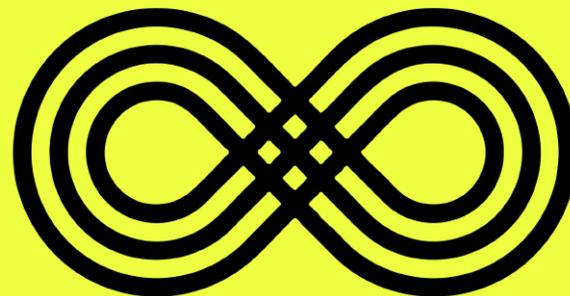
They work in operational and executive roles, as well as in creative, communication, and design fields. They seek trends, culture, innovation, and inspiring projects, and actively participate as Industry Members, Top Insiders, Food Hunters, and Travelers. Together, they form a diverse, curious community with a strong affinity for discovery and connection.

PRODUCTS

Mexico has spent years being the destination of choice for all kinds of travelers, especially this year as we host the FIFA World Cup. The bar keeps rising, and we become more demanding as guests and diners.

OUR THREE PILLARS

DIGITAL • SOCIAL MEDIA
• WEBSITE



EVENTS

- AWARDS CEREMONY
- TAILOR-MADE EXPERIENCES

REVISTA

- SUBSCRIPTIONS
- NEWSSTAND

REVISTA

After consolidating itself as a digital platform, **MexBest** now arrives in print. The magazine brings together the best of hospitality in Mexico – gastronomy, hotels, bars, and culture – offering curated stories, reviews, and profiles of the people and places shaping the industry. The print edition deepens the experience, capturing the essence, creativity, and excellence that define MexBest.



2026

4 issues

Print run: **65,000**

POINTS OF SALE

Sanborns
AIRPORTS -
 (DMX areas T1 and T2, MTY, GDL)
HEB
Chedraui Selecto
FRESKO
City Market

STRATEGIC DISTRIBUTION

Premier lounges
Universities
Wellness lounges Mexico City
Hotels
Restaurants
Premium barbershops

CALENDARIO EDITORIAL

PORTADAS PRINT



APRIL

WOMEN AT THE TOP
Special on female leaders
in the hospitality industry
Spa Guide
Pet Friendly

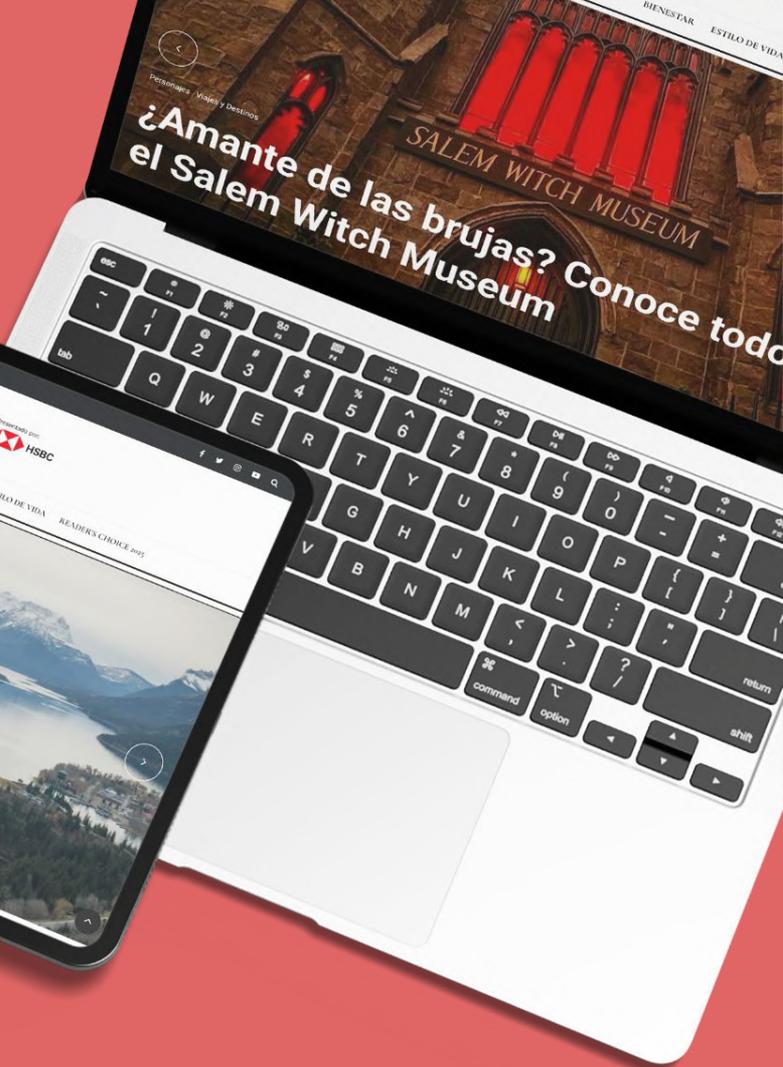
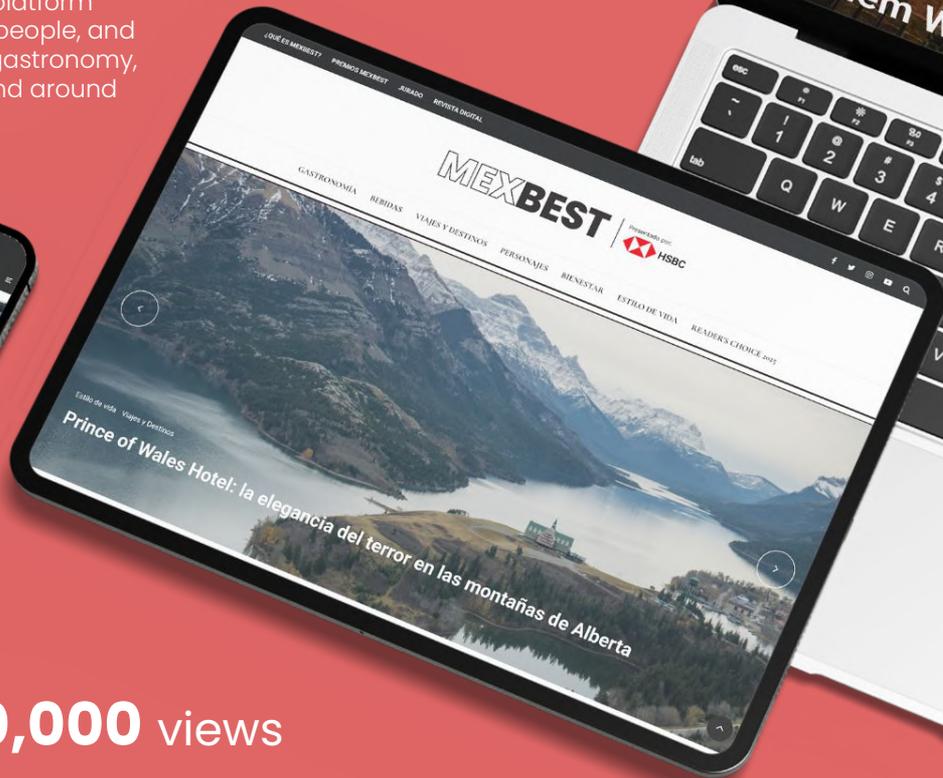


DECEMBER

**THE BEST OF MEXICO
GUIDE**
Winners of the 2025
MexBest Awards
Gift guide
Cocktail special

WEBSITE

MexBest lives and evolves as a digital platform that curates the most relevant places, people, and trends in hospitality. It brings together gastronomy, hotels, bars, and culture from Mexico and around the world through guides.

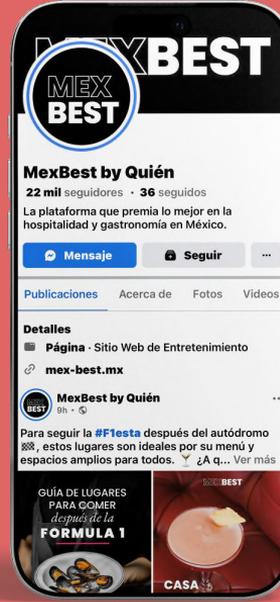


2026

50,000 views

SOCIAL MEDIA

Mexico has spent years being the destination of choice for all kinds of travelers, especially this year as we host the FIFA World Cup. The bar keeps rising, and we become more demanding as guests and diners.



PRODUCTOS DIGITALES

MexBest promotes timeless (always-on) content that deeply explores the country's hospitality, giving a voice to those who build it and guiding audiences in discovering the best places and experiences.

Where do they eat and drink?
What bartenders hold back
Tour of...

These formats keep the conversation alive throughout the year and position MexBest as a permanent industry reference.



[Go to video](#)



[Go to video](#)



[Go to video](#)



DIGITAL CALENDAR

DIGITAL COVERS

JAN

KARIME LÓPEZ
Gucci's Chef Returns
to Mexico

ABR

MEXBEST IN VAIL
MexBest Chefs Take
Over the Gastronomic
Festival

FEB

ART WEEK ISSUE
A Guide to Eating and
Drinking in Guadalajara
and Mexico City

MAY

EAT FUTBOL
Where to Eat, Drink and
Stay in the World Cup
Host Cities: Mexico City,
Guadalajara and
Monterrey

AUG

ROADTRIPS
The best roadtrips

MAR

**RISING WOMEN
CHEFS**

JUN

**PRIDE
LGBT GUIDE**

MEXBEST Soñar con el Pacífico

SUITE PERFECTA



La suite perfecta
a un ambiente
de lujo y confort.
El espacio
está diseñado
para disfrutar
de la vida.
El espacio
está diseñado
para disfrutar
de la vida.

Una suite
de lujo y
comfort.
El espacio
está diseñado
para disfrutar
de la vida.

Enclavado en una exclusiva reserva natural de 1.200 hectáreas se levanta Four Seasons Tamarindo, un resort que, además, es la joya de la hospitalidad mexicana en su máxima expresión.

Algo así como un oasis en medio del mar Caribe, el resort de Four Seasons Tamarindo es un destino de lujo y confort. El espacio está diseñado para disfrutar de la vida.

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146, 09/04/2020

MEXBEST Amor de verano



Señor David Casas Perdomo

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El amor de verano es un sentimiento que se vive en cada momento. El amor de verano es un sentimiento que se vive en cada momento.

146, 09/04/2020

LA RECETA

"Cariffo" x Eric van Beek

El chef Eric van Beek, ganador del premio de chef más joven del mundo en 2014, nos trae una receta que es un homenaje a la cocina de su infancia.

INGREDIENTES:
2 tazas de arroz blanco
1 taza de leche condensada
1 taza de leche entera
1 taza de azúcar
1 taza de mantequilla
1 taza de leche evaporada

Preparación: Agrega el arroz a un sartén y cocina con un poco de aceite.

CUESTION DE MOOD
El mood de la receta es un sentimiento que se vive en cada momento.

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146, 09/04/2020

MEXBEST LADO B



Diego Telles

El chef Diego Telles nos trae una receta que es un homenaje a la cocina de su infancia.



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146, 09/04/2020

Perfect suite

A deep dive into the dream stay: a space that combines design, comfort, and unique experiences to turn every stay into an unforgettable memory.

La recipe

An elite bartender creates the perfect cocktail for MexBest: a unique blend of technique, flavor, and creativity that awakens the senses.

B-side

Beyond the kitchen and hospitality, we explore the hidden side of leading figures: their passions, inspirations, and best-kept secrets.

Wines

The most select labels, trend-setting projects, exclusive reserves, and the grapes that define each region's character.

PREMIOS
MEXBEST
2026

The MexBest Awards recognize the most outstanding expressions of our culture, talent, and entrepreneurial spirit in hospitality and gastronomy. Four editions have already brought together the most recognized and talented figures in these industries.

We are the most comprehensive guide for travelers and culinary art lovers. Our always-on platform features the best curation of hotels, restaurants, bars, destination guides, and travel tips.

JURY

A **jury** made up by **30 experts** travels to more than **28 cities, 100 restaurants, 100 hotels, 30 bars, 30 taquerías, and 30 bakeries** across the country from March to June to determine the winners.





The MexBest Awards is the event that acknowledges the **best of our culture, talent, and entrepreneurial spirit within the hospitality and gastronomy industries.** It has already been four editions bringing together the most recognized and talented figures in the industry in a two-day gathering where gastronomy, hospitality, and talent take center stage.

Host city: TBC,
October
2026

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