





## CONTENTS

03

Brand

04

ADN of Quién

05

Editor's Letter

06

Analysis

07

Pillars

08

Audience

09

Profiles

10-13

Print Audience

14-15

Digital Audience

16

Products

17-19

Events

20

Editorial Calendar



## Brand

**Quién** is the go-to source for the most important figures in Mexico and the world.

For over 20 years, we have been the leading and insider brand in the lives and careers of the most influential people in Mexico.

We have established ourselves as the brand that excels in journalism.

We cover life stories, gastronomy, travel, politics, entertainment, current events, luxury, fashion, and beauty. We are Mexico's largest premium lifestyle and social online site.

We proudly are the leading brand in our segment and the only one focused on figures and lifestyle to have earned a national journalism award.

# Quién DNA

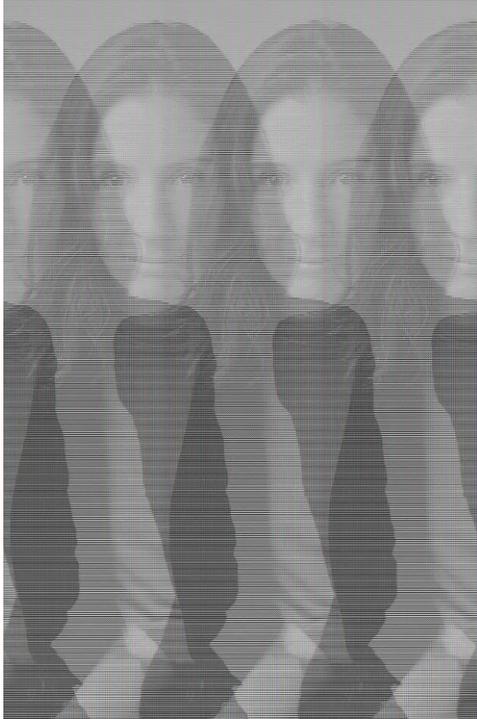


At Quién, we combine **exclusivity, inspiration, and aspiration**: we are the #1 source of insider information on the most relevant figures in Mexico and the world, providing **access to a glamorous yet relatable world**. With **heartfelt journalism and credibility**, we tell the stories that set trends, **offering premium, multi-thematic content**.

More than just informing, **we create unique experiences** that connect emotionally with our audience, a community that has grown with the brand and sees us as **that friend who always has the best stories**.



# EDITOR'S LETTER



**In a world where stories are told faster than ever, *Quién* stands out by focusing on the details, capturing the essence of the moments that define our culture, and giving a face to the figures who are transforming Mexico. We are much more than a magazine; we are a reflection of our society, its values, aspirations, and dreams.**

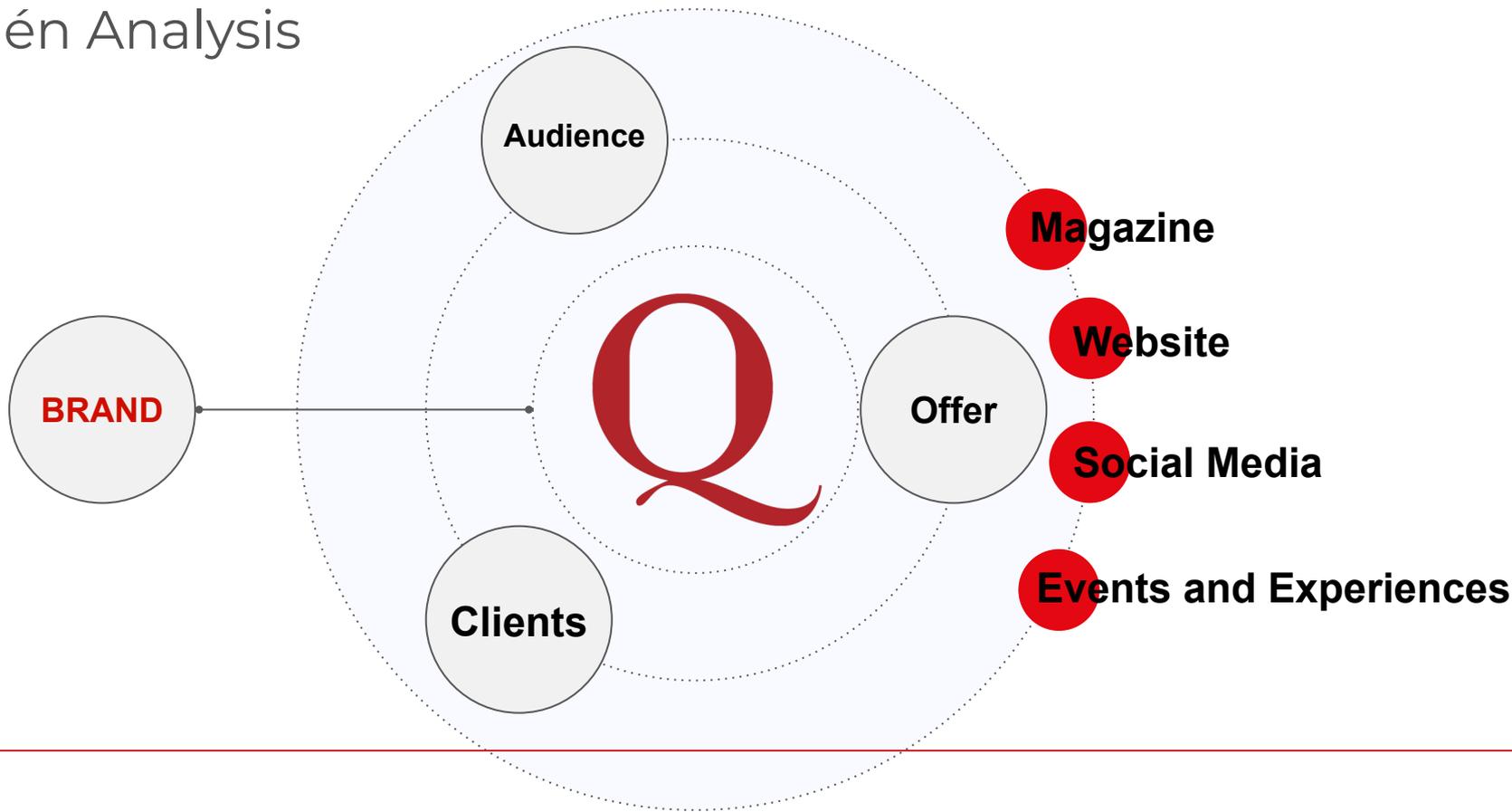
From our printed pages to our digital platforms, at *Quién*, we connect audiences with content that inspires, informs, and entertains. We have established ourselves as leaders in current affairs, society, fashion, beauty, and lifestyle, always with a human approach that prioritizes authentic storytelling. Each edition is a window into the stories of those leaving their mark, but also a mirror reflecting the concerns and passions of our readers. Our commitment is to deliver relevant and visually impactful content, both for those seeking inspiration and for those who want to be at the center of the conversation. With a reach that spans from our magazines on newsstands to our dynamic social media communities, *Quién* doesn't just inform: it sets trends, sparks dialogue, and amplifies the voices that truly matter.

***María Torres Clausell***  
*Quién* Editor-in-Chief

# ¿What do we have?



Quién Analysis



# BRAND PILLARS

## Main Core: Entertainment and social.

- Entertainment
- Royalty
- Fashion
- Beauty
- Travel and gourmet
- Female empowerment





## AUDIENCE

People interested in different topics such as gastronomy, fashion, culture, politics, beauty, art, entrepreneurship, royalty, entertainment, and travel, regardless of their occupation or marital status.



*• Has their own spirituality • Wants to contribute to society with awareness • Seeks emotional and physical well-being • Aims to build community • Supports and celebrates the people around them • Is proud of their country and their talent*

---

¿What do we have?

# OUR AUDIENCE



## Trender

NSE: A, B / 35-50 years old

Lover of lifestyle, fashion, and trends. Looks for references and recommendations that make them feel part of the latest trends.

\*Key Audience



## Aspirational

NSE: C, C+ / 40-60 years old

Interested in the lifestyle of celebrities and public figures. Although not part of those circles, they find inspiration and entertainment in them. Adapts certain trends and recommendations to their means, aiming to look good and grow personally and socially.

## Celebrity Follower

NSE: B-, C+ / 25-35 years old

Follower of the celebrities of the moment, enjoys learning about their lifestyle, relationships, as well as the personal and professional sides of the figures who inspire and spark curiosity.

\*Key Audience



## Social Protagonist

NSE: B-, C+ / 35-50 years old

Leads an active social life, enjoys attending various events and building relationships. Also seeks to stay up to date with what's happening in different social circles and events.





AUDIENCE

456,000  
*readers*

120,000  
*Print run*



25,360  
*Print subscriptions*

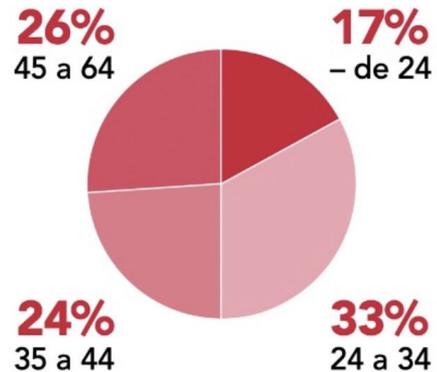
4.1M  
*Unique users*



+3M  
*Followers*



## AUDIENCIA PRINT PROFILE





## AUDIENCE

### PRINT PROFILE



89%

*Socioeconomic Level A/B*

87%

*Family Woman*

70%

*Woman*

28%

*Director level woman*

29%

*Men*

21%

*Entrepreneurial women*

# AUDIENCE

## PRINT PROFILE

### DEMOGRAPHIC DISTRIBUTION

#### NEWSSTAND

53%

*CDMX*

12%

*Edo. de México*

4%

*Jalisco*

9%

*Nuevo León*

22%

*Resto del país*

#### SUBSCRIPTIONS

68%

*CDMX*

15%

*Edo. de México*

3%

*Jalisco*

1%

*Nuevo León*

13%

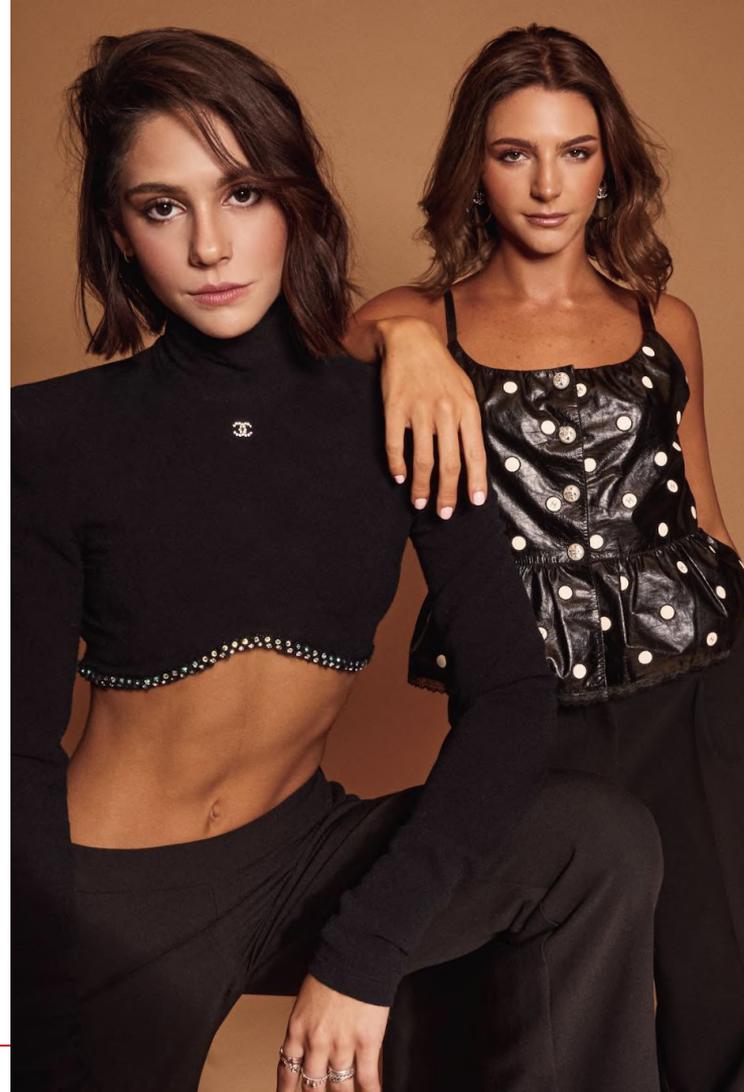
*Rest of the country*

### SELLING POINTS

Sanborns  
La Comer  
Fresko  
City Market  
Aeropuertos  
HEB  
Chedraui Selecto  
Chedraui A/B  
Urgens

### DISTRIBUTION PLACES

Velucca Café  
Jeffrey Group  
Siclo, Orange Theory,  
Body Barre, Zuda,  
Mindform, Cuult  
Brandy Donuts  
Morning  
Capitalia  
Bosque Real  
Beyond 12 activewear  
Mimma Café  
Las Alcobas





## AUDIENCE

# DIGITAL PROFILE

### MOST HIGHER MONTH

**1.3 M**  
*unique users*

**1.8 M**  
*sessions*

**2.3 M**  
*page views*

### MONTHLY AVERAGE

**978 k**  
*unique users*

**1.3 M**  
*sessions*

**1.7 M**  
*page views*

### USERS PER AGE

AGE	UNIQUE USERS	TOTAL AVERAGE
18-24	108,341	7%
25-34	253,896	17%
35-44	226,476	15%
45-54	366,071	24%
55-64	375,967	24%
65+	207,198	13%



## AUDIENCE



### SOCIAL MEDIA

 +460K  
*followers*

 +950K  
*followers*

 +1.2M  
*followers*

 1M  
*followers*

 +184K  
*subscriptions*

Updated September 2025

# PRODUCTS

## **DIGITAL**

### **Display**

*Standard, Rich Media  
y Rich Media Premium*

### **Video**

*Original video  
Sponsorship and Integrated brands  
de contenido*

### **Social networks**

### **Branded content**



## **PRINT**

**Traditional pages**

**Inserts**

**Creativity**

**Branded content**

## **EVENTS**

**31 Mujeres que Amamos**

**Quién 50**

**Quién 25**

## **PR**

**PES**

*(Influencer Marketing)*





## QUIÉN 25

PARTY

We will throw a party like no other to celebrate these 25 years of our brand.

It will be the best event of the year, where we will celebrate non-stop all night long.

**JANUARY**

2026



FRANCHISE

# MUJERES que AMAMOS

**Mujeres que Amamos** celebrates those outstanding women who, with their stories, inspire us to continue working for a world with equal opportunities and for a Mexico of which we can feel even more proud. Thanks to their talent, passion and dedication, they create new horizons and generate a beneficial change for the country and its environment.

Print, digital and event platform

(possibility of creating a custom project)

+35M  
*media impacts  
and digital campaign*

**MARCH**  
2026



# QUIÉN 50

EVENT

For more than 15 editions, Quién has recognized the 50 people who, through their great work, put the name of Mexico on the map, demonstrating that with determination and dedication, borders can be broken and obstacles can be overcome.

Quién 50 is renewed in 50 People Who Transform Mexico together with Expansión. We will recognize the winners at a gala dinner.

+70M  
*media impacts  
and digital campaign*

**NOVEMBER**  
2026



# CALENDAR

## 2026



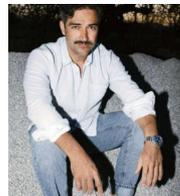
**ENE**

*Wellness Special*



**ABR**

Especial de Niños  
*print and digital*



**JUL**

Sexys  
Summer Issue



**OCT**

Especial de bodas  
*print y digital*



**FEB**

*Couples*  
Valentine's Day Gift  
Guide



**MAY**

Mother's Day Gift  
Guide  
*print and digital*



**NOV**

Entertainment



**MAR**

Mujeres que  
Amamos  
*print and digital*



**JUN**

*Pride/My coming  
out story*

Graduations

Especial para Papás  
*print and digital*



**SEP**

México  
Fashion and Beauty  
Style issue:  
Trends and Styles  
*print*

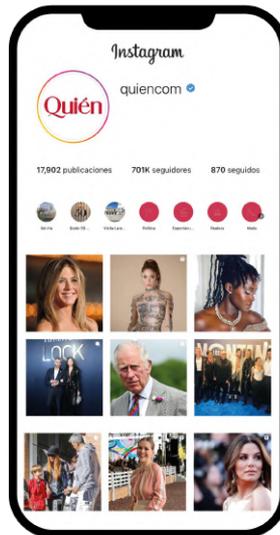
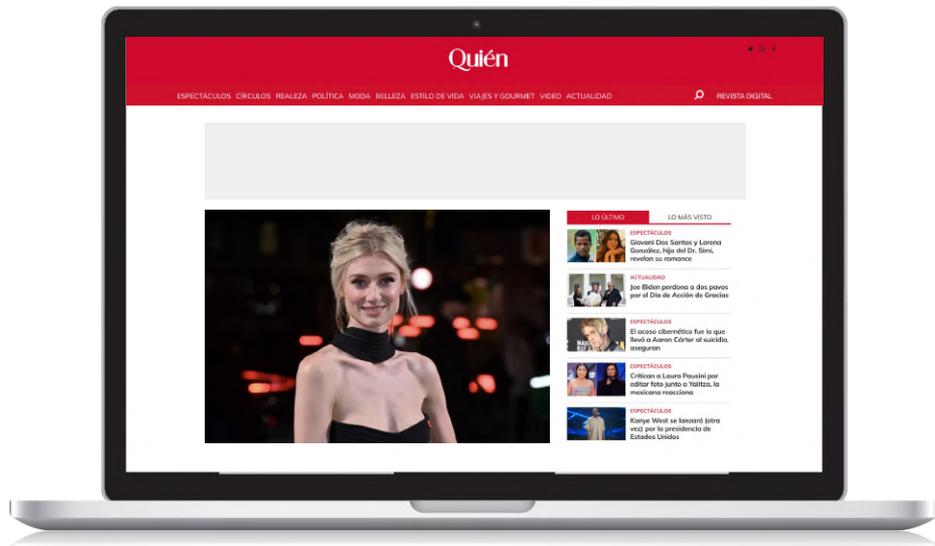


**DIC**

50 personajes que  
transforman  
México

The best of the year

# SPECS



Content

Display Ads

Special actions

Social networks

Programmatic



[consulta ad catalog](#)



# SPECS PRINT

- Files identified with a specific client name.
- High-resolution images (300 dpi) in CMYK mode.
- Formats: EPS, JPG, PDF or TIFF.
- Include cutting lines.
- Embedded fonts or texts converted to curves.
- Spot or Pantone inks in CMYK conversion.
- Reserve 5 mm (median strip) in case of continuous texts on the spine.
- Continuous images between the spine, consider 5 mm spine breakers.



**REBASE** | 43 X 28.5 cm  
**CORTE** | 42 X 27.5 cm  
**CAJA** | 41 x 26.5 cm

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# Quién

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