

EXPANSION

MEDIA

KIT

**THE LEADING BUSINESS
MEDIA IN
MEXICO**

2026

A portrait of Daniel Cocenzo, a man with a beard and short hair, wearing a grey button-down shirt over a white t-shirt. He is looking slightly to the left. The background consists of a row of large, cylindrical industrial tanks under a clear blue sky.

DANIEL COCENZO

PRESIDENTE GRUPO MODELO.
PORTADA EXPANSIÓN /
FEBRERO 2025

01 BRAND ESSENCE

02 EXPANSIÓN 360

03 AUDIENCES

04 PLATFORMS

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08 CONTACT

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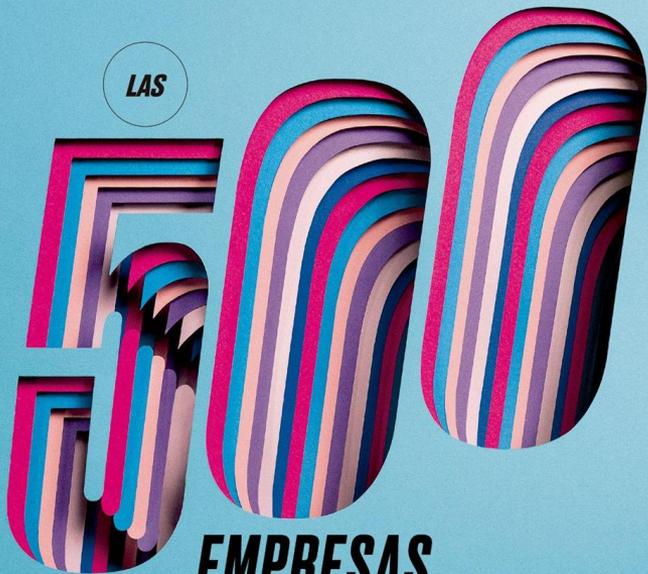
EN ESTE
NÚMERO

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



BRAND ESSENCE

VALUE FOR BRANDS

PILLARS

Business News / Economy
/ Politics

EXPANSION

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.

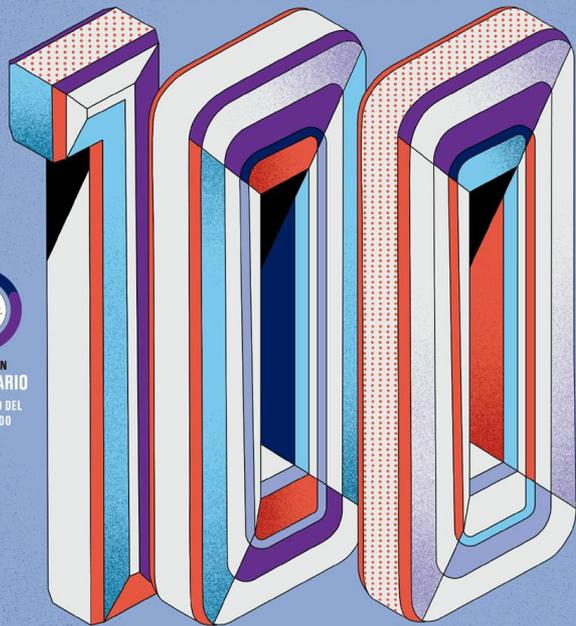
SECTIONS

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

COMMUNITY

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

LOS
EMPRESARIOS
MÁS IMPORTANTES DE MÉXICO



**CARLOS SLIM, ALEJANDRO BAILLÈRES, GINA DIEZ BARROSO,
ÁLVARO FERNÁNDEZ GARZA, MADELEINE 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
57 ANOS
OCTUBRE DE 2025



7 543 927 029523
PARA VENTA EXCLUSIVA A MAYORES DE EDAD



EXPANSION
INMOBILIARIO
EL MOMENTO DEL
RECOMODO

P.109

THE 100 MOST
INFLUENTIAL BUSINESS
LEADERS IN MEXICO
OCTOBER 2025 COVER

02

EXPANSIÓN 360

EXPANSIÓN 360

MAGAZINE

- Print
- Digital



- Powerful Women Dinner
- Expansión Powerful Women Dinner
- Expansión Women's Summit
- Responsible Companies Dinner
- Expansión ESG Summit
- Expansión Summit
- Expansión Summit North
- ODA

EXPANSION

DIGITAL



- Social Media
- Display
- Newsletter
- Podcast

EVENTS



BRANDED CONTENT

- Content
- Video
- Custom Projects



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
COCINATE
BREVETI

LÍDERES
PRIMERIZOS
CONSEJOS PARA
EL ÉXITO

EN
PORTADA

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

ADRIANA
PRIETO

MERCADO
LIBRE

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

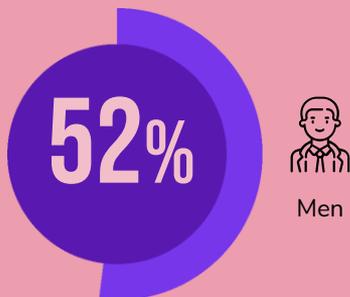
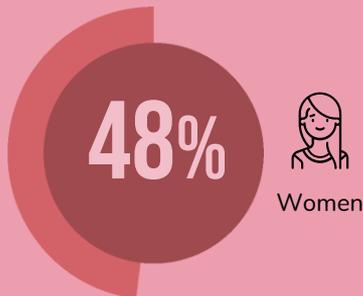
AUDIENCES

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



234K



READERS

3.5



PASS
ALONG

32K SUBSCRIBERS

NATIONAL
COVERAGE

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**

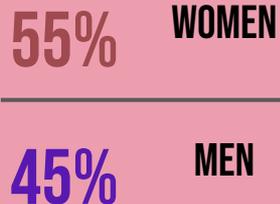
Sessions: **+10M**

Page views: **+11M**

AGE

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

GENDER



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



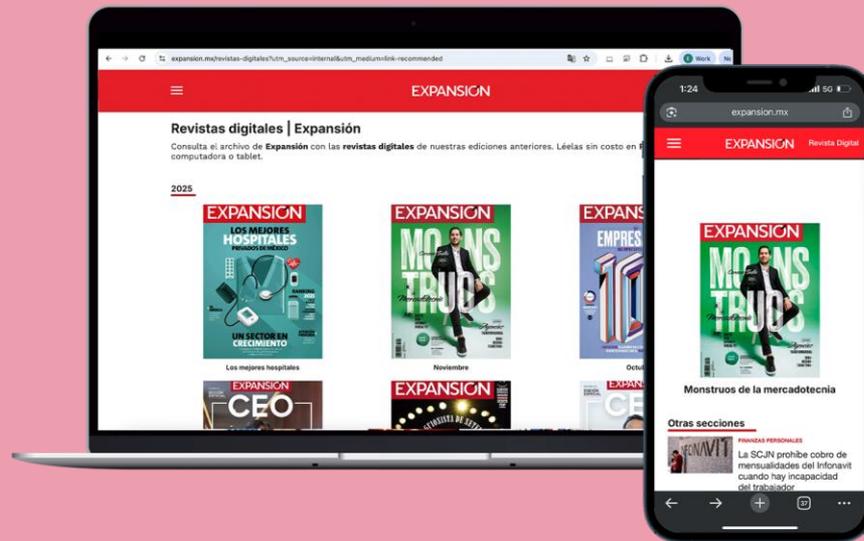
LinkedIn
+76K



Tik Tok
+642K

DIGITAL MAGAZINE

<https://expansion.mx/>



EXPANSION



MARCELA BARREIRO
DANIELER TRUCK
MÉXICO

LIZ ADRIANA RAMÍREZ
CONSEJERA
INDEPENDIENTE

LAS 100 MUJERES

MÁS PODEROSAS
DE LOS NEGOCIOS

*Han sorteado retos
y dificultades, y
conseguido 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
MACQUEET
PPG LATAM

KAREM
BARRAZA
STANLEY
BLACK &
DECKER

REGINA
GARCÍA
CUELLAR
ABM



EXPANSION
MARCH 2025
ISSN 1677-2222
PUB. VENTA 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.

MOJINS TRUJOS



Cerveza Indio

RODRIGO
MENDOZA,
CEO
DE MARCA

DE
LA
Mercadotecnia

- 2025
- BAILEYS
 - OXO
 - CHEVROLET
 - FUNERAL PET

EN ESTE
NÚMERO

CORREDOR INTEROCÉANICO
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

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

FRANCHISES



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



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

FRANCHISES

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

BROADCASTING

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.

APPS

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%



07

EVENTS

LAS 100 MUJERES MÁS PODEROSAS DE LOS NEGOCIOS

CENA DE RECONOCIMIENTOS

“We celebrate the women who lead and transform business in Mexico.”

The 2026 edition of the **Women's Dinner** will be a unique gathering that **brings together women** from the **100 Most Powerful Women in Business** list, along with 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 meaningful connections and strengthen female leadership in Mexico.

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



SOCIAL · BUSINESS · LIFESTYLE · WOMEN

26
MAR.

MUSEO
KALUZ

- Women from the 2024 / 2025 / 2026 lists
 - Leaders from different industries
 - Executives
 - Entrepreneurs
 - Expansión community
- Campaign · Social Media · Web · Print · PR & Partnerships

AGENDA

- 18:00 PM | Registration
- 18:30 PM | Presentation of the Second Cohort
- 19:00 PM | Awards Ceremony
- 19:45 PM | Dinner

150
ATTENDEES

EXPANSION MUJERES SUMMIT

“We inspire and empower to build a more equal Mexico.”

Expansión Mujeres Summit is the leading forum in Mexico for **women and men** committed to advancing the **agenda of equity and inclusion**.

Through high-impact conversations, inspiring experiences, and a results-oriented vision, the forum drives concrete actions that strengthen talent, economic development, and inclusive leadership in Mexico.



FORUM · BUSINESS · POLITICS · WOMEN

29
APR.



TBC

- Leaders from different industries
- Executives
- Entrepreneurs
- Expansión community

AGENDA

- 10:00 AM | Opening
- 10:10 AM | Panels
- 12:10 PM | Break
- 12:25 PM | Panels
- 15:00 PM | Closing

400
ATTENDEES

70M
CAMPAIGN
REACH

Campaign · Social Media · Web · Print · PR & Partnerships

EXPANSION ESG SUMMIT

“Mexico’s leading forum where ESG ideas and actions become the driving force of a sustainable future.”

Since its first edition in 2024, the **Expansión ESG Summit** has established itself as one of the most relevant spaces to discuss, analyze, and shape sustainability strategies in Mexico. It serves as a meeting point for business leaders, decision-makers, investors, experts, and organizations committed to creating positive impact, promoting responsible business models, and accelerating the transition toward a more ethical, inclusive, and resilient economy.



POLITICS · NETWORKING · BUSINESS · SUSTAINABILITY

6
AUG.



TBC

- Leaders from different industries
- Executives
- Entrepreneurs
- Members of the 2024 Responsible Companies List
- Public officials/NGOs
- Stakeholders interested in ESG topics

AGENDA

- 10:00 AM | Opening
- 10:10 AM | Panels
- 12:10 PM | Break
- 12:25 PM | Panels
- 15:00 PM | Closing

400
ATTENDEES

78M
CAMPAIGN
REACH

Campaign · Social Media · Web · Print · PR & Partnerships



SOCIAL · NETWORKING · BUSINESS · SUSTAINABILITY

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

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

It will be a night to celebrate the progress of responsible business and to reaffirm the leadership of those who are transforming the future through initiatives that generate real impact.

27
AUG.



TBC

- Members of the 2024 Responsible Companies List
- Leaders from different industries
- Executives
- Entrepreneurs
- Expansión community

AGENDA

- 18:00 PM | Registration
- 18:30 PM | Presentation of the Second Cohort
- 19:00 PM | Awards Ceremony
- 19:45 PM | Dinner

150
ATTENDEES

Campaign · Social Media · Web · Print · PR & Partnerships

EXPANSION SUMMIT

“The place where ideas converge to chart the path toward the Mexico of tomorrow.”

Since 2015, **Expansión Summit** has established itself as the most influential platform for discussions on business, politics, and the economy in Mexico.

With more than a decade of trajectory, this forum brings together business leaders, policymakers, and experts to debate the trends, challenges, and opportunities shaping the country's development.



FORUM · NETWORKING · BUSINESS · LEADERSHIP · POLITICS

10
SEP.

📍
TBC

- C-level executives
- Executives and business leaders
- High-level entrepreneurs
- Expansión communities

AGENDA

- 11:00 AM | Opening
- 11:10 AM | Panels
- 12:30 PM | Break
- 12:45 PM | Panels
- 14:30 PM | Break
- 18:00 PM | Closing

500
ATTENDEES

100M
CAMPAIGN
REACH

Campaign · Social Media · Web · Print · PR & Partnerships

EXPANSION SUMMIT NORTE

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

Northern Mexico has become a key driver of growth: a region that attracts investment, drives nearshoring, embraces technological innovation, and sets the pace in competitiveness and industrial development. It brings together business vision and global talent, and it will also be one of the host regions for the **FIFA World Cup**.



FORUM · NETWORKING · BUSINESS

12
NOV



TBC

- C-level executives
- Executives and business leaders
- High-level entrepreneurs
- Expansión communities

AGENDA

- 11:00 AM | Opening
- 11:10 AM | Panels
- 12:30 PM | Break
- 12:45 PM | Panels
- 14:30 PM | Break
- 18:00 PM | Closing

200
ATTENDEES

8M
CAMPAIGN
REACH

Campaign · Social Media · Web · Print · PR & Partnerships



- Winners
- Jury members
- Architecture firms / Construction companies
- Expansión communities

AGENDA

18:00 PM | Registration

19:00 PM | Awards Ceremony

20:00 PM | Cocktail Reception

150
ATTENDEES

1M
CAMPAIGN REACH

SOCIAL · NETWORKING · ARCHITECTURE · DESIGN

Campaign · Social Media · Web · Print · PR & Partnerships

The **2026 Obra del Año Winners' Dinner** will be the space where we celebrate the best of architecture, construction, and design in Mexico.

An evening dedicated to recognizing the professionals, firms, and projects that, through vision and innovation, are transforming cities and elevating the quality of life in the country.

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

3
DIC



TBC



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CRISTHIAN DEL ANGEL

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DIRECTOR
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EXPANSION 

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