It is the magazine for passengers of Aeroméxico Premier Class. Created with passion for details, and a constant quest for perfection, on each page there is a novel way of experiencing destinations, gastronomy, architecture and lifestyle.

WE WANT EACH EDITION OF ACCENT TO BE A WORK OF ART.
DISTRIBUTION

**MEXICO’S LARGEST**

600 DAILY TRIPS TO ITS 123 DESTINATIONS

Transports over 233 million passengers (over 3.7 million in Premier class)

**56 DESTINATIONS**

NATIONAL

**67 DESTINATIONS**

INTERNATIONAL

ITS FLEET CONSISTS OF MORE THAN 300 PLANES. EACH FLIGHT CARRIES AN AVERAGE OF 120 PASSENGERS. (1.9 MILLION PASSENGERS A MONTH).

**100 TICKET-SELLING LOCATIONS**

**PREMIER LOUNGES**

8 in Mexico’s most important airports
In line with the needs of your brands

Creation of tailor-made proposals, based on the needs of the client. We adapt to your goals and create a comprehensive strategy to achieve them, from the creation of print and digital content, to positioning strategies, events, or experiences with industry Key Players, among others.
Audi
cence
Monthly

Print Run
30,000

Readers
135,000

Subscriptions
5,000

* Santander Cardholders

Social Networks

Facebook
+1,900

Instagram
+1,900

Twitter
+1,500
PRINT PROFILE

69% 31%

MALE FEMALE

69% 31%

AGE
25 a 34 - 13%
35 a 44 - 32%
45 a 52 - 52%

- Most readers are married and are the mainstay; they have higher education at the bachelor’s level.
- Most readers of Accent hold managerial positions in the general management area.
- 59% travel on business, are heavy users, they travel mostly on first class to national and international destinations.

- They have high brand loyalty, prefer to purchase expensive products, and pay more for designer clothing, as well as owning the latest in gadgets. 41% travel for leisure, they are light users who mostly travel on business class and lodge in five-star hotels.
CALENDAR

JANUARY
INTERIORISM

FEBRUARY
GOLF

MARCH
GROOMING

APRIL
DESTINATION

MAY
JEWELRY

JUNE
CARS

JULY
HOTELS

AUGUST
SAILING

SEPTEMBER
GASTRONOMY

OCTOBER
SPAS

NOVEMBER
PRESENTS

DECEMBER
HORLOGERIE
Accent

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