ELLE is for INDEPENDENT WOMEN, INTELLIGENT and ENERGETIC, who LOVE FASHION AND BEAUTY. ELLE talks about relevant issues for all, wants to be inclusive, diverse and democratic. ELLE IS YOUNG, BUT WITH A GRAND HISTORY.

ELLE IS THE BIGGEST FASHION MAGAZINE IN THE WORLD, it is a bran that wants to INSPIRE women to EXPLORE and CELEBRATE STYLE, in all aspects of their lives. ITS CONTENT is PROVOCATIVE, INCLUSIVE, INNOVATIVE and DIVERSE. We are aspirational in fashion and beauty, but also very approachable.

“WHEN SHE READS,
SHE READS ELLE”
It is a brand that speaks to the **MILLENIALS**, as well as **GEN Z**. Without losing sight of the older generations.

**WE ARE TREND MAKERS** and **PIONEERS** in what we do.

The brand of the segment with more **LOCALLY-PRODUCED CONTENT (90%)**, **CUSTOM-MADE** for our readers and business partners.

The quality of our product is competitive on the **INTERNACIONAL LEVEL**, with multiple medals awarded by **SOCIETY OF PUBLICATION DESIGNERS**, and each year recognized with honorable mention.
PRODUCTS

MAGAZINE
Traditional pages
Inserts
Creative Materials
Branded Content

DIGITAL
Display, standard, richmedia and premium richmedia
Video
Social Networks
Branded Content
Newsletter

EVENTOS
Comprehensive packages

PR
Influencer Marketing
Calls

TAILOR-MADE PROJECTS
IN LINE WITH THE NEEDS OF YOU BRAND

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.
AUDIENCE

MONTHLY

READERS
234,000

PRINT RUN
65,000

SUBSCRIPTIONS
12,000

100% NATIONAL DISTRIBUTION
WITH AN EXCLUSIVE DEAL WITH STARBUCKS AND SPORTS WORLD
ELLE's readers want to know the latest on technology, they enjoy feeling different, they are the first to try new products, they rarely switch brands, they go by several shops before making a purchase, and they shop as a means to relax.

A/B C+
81% FEMALE
19% MALE

23% 13 A 18
23% 19 A 24
28% 25 A 34

39% readers live with their parents and are single
58% readers have undergraduate studies
75% studied at a private college
The categories most related to ELLE users are ENTERTAINMENT MEANS, value buyers, and news. The segment with more willingness are CLOTHES and ACCESSORIES, BEAUTY AND HOTELS/ACCOMMODATIONS.
SOCIAL NETWORKS

FOLLOWERS

+1.625.000

TWITTER

+600.200

YOUTUBE

+12.100

FACEBOOK

+767.000

INSTAGRAM

+245.000
EDITIORIAL CALENDAR 2020

JANUARY
REBORN THE NEW DECADE

FEBRUARY
ART LOVE
DIGITAL AWARD SEASON
#GIMMETHEOSCAR

MARCH
FEMALE ALL THE WAY
DIGITAL FASHION WEEKS

APRIL
GREEN ISSUE
DIGITAL GREEN ISSUE

MAY
MOMS GONE COOL

JUNE
NO GENDER ISSUE

JULY
#INTERNETISSUE

AUGUST
DENIM
(BACK TO SCHOOL)
EVT
ELLE WORKING GIRLS

SEPTEMBER
JEWERLY SPECIAL
DIGITAL FASHION MONTH

OCTOBER
ELLE ANNIVERSARY
#SWEET26

NOVEMBER
CRUISE 2021

DECEMBER
THE BEST OF THE YEAR 2020
DIGITAL HOLIDAYS
ELLE WORKING GIRLS DAY is the platform that gives our attendees the opportunity to KNOW MORE OF THE WORKING ENVIRONMENT.

During this unique event, they will have opportunity to learn from RECOGNIZED LECTURERS, specialized in different subjects, from FASHION and ENTREPRENEURSHIP, to FINANCE.

Additionally, in this sixth edition, we will have WORKSHOPS, to perfect their professional profile, according to their future plans, so they have the necessary tools to excell in their degrees.
MEXICO’S FIRST FASHION PODCAST

Hablemos de moda is the podcast where our editors tell their stories and share their thoughts on the industry and other related topics.
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