

THINK LIKE A NEW MAN

LIFE AND STYLE

MEDIA KIT 2022



THINK LIKE A NEW MAN

LIFE AND STYLE

Brand

Letter to the Editor

Audiences

Products

Events

Calendar

Specs

Contac



Life and Style Life and Style takes another step in its evolutionary process. Using its digital and print platforms, it seeks to start conversations on topics of interest to its audiences. New formats and visions converge to consolidate the identity of a title that beats in tune with the times

THINK LIKE A NEW MAN

LIFE AND STYLE

Dear readers,

Over recent years, *Life and Style* has committed to transforming and reinventing itself across all platforms. 2022 is no exception. Our team will continue working to find stories worth telling, giving a voice to those who are making a difference, and show that today, there are many ways to express our masculinity.

The worlds of fashion, entertainment, sports, travel, watches, cars, and personal care, among others, will be explored in each of our print editions and our digital channels. We are committed to providing a fresh take and starting enriching conversations and exchanges every day.

This mission is possible thanks to the support of Grupo Expansión and our network of expert contributors. Ultimately, we have a debt of gratitude to the readers who continue to trust in us, and of course our commercial partners with whom we will continue working hand in hand to bring their messages to the eyes and ears of the right audiences. May 2022 be a year for telling more stories

Pedro Aguilar Ricalde

General Editor, *Life and Style*



AUDIENCIA

■
Sophisticated, cosmopolitan man
who has attained professional success or is on the road to doing so

■
With high economic level

■
He's interested in luxury brands, fashion, travel, cars, food & drink,
technology, watches, grooming, and sports.

Independent

Success-hungry entrepreneur

Daring and challenging

Versed in latest trends

Experiential

AUDIENCES

Site (UU) Print
700K 234K

Instagram Twitter
40.8K 25K

Facebook
226K

highest month

UNIQUE
USERS 690K

Monthly average

UNIQUE
USERS 485K



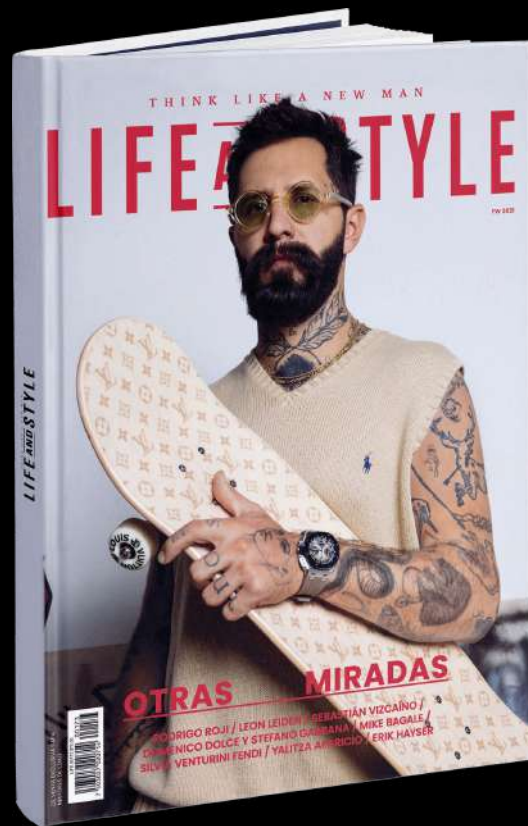
1,200,000
Monthly

THINK LIKE A NEW MAN

LIFE AND STYLE

LUXURY BOOK

Life and Style Life and Style reinvents itself, going from a magazine to a luxury object—an attractive, high-quality book that aims to become a reference volume.



LUXURY BOOK

- This luxury book is one way of offering a high-quality product, substantial experiences, timeless content, making advertiser messages last, in order to create a reference standard and thus make a profound impact.

Print run

65,000

Readers

Newsstand premium

Influencers

Controlled distribution

Hardcover issues with matte
laminated finish
Measuring 21 x 27.5

208 pages
{104 pages Couché 115 grs}
{104 pages Bond 105 grs}



PRINT AUDIENCE



■ DISTRIBUTION
National

■ PERIODICITY
Bimonthly

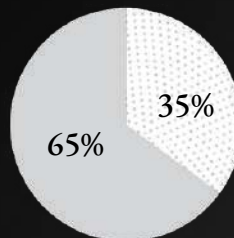
■ PRINT RUN
65,000

■ PASS ALONG
3.6

■ TOTAL AUDIENCE
234,000

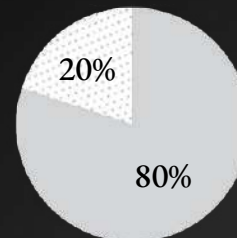
■ SUBSCRIPTIONS
12,000

GENDER



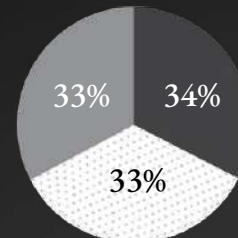
■ Men
■ Women

SOCIO-ECONOMIC STATUS



■ A/B
■ C+

AGE



■ 25 A 34
■ 35 A 44
■ 45 A 64
65

33%

Have graduate studies

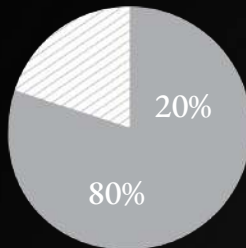
73%

Hold executive positions

DIGITAL AUDIENCE

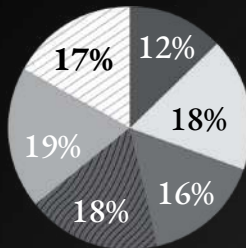


GENDER



■ Men
■ Women

AGE



■ 18 A 25
■ 25 A 34
■ 35 A 44
■ 45 A 54
■ 55 A 64
■ 65

Mes más alto

UNIQUE USERS

690K

VISITS

851K

PAGE VIEWS

992K

Monthly average

UNIQUE USERS

485K

VISITS

652K

PAGE VIEWS

615k

REACH
Digital

UNIQUE USERS
700,00

VISITS
1,000,000

PAGE VIEWS
1,900,000

DIGITAL PROFILE



MAIN INTERESTS

Shopping
92%

News and Politics
69%

Entertainment
154%

Sports
67%

Lifestyle
139%

Food and Drink
100%



PURCHASE INTENTION

Cars
27%

Financial Services
11%

Employment
5%

Travel
8%

Consumer Electronics
6%

Telecom
3%

WEB SITE

- The digital platform with interesting content for man

SECTIONS

Cars

Watches

Style

Entertainment

Travel and Gourmet

Life



PRODUCTS

DIGITAL

1. Rich Media Standard Display and Rich Media and Premium
2. Video
3. Social media
4. Branded content
5. Newsletter

MAGAZINE

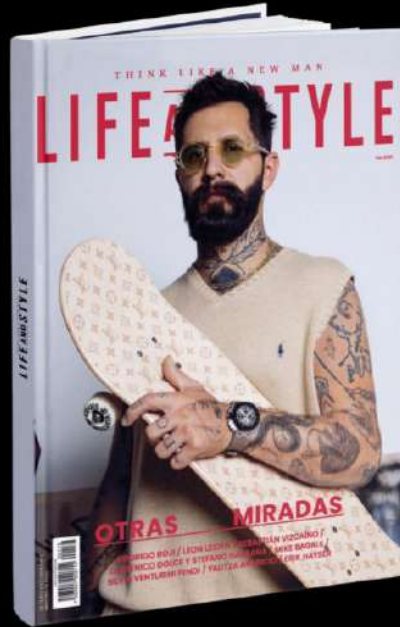
1. Traditional pages
2. Inserts
3. Creativity
4. Branded content

EVENTS

1. Integrated packages

MADE-TO-ORDER PROJECTS

1. According to the needs of your brand



THE PLATFORM FOR THE CONTEMPORARY MAN



1

Site

Based on: Cars, Watches,
Style Entertainment,
Travel, Gourmet and Life

2

Luxury Book

{4 editions}

3

Weekly Newsletter

4

Digital Special

{12}

5

Print, Digital and OOH
campaign

DIGITAL SPECIAL



Each month, *Life and Style* will present digital specials featuring major figures in the topics of the day. Making use of all the resources digital platforms make available to us (videos, audio galleries, quick interviews).

These specials are wonderful opportunities for brand integration.





EVENTS

MEN'S DAY

The unique, memorable experience that celebrates who you are, pampers you, and lets you live a day full of activities where you can enjoy the passions that drive you.

PUBLISHING CALENDAR

Print

MARCH
■
MAY



No. 174

2022 SS Trends
Movie Special
2022 Travel Special

JUNE
■
AUGUST



No. 175

Watch Report (post
Watches & Wonders)
Father's Day Gifts
LGBTQ+ Pride

SEPTEMBER
■
NOVEMBER



No. 176

2022 FW Trends
Car Special
Men and Women of
Power

DECEMBER
■
FEBRUARY

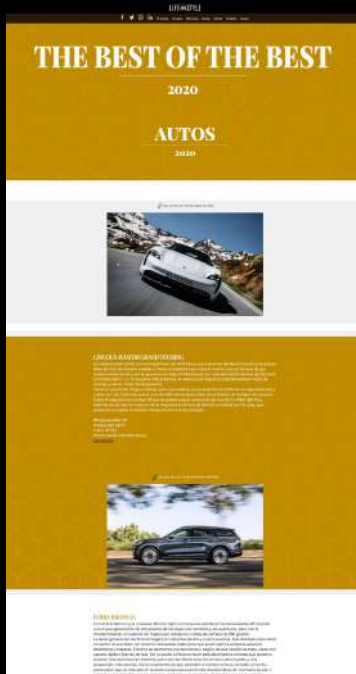


No. 176

Watch Report (post
SIAR)
Christmas Gifts
Art & Design Special

PUBLISHING CALENDAR

WEB



JANUARY

Wellness Special
2022 Travel

FEBRUARY

Love and Sex Specia
Gifts for February 14th

MARCH

2022 SS Trends
Academy Awards Special

APRIL

Sustainable Fashion Special (Earth Day)
Watch Report (post Watches & Wonders)

MAY

Mothers' Day Gifts
Music Special

JUNE

LGBTQ+ Pride
Fathers' Day Gifts

JULY

Summer Special (fashion, travel, accessories)
Beach Body Special
(grooming, self-care, exercise)

AGUST

Gourmet Special
Drinks Special

SEPTEMBER

2022 FW Trends
Mexican Design Special

OCTOBER

Automotive News Report
Formula 1 Special

NOVEMBER

Men's Day Special
Qatar 2022 World Cup Soccer Special

DECEMBER

Christmas Gifts
Best of the Best

THINK LIKE A NEW MAN

LIFE AND STYLE

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