

EXPANSION

política

MEDIA
KIT

2022

EXPANSION **politica**

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EXPANSION **politica**

DESCRIPTION OF THE BRAND

Reports on and analyzes the country's political agenda using deep-cutting, inclusive, strategic information that sparks conversation and promotes debate of ideas.

Mexico City, 2021.

At *Expansión Política* we firmly believe that rigorous, independent journalism is rewarded with the trust and confidence of readers and consumers of all our content.

Since this brand was created, we have been committed to honoring its track record of integrity and substance that comes with over 50 years of *Expansión* covering economic and business issues as they relate to the realm of national and social politics.

Staying faithful to our legacy while adding a fresh, dynamic, and diversified take for new audiences, at *Expansión Política* we have a clear and established aim to report on the biggest, most conversation-sparking events for the citizens of the country with a perspective that helps to better understand them and add to the national conversation.

With less than three years since its creation, our brand has blazed the trail, earning a spot among the top digital native media. Today, we aim to be a reference point for explaining what's going on in the country.

We believe in and advocate for the democratic rule of law and public policies aimed at economic development, accountability, and transparency to prevent corruption and champion inclusion, equality, and diversity. Our editorial content is focused around these principles.

In times of polarization, we're convinced that independent, balanced journalism that takes all voices into account best contributes to better understanding, while taking a step back from the noise that impedes discussion and listening in order to provide solutions to the most pressing issues.

We are committed to working tirelessly and always listening to them in order to be the best for our audiences every day.

EXPANSION política

209 K



574 K



AUDIENCE

TOTAL

4M

Unique Users
Monthly Average

EXPANSION **politica**

Ages from 18 to 64, with the most impact between 24 and 34 years old



With constant professional and academic development



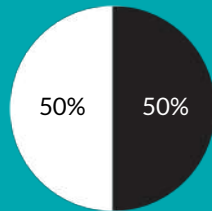
High socioeconomic level (NSE ABC+)



Interested in:
Trending events related to politics, and social and cultural issues



Reside in the country's main population centers



Women | Men

**WE SEEK A
BALANCED
TARGET**

TARGET

General Audience

Private Sector
(Business people and SMEs)

Public Actors



Clients

USERS

- Public actors and red circle
- Business people and SME's entrepreneurs
- General audience

ADVERTISERS

- RI clients interested in target
- Government agencies
- Media agencies
- Portals/tools: MSN, Taboola



Contributors

- Public actors
- Officials
- Lawmakers
- Civil society organizations
- Columnists
- News agencies
- Information sources
- Grupo Expansión "sibling" companies

Highest Month

+6M

Unique
Users

+9M

Sessions

+11M

Page
views

Monthly Average

+4M

Unique
Users

+6M

Sessions

+7M

Page
views

DIGITAL PROFILE

+ Social Media

Age

● 13%
18-24

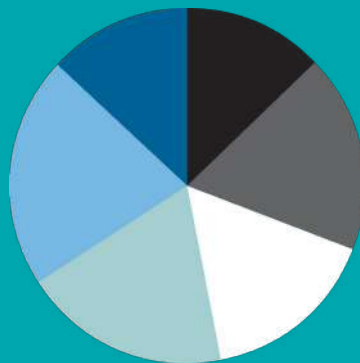
● 18%
25-34

● 16%
35-44

● 19%
45-54

● 21%
55-64

● 13%
65+



Gender



● Male
47%

● Female
53%

Made-to-order Projects

Made-to-order proposals based on client needs.

We adapt to your aims and come up with an integrated strategy in order to achieve them.

ORIGINAL PRODUCTS

Sponsorships and Integrated Content.



● DISPLAY

Standard, rich media,
rich media premium



● NEWSLETTER

Box banner integration



● VIDEO

FB Live:
“Política y otros
datos” (Politics
and other data)



● PODCAST

“Política y otros
datos” (Politics
and other data)



● BRANDED CONTENT

Sponsorships and
Integrated Content

EXPANSION **política**

PODCAST

Top News

Spotify

#7

Top
Chart
Apple

#57

The voices of political analysts
Viri Ríos and **Carlos Bravo
Regidor**, and Politics Desk editor
Mariel Ibarra
of *Expansión*.

Weekly episodes consist of
conversations that put public life
in debate in order to gain an
understanding of Mexico's
current political reality.



ORIGINAL

AUDIO

**POLÍTICA
Y OTROS
DATOS** 

EXPANSION

PODCAST

GENERAL INFO

FOLLOWERS

3 K

LISTENERS

8.5 K

PLAYS

80 K

POLITICS AND OTHER DATA

Public Life in Debate

AUDIENCE



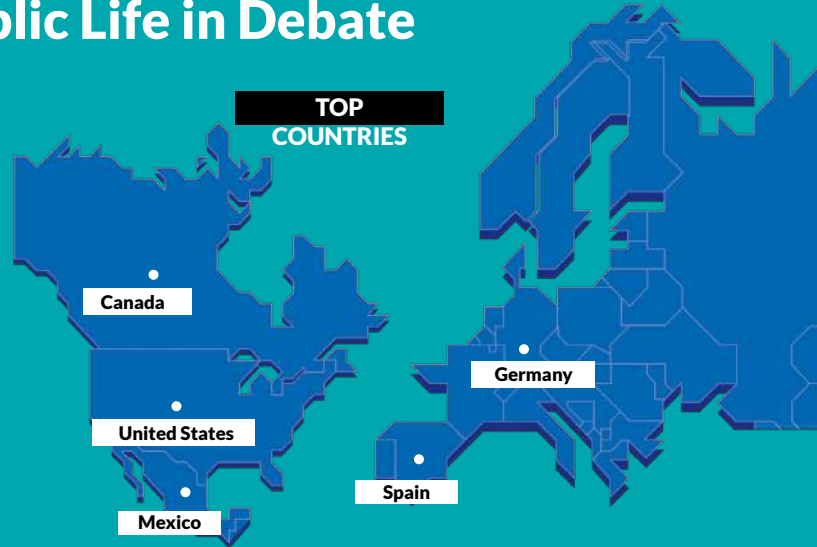
26%



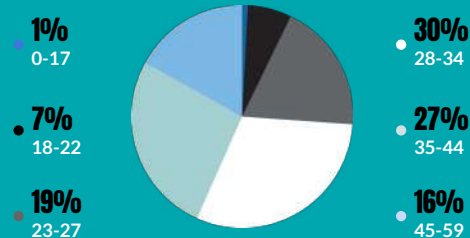
71%

3%
Keep their gender confidential

TOP COUNTRIES



AGES



DEVICES



Android 29%

iOS 50%

Web 2%

Other 19%

GENERAL INFO

SCOPE

40 K

MIN OF PLAY

15 K

PLAYS

11 K

AUDIENCE



42%



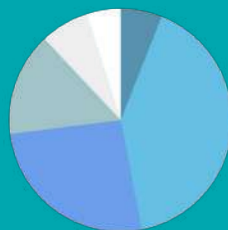
58%

AGES

6%
18-24

41%
25-34

26%
35-44



15%
45-54

7%
55-64

5%
+65

Politics

and Other Data



2022 PUBLISHING CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<ul style="list-style-type: none"> · Mexico hands over pro tempore presidency of CELAC to another country. · Joe Biden completes a year in the White House on January 20: What is the assessment of the bilateral relationship with the Democratic president? 	<ul style="list-style-type: none"> · February 28 marks two years since the COVID-19 pandemic reached Mexico. 	<ul style="list-style-type: none"> · March 18 marks two years since the first COVID-19 death in the country. · López Obrador revocation of mandate exercise. · March 21, planned opening of Santa Lucía International Airport. 	<ul style="list-style-type: none"> · Start of local election campaigns in six states (governors to be elected in all six): <ul style="list-style-type: none"> · Aguascalientes · Hidalgo · Durango · Oaxaca · Quintana Roo · Tamaulipas 	<ul style="list-style-type: none"> · May 3 marks one year since the collapse of elevated section of Metro Line 12. · Local campaigns. 	<ul style="list-style-type: none"> · D-Day: State elections Sunday, June 5.
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none"> · July 1: fourth anniversary of López Obrador's victory in presidential elections. 	<ul style="list-style-type: none"> · Change of chairmanship of executive boards in Senate and Chamber of Deputies. 	<ul style="list-style-type: none"> · General Assembly, possible participation by López Obrador and/or Marcelo Ebrard. · Presentation of 2023 Economic Package. · Summit Expansión. 	<ul style="list-style-type: none"> · October 1 marks one year in office for Mexico City mayorships elected in 2021. · October 4 marks Samuel García's first year in the Nuevo León government. 	<ul style="list-style-type: none"> · 2023 Budget Approval. · US midterm elections: How does the revamping of U.S. Congress impact Mexico? · Qatar 2022 World Cup begins, with political, economic, and social impacts on Mexico. 	<ul style="list-style-type: none"> · López Obrador completes four years in power.

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