IS THE **BENCHMARK** FOR THE MOST IMPORTANT PERSONALITIES IN MEXICO AND THE WORLD.

FOR 20 YEARS WE HAVE BEEN THE LEADING BRAND, THE **INSIDER** IN THE LIVES AND CARRERS OF THESE PERSONALITIES. WE HAVE POSITIONED OURSELVES AS THE BRAND THAT BETTER CARRIES OUT JOURNALISM, LIFESTYLE, LUXURY, FASHION, BEAUTY, GASTRONOMY AND TRAVEL.
IS PROUDLY THE FIRST MEXICAN BRAND IN THE SEGMENT.

THE ONLY BRAND OF PERSONALITIES AND LIFESTYLE TO BE AWARDED THE NATIONAL JOURNALISM AWARD.

IT IS THE LARGEST PREMIUM LIFESTYLE AND SOCIAL SITE IN MEXICO.
PRODUCTS

DIGITAL
- Display, standard, rich media
- And premium rich media
- Video
- Social networks
- Branded content
- Newsletter

MAGAZINE
- Traditional pages
- Inserts
- Creative materials
- Branded content

EVENTS
- Comprehensive packages

PR
- Influencer marketing
- Calls

TAILOR-MADE PROJECTS

**In line with the needs of your brand**
Creation of tailor-made proposals based on the needs of the cliente

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

120,000
PRINT RUN

456,000
READERS

25,000
SUBSCRIPTIONS

100% NATIONAL DISTRIBUTION
WITH AN EXCLUSIVE DEAL WITH STARBUCKS AND SPORTS WORLD
PRINT PROFILE

35% MALE
18% AGE 35 TO 44

65% FEMALE
32% AGE 25 TO 34

49% MARRIED READERS
83% READERS WITH HIGHER EDUCATION

32% WORK IN GENERAL MANAGEMENT
49% PURCHASE THE LATEST IN BEAUTY TRENDS

54% BUY LUXURY BRANDS
66% CONSIDER THEMSELVES LOYAL TO BRANDS
19% of the audience is interested in buying luxury clothes and accessories.

15% of the audience has the intention of traveling or visiting a new destination.
SOCIAL NETWORKS

+2,612,000 FOLLOWERS

Facebook: +776,000
Twitter: +1,300,000
Instagram: +420,000
YouTube: +116,000
WE CELEBRATE THESE OUTSTANDING WOMEN WHOSE STORIES INSPIRE US TO KEEP ON WORKING TOWARDS A WORLD WITH EQUAL OPPORTUNITIES AND A COUNTRY WE ALL FEEL EVEN MORE PROUD OF.

MARCH
150 GUESTS

+44M MEDIA IMPACTS
+7M CAMPAIGN IMPACTS
THE GASTRONOMY AND HOSPITALITY INDUSTRIES HAVE EVOLVED TO A COMPLEMENTARY LEVEL WHICH MAXIMIZES THE EXPERIENCES OF EXPERT TRAVELLERS AND FOODIES. THE ONLY PLATFORM THAT RECOGNIZES THE HOSPITALITY AND GASTRONOMY IN MEXICO.
QUIÉN HAS RECOGNIZED FOR THE LAST 10 YEARS THE PERSONALITIES WHO HAVE BEEN CONSTRUCTIVE INFLUENCER FOR MEXICO.

THESE ARE THE MEN AND WOMEN WHO INFLUENCE FROM THEIR STRANDPOINTS IN OUR VALUE SUCH AS PROMISE, IMPACT, TRASCENDENCE, CAREER AND INNOVATION.

+47M MEDIA IMPACTS
+30M CAMPAIGN IMPACTS

400 GUESTS

OCTOBER