

TARGET

AUDIENCE

CALENDAR

PRODUCT

RATES

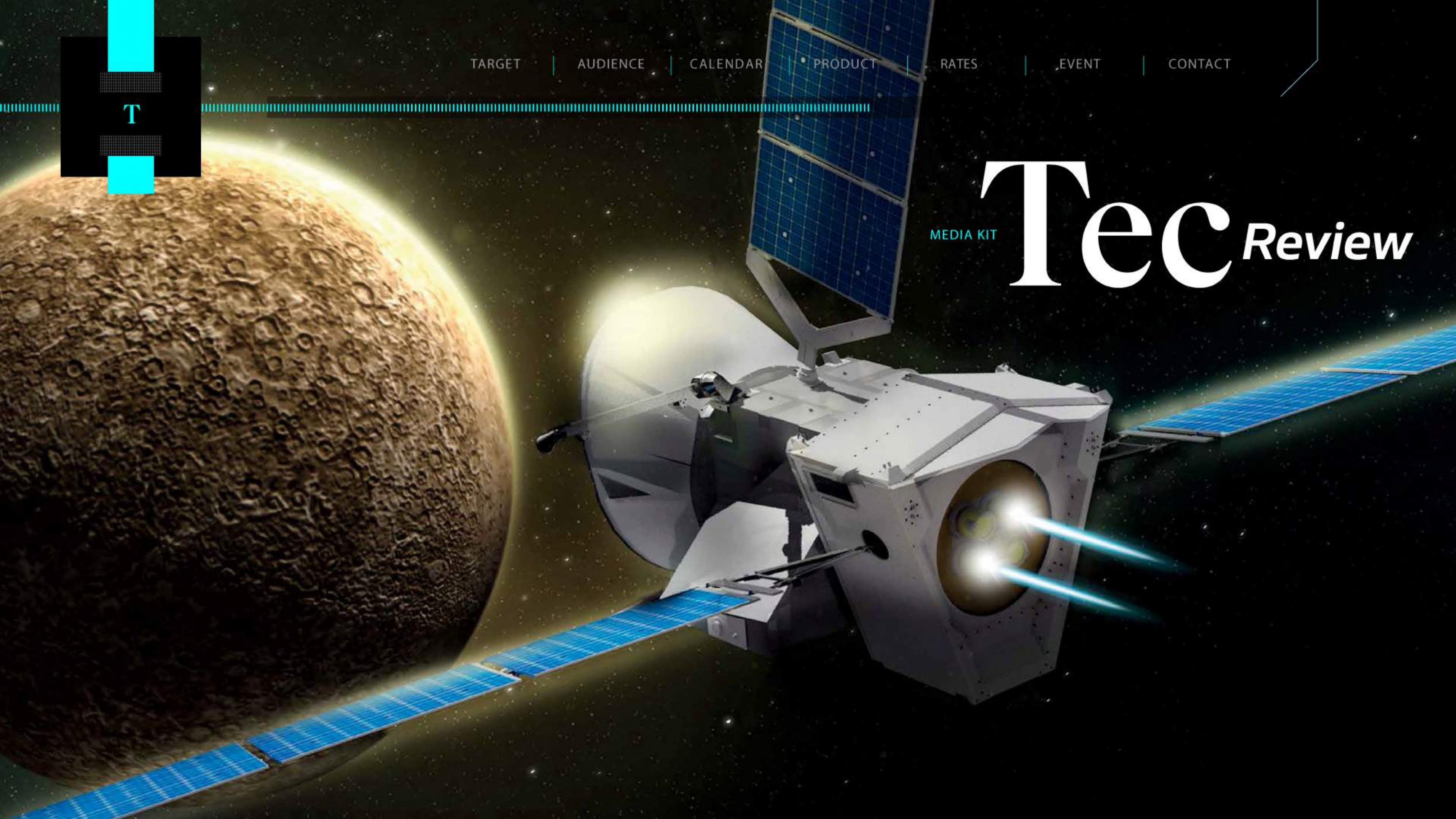
EVENT

CONTACT

T

MEDIA KIT

Tec *Review*



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T

INNOVATION,
RESEARCH, AND
ENTREPRENEURSHIP
FOR RESPONSIBLE
LEADERS WHO
TRIGGER
TRANSFORMATION.

TARGET



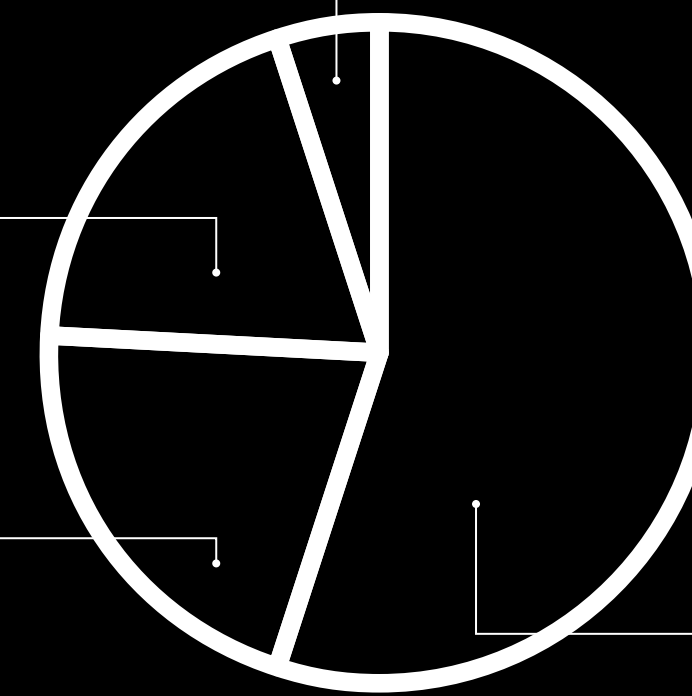
AGE

17%
45-54

33%
35-44

5%
18-24

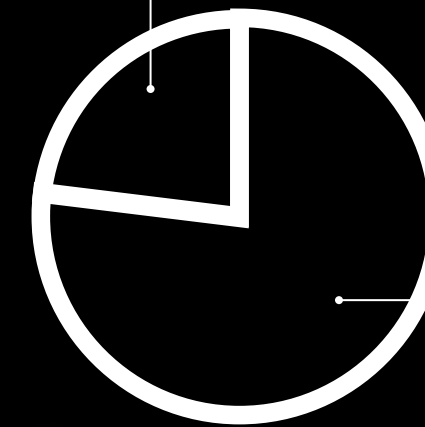
45%
25-34



40%
F

GENDER

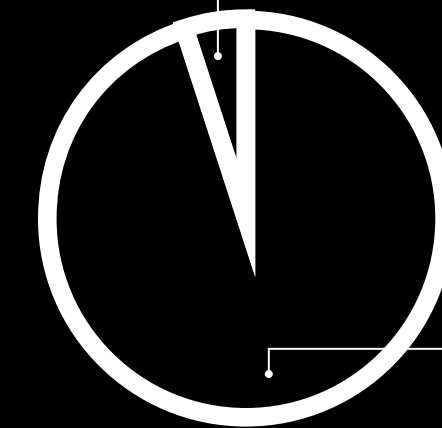
60%
M



SOCIOECONOMIC LEVEL

14%
C

86%
ABC



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T A R G E T



EXATEC

TEACHERS

PARENTS

STUDENTS

READERS INTERESTED IN
SCIENTIFIC TOPICS

ENTREPRENEURSHIP

89%

SEEKS INFORMATION TO
MAKE HIS LIFE
EASIER.

89%

ARE ALWAYS INFORMED BEFORE
ACQUIRING A PRODUCT

90%

ARE AWARE OF
TECHNOLOGICAL ADVANCES

PREPARED, INFORMED,
AND INFLUENTIAL FOR BUSINESS
COMMUNICATION IN MEXICO

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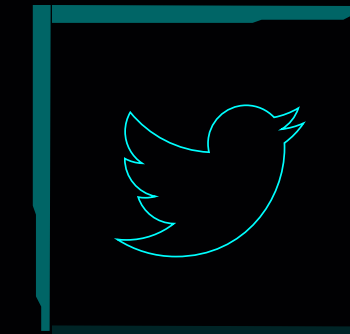
CONTACT

AUDIENCE

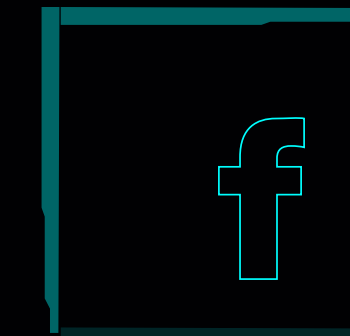


WEBSITE
+250,000
 UNIQUE USERS

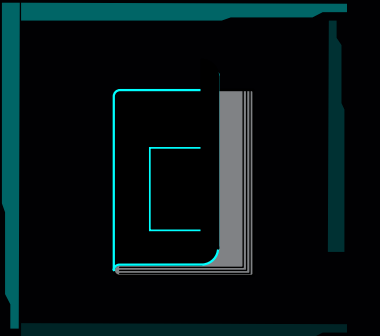
+450,000
 PAGE VIEWS



TWITTER
+81,300



FACEBOOK
+538,000



MAGAZINE *
210,000

*PRINT RUN
50,000

*PASS ALONG
4.2

*FREQUENCY
Bimonthly

*DISTRIBUTION
National

TOTAL ▶

+1,079,300



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CALENDAR

EDITION 27

› Life-changing Leadership

EDITION 28

› Medicine of the Future

EDITION 29

› Innovators 2020

EDITION 30

› To be defined

EDITION 31

› To be defined

EDITION 32

› To be defined



DIGITAL MAGAZINE EVENTS

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

- ▶ Traditional pages
- ▶ Inserts
- ▶ Creative Materials
- ▶ Branded Content

Tec Review Lab

Tec *Review*

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Robot del museo de la ciencia de Londres

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<http://mediakit.grupoexpansion.mx/>

