

# ELLE MAN

MEDIA KIT 2022





## **OVERVIEW**

**BRAND | EDITOR'S LETTER | AUDIENCE | CALENDAR  
PRODUCTS | SPECS | CONTACT**



**ELLE MAN** is a manual for all those wishing to **TURN THEIR STYLE INTO PERSONAL EXPRESSION** and those up-to-date with what's happening in pop culture around the world.

We analyze and select fashion trends, must-have luxury items, and test out the best-working grooming products. We cover personalities who push us to make a difference with their contributions to contemporary culture.

We seek inspiration in people with the best style in order to guide you on topics of fashion, watches, lifestyle, grooming, wellness, and more, and take you through different situations.

**ELLE MAN** is for a non-conformist generation that questions everything, that has an active lifestyle, who get involved in social causes, are involved all kinds of activities and have a more fluid and open sexuality.

# ELLE MAN



# EDITOR'S LETTER

**ELLE Man** emerged as a supplement that came together for a few months with **ELLE** magazine. Then, for a few years it disappeared and in 2020 it reappeared as an **ELLE** special with J. Balvin on the cover.

In 2021, despite the pandemic, due to the needs of the audience we decided to make it an independent brand. A brand for the deconstructed man. For the man who has no prejudices and who knows that fashion evolves with the needs of a society.

**ELLE Man** is all about the new masculinity, having no style limits and experimenting. Experiment through clothing, makeup, trends and the new style icons that have emerged with the new generation. When you read us we want to inspire you to expand your horizons, to try things that you didn't know were allowed. We want you to feel included and happy to have a new platform that is different from all the ones out there. Our content is for you to shape to your personality.

**ELLE Man** is whatever you want it to be.

With love,

**Claudia Cándano**





# PROFILE

## TARGET

MEN

ABC+

25 TO 45 YEARS OLD

We speak to a **MILLENIAL** and **GENERATION Z** audience through our pages and different media, without leaving out previous generations that blazed the trail for what we see today. We're interested in getting to know and dialogue with new generations and their way of conceiving of the world.





# PRINT AUDIENCE

READERS  
**234.000**

PRINT RUN  
**65.000**

PASS ALONG  
**3.6**

SPECIAL DISTRIBUTION TO  
EXPANSIÓN SUBSCRIBERS  
**12.000**

## NATIONAL DISTRIBUTION

POINTS OF SALE  
Sanborns, Walmart,  
Superama, La Comer, City  
Market, Fresko, HEB, VIPS,  
Newsstands

STRATEGIC SEEDING  
Barbería Capital, Inditex  
eShop, Hospital Español,  
Hospital Angeles del  
Pedregal, Ermenegildo  
Zegna





# DIGITAL AUDIENCE + SOCIAL MEDIA

## HIGHEST MONTH

UNIQUE VISITORS

**+17K**

SESSIONS

**+18K**

PAGE VIEWS

**+19K**

## MONTHLY AVERAGE

UNIQUE VISITORS

**+10K**

SESSIONS

**+11K**

PAGE VIEWS

**+14K**

# EDITORIAL CALENDAR

## APRIL

- Trends in fashion and grooming special.
- Guide to shopping in Mexico.

## JULY

- Summer special.
- The men we admire for their style.

## OCTOBER

- Trends in fashion and grooming special.
- Reinventing the basics of men's fashion.

## DECEMBER

- Shopping grooming.
- Jewelry and watches special.





# EDITORIAL TOPICS

## (GENERAL)

**FASHION:** We present photo editorials that inspire readers by taking them to new worlds.

**ÉL ES ELLE:** Designers, creators, and other figures who are style icons to their personal style.

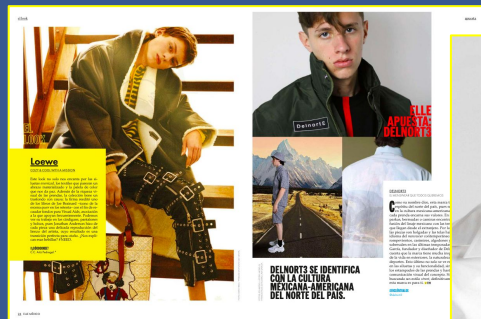
**FASHION FOCUS:** We know fashion is found on the street. We're finding more and more trends that serve as inspiration.

**WATCHES:** Because this accessory never goes out of style and is also a great investment.

**SHOPPING:** Our selection of grooming and self-care products.



# PRODUCTS



2021

ELLE MAN CHANNEL IN ELLE.MX

EDITIONS

APRIL  
JULY  
OCTOBER  
DECEMBER



# PRINT SPECS SPREAD

## DOUBLE PAGE

CUT: 21 X 27.5 CM / 8.26 X 10.82 INCHES

OVERSHOOT: 22 X 28.5 CM / 8.66 X 11.22 INCHES

BOX: 41.0 X 26.5 CM / 16.14 X 10.43 INCHES

## SINGLE PAGE

CUT: 21 X 27.5 CM / 8.26 X 10.82 INCHES

OVERSHOOT: 22 X 28.5 CM / 8.66 X 11.22 INCHES

BOX: 41.0 X 26.5 CM / 16.14 X 10.43 INCHES

- AD CATALOG: [HTTPS://ADCATALOG.GRUPOEXPANSION.COM/](https://adcatalog.grupoexpansion.com/)



LOMO



La fotografía de los hermanos Galante es un ejemplo de cómo una imagen se puede convertir en un elemento de diseño que aporta un toque de personalidad a la comunicación. En este caso, la imagen se convierte en un elemento de diseño que aporta un toque de personalidad a la comunicación.

La fotografía de los hermanos Galante es un ejemplo de cómo una imagen se puede convertir en un elemento de diseño que aporta un toque de personalidad a la comunicación. En este caso, la imagen se convierte en un elemento de diseño que aporta un toque de personalidad a la comunicación.

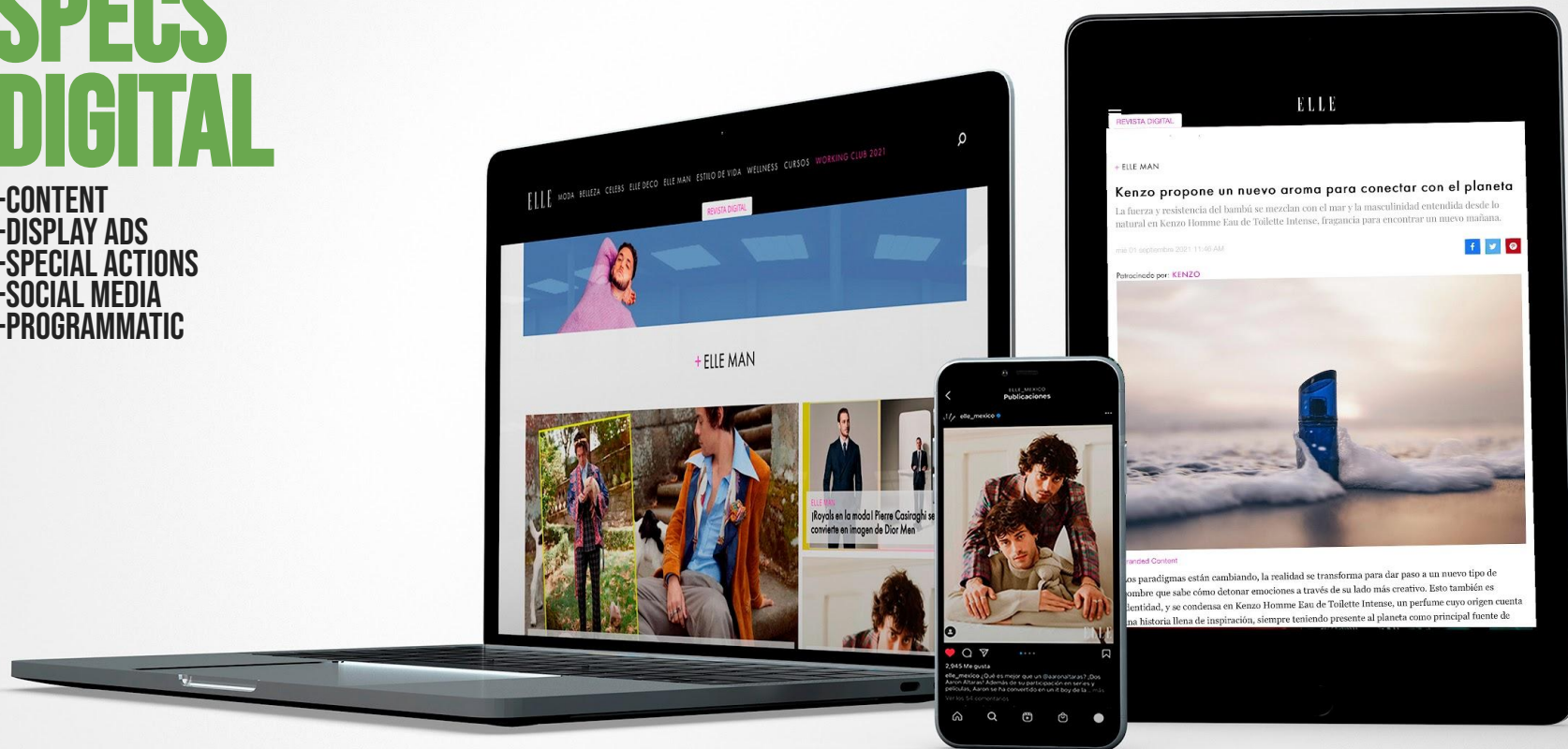
La fotografía de los hermanos Galante es un ejemplo de cómo una imagen se puede convertir en un elemento de diseño que aporta un toque de personalidad a la comunicación. En este caso, la imagen se convierte en un elemento de diseño que aporta un toque de personalidad a la comunicación.

La fotografía de los hermanos Galante es un ejemplo de cómo una imagen se puede convertir en un elemento de diseño que aporta un toque de personalidad a la comunicación. En este caso, la imagen se convierte en un elemento de diseño que aporta un toque de personalidad a la comunicación.



# SPECS DIGITAL

- CONTENT
- DISPLAY ADS
- SPECIAL ACTIONS
- SOCIAL MEDIA
- PROGRAMMATIC



- AD CATALOG: [HTTPS://ADCATALOG.GRUPOEXPANSION.COM/](https://adcatalog.grupoexpansion.com/)

# CONTACT

**DIEGO ALEJO**

**DALEJO@GRUPOEXPANSION.COM**  
**MARKETING**

**SALES:**

**PUBLISHING@GRUPOEXPANSION.COM**

**TO SEE ALL GRUPO EXPANSIÓN MEDIA KITS HEAD TO**  
**[HTTPS://GRUPOEXPANSION.COM/MEDIA-KITS/](https://GRUPOEXPANSION.COM/MEDIA-KITS/)**

