

2024

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MEDIA  
KIT

EXPANSION

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# 55 years of history

WE ARE THE MEXICAN  
MULTIPLATFORM MEDIA THAT  
MOVES FORWARD AND  
INFLUENCES THE ECONOMIC,  
BUSINESS AND PUBLIC POLICY  
AGENDA, WITH STRATEGIC  
INFORMATION THAT HELPS TO  
MAKE THE BEST BUSINESS  
DECISIONS.

# EDITOR'S LETTER

Since 1969, *Expansión* has chronicled the economic, business and political history of our country. In the pages of the magazine, first, and years later on our website, podcasts, videos, events and social media, we have captured the names of those who have shaped the Mexico we know today. A fiercely independent, informative, rigorous and entertaining media is a pillar for anyone who wants to keep up with what is happening in a world that doesn't stop for a second. *Expansión* not only communicates current events, it analyzes, questions, quantifies and disseminates them to its audiences, mainly through the stories of those who make decisions today and those who will become key players in the near future.

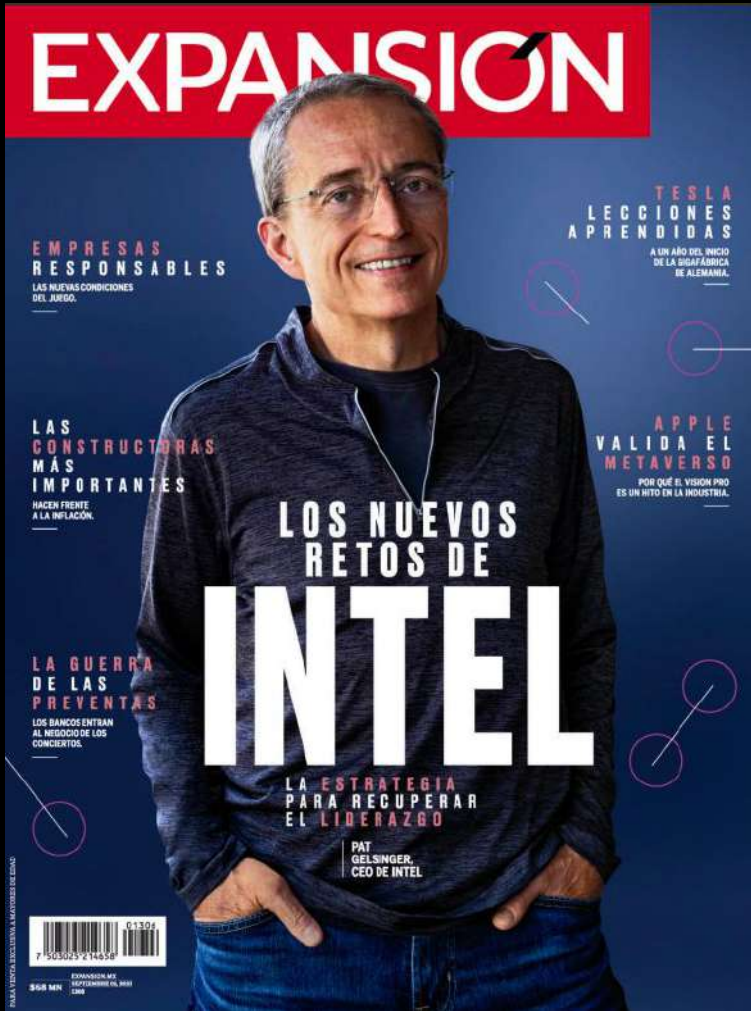
Those who are part of *Expansión* are proud of the legacy we build with high quality work in every aspect of our media. From the search for information to brand building, quality and ethics drive our work. Proof of this is the fact that we remain the leader in economic and business information in Mexico, with an invaluable reputation that allows us to successfully access new communication formats and maintain our legacy in those in which we have been for many decades in the preference of our audience.

*Expansión* has been the best chronicler of our times and in this year of changes, adjustments and expectations it will continue to be very much present with its rigorous, solid and innovative journalism.



**Gonzalo Soto**

Editorial Director of *Expansión*



# THE MARKET LEADER

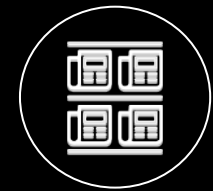
RECOGNITION  
advertising share\*

# 47%

IN BUSINESS  
MEDIA

# 100%

SELF-DISTRIBUTION



- Sanborns
- La Comer
- Airports
- City Market
- Fresko
- Heb
- Vips
- Chedraui

\*Source: Benchmarking, advertising page count in magazines of the segment: Expansion, Forbes and Mundo Ejecutivo.

# PRINT PROFILE

Readers with high **executive profiles**, they are leaders in their companies. They seek an international perspective on business, focus on financial aspects and purchase the latest technology.

## GENDER

48%  Women

52%  Men

## AGE

25 to 34	24%
35 to 44	36%
45 to 64	38%
65 or older	2%

## SES

83%	A/B
17%	C+

21%

Has graduate studies

94%

Are executives

76%

Considers vital to have the latest technology for the success of their business.





Print run  
**54K**

Pass along  
**4.3**

Frequency  
**Monthly**

Coverage  
**National**

Subscribers  
**32K**

Readership  
**232,200**

# DIGITAL PROFILE

## Highest month

Unique users: **+9M**

Sessions: **+12M**

Page views: **+14M**

## AGE

18-24 **20%**

25-34 **20%**

35-44 **18%**

45-54 **16%**

55-64 **16%**

65+ **10%**

## Monthly average

Unique users: **+8M**

Sessions: **+11M**

Page views: **+12M**

## GENDER

54%



Women

46%



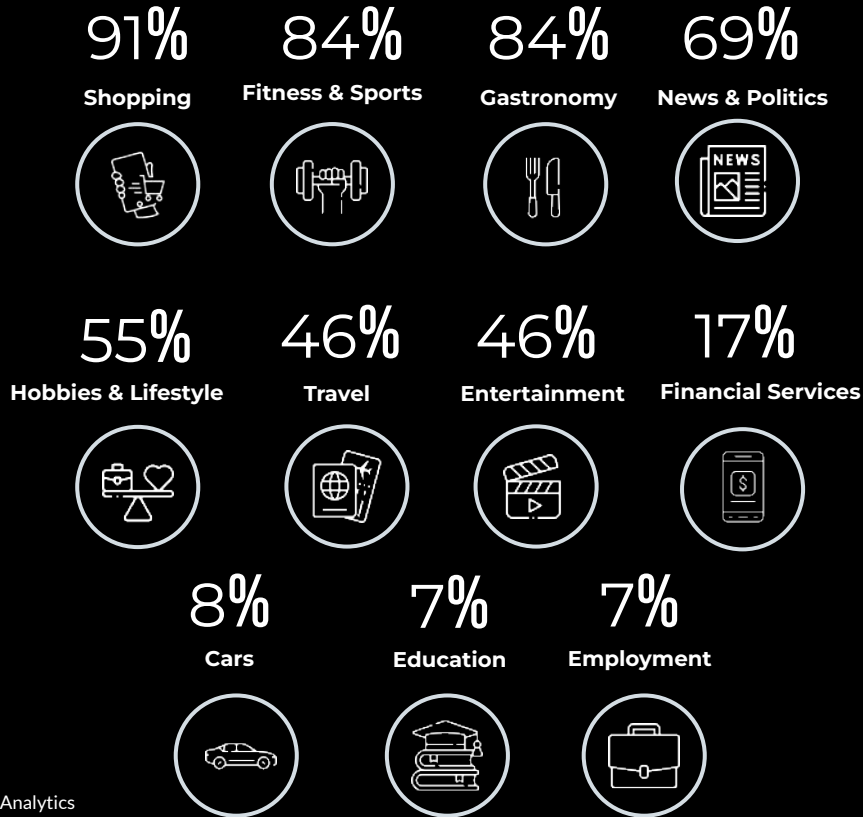
Men



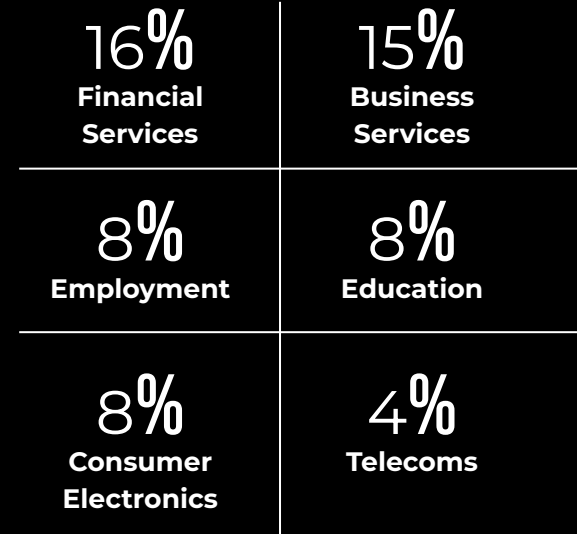


# DIGITAL PROFILE

## MAIN INTERESTS



## PURCHASE INTENTION



# WEBSITE

Highest month

**+9M** Unique users

Monthly average

**+8M** Unique users

## SOCIAL MEDIA



Facebook

**+2.3M**



X

**+3.9M**



Instagram

**+264k**



YouTube

**+400K**



LinkedIn

**+62K**



TikTok

**+322K**

## PODCAST LISTENERS (ACCUMULATED)

Cuéntame de economía (Tell  
me about economics)

**+118K**

Geek hunters

**+22K**

Health Café

**+7K**

Expansión Daily

**+1.4M**

Política y otros datos  
(Politics and other info)

**+300K**

## NARRATIVE NEWS

Top Expansion

**+350K**

Top Expansión

Technology

**+45K**



→ **Display standard, richmedia and richmedia premium**

→ **Video**

→ **Original Video**

Partnerships and content integration in Health Café

→ **Social Media**

→ **Branded Content**

→ **Newsletter**

→ **Podcast:** Partnerships and content integration in Cuéntame de Economía, GeekHunters, Expansión Daily

→ **Audio**

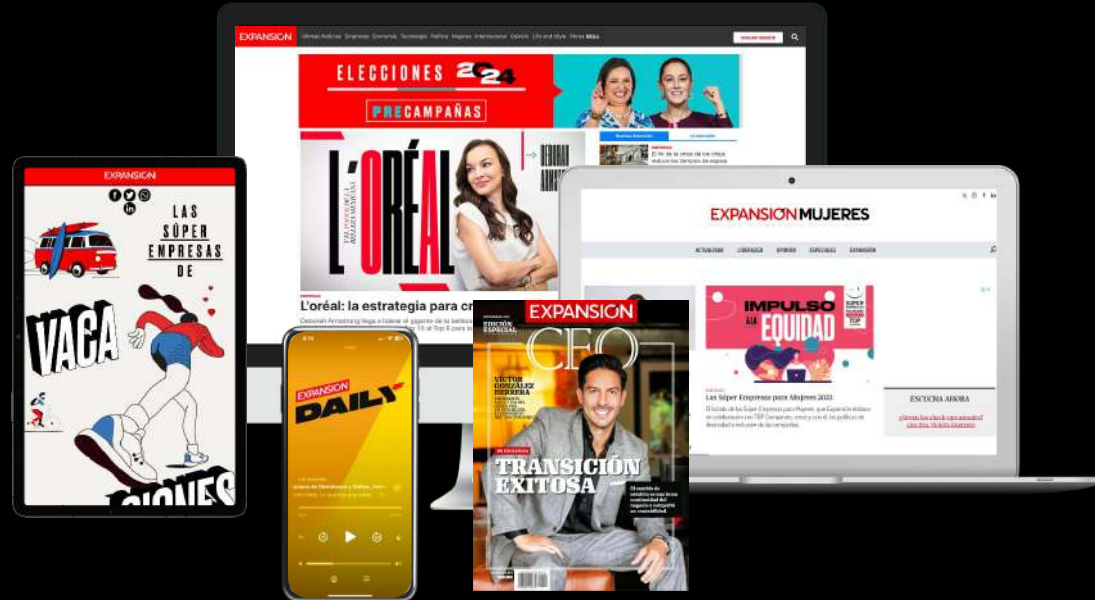
Mentions in Top Expansión and Top Expansión Tecnología

## BESPOKE PROJECTS

**According to the needs of your brand**

Creation of custom proposals based on the client's needs.

*We adapt to your objectives and make a complete strategy to reach them, from the creation of print and digital content to positioning strategies, events or experiences with Key Players in the industry, among others.*



## MAGAZINE

→ **Traditional pages**

→ **Inserts / Creativities**

→ **Branded Content**

→ **Special issues**

## EVENTS

→ **Endorsements, integration of spokespersons and content related to the topics.**

EXPANSION  
**DAILY**  
PODCAST

ORIGINALS / AUDIO

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EXPANSIÓN Daily

**The most relevant news of the day through the eyes of our editors.** In *Expansión* we think that the current affairs are enough to be in a bad mood, so here we inform you in a light but well-informed way of everything you need to know.

# PRODUCTS



## GENERAL DATA

Listeners: 2.4 M  
Plays: 4.6 M

## FOLLOWERS

# 1.4M

## AUDIENCE

# 39%

WOMEN

# 59%

MEN

2%  
Keeps their  
gender  
confidential

## AGE

18-24	17%
25-34	21%
35-44	17%
45-54	18%
55-64	17%
65+	10%

## TOP COUNTRIES

- MEXICO
- UNITED STATES
- CANADA
- GERMANY
- COLOMBIA
- SPAIN

## DEVICES

ANDROID

# 49%

IOS

# 36%

SMART SPEAKER

# 3%

OTHERS

# 12%

Available on:



EXPANSIÓN  
HEALTH  
CAFÉ  
VIDEO PODCAST

ORIGINALS  
AUDIO & VIDEO

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EXPANSIÓN HEALTH CAFÉ

This videopodcast **analyzes the current and future situation of the health sector** at a national and international level with the purpose of boosting its growth potential.

# PRODUCTS



6 SEASONS

10 EPISODES

## REPRODUCTIONS

Youtube	13,404
Dailymotion	586,210
Audio	9,899
Facebook	1,431,860

## % per platform

YouTube	1%
Dailymotion	28%
Audio	1%
Facebook	70%

## AGE

18-24	7%
25-34	16%
35-44	26%
45-54	25%
55-64	21%
65+	5%

## AUDIENCE

51%  
MEN

45%  
WOMEN

## DEVICES

MOBILE

61%

COMPUTER

33%

TV

3%

TABLET

5%

Available on:



# PRODUCTS



## GENERAL DATA

Listeners: 236 k

Plays: 570 k

## FOLLOWERS

# 22K

## AUDIENCE

# 21%

WOMEN

# 77%

MEN

2%  
Keeps their  
gender  
confidential

## AGE

0-17	1%
18-22	6%
23-27	20%
28-34	31%
35-44	29%
45-59	11%

## TOP COUNTRIES

- MEXICO
- COLOMBIA
- CHILE
- DOMINICAN REPUBLIC
- ARGENTINA
- UNITED STATES

## DEVICES

### MOBILE

# 91%

### TABLET

# 2%

### WEB

# 5%

Available on:





# PRODUCTS



## GENERAL DATA

Listeners: 737 k

Plays: 1.3 M

FOLLOWERS  
**118K**

## AUDIENCE

**30%**

WOMEN

**67%**

MEN

**3%**  
Keeps their gender  
confidential

## AGE

0-17	<b>1%</b>
18-22	<b>13%</b>
23-27	<b>30%</b>
28-34	<b>31%</b>
35-44	<b>17%</b>
45-59	<b>6%</b>

## TOP COUNTRIES

- MEXICO
- UNITED STATES
- COLOMBIA
- CHILE
- PERU

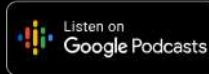
## DEVICES

MOBILE  
**90%**

TABLET  
**2%**

WEB  
**7%**

Available on:



# PRODUCTS



## GENERAL DATA

Listeners: 208 k  
Plays: 330 k

## FOLLOWERS

# 319K

## AUDIENCE

# 26%

WOMEN

2%  
Keeps their gender  
confidential

# 72%

MEN

## AGE

0-17	1%
18-22	6%
23-27	17%
28-34	29%
35-44	27%
45-59	17%

## TOP COUNTRIES

- MEXICO
- UNITED STATES
- CANADA
- GERMANY
- SPAIN

## DEVICES

ANDROID  

# 87%

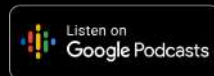
IOS  

# 12%

WEB  

# 8%

Available on:



# ORIGINALS / AUDIO



## TOP EXPANSIÓN

Morning summary with news highlights from *Expansión*.

- **Top business podcast Spotify #6**
- **Top podcast Spotify 124**

- **197K** plays



## TOP EXPANSIÓN TECNOLOGÍA

The most important news to start the day, made by the technology bureau

- **Top news podcast Spotify #30**

- **671K** plays



## Política y otros datos

The voices of **Viri Ríos** and **Carlos Bravo Regidor**, political analysts, and **Mariel Ibarra**, editor of the politics bureau of *Expansión*. In its weekly episodes, you will find conversations that debate public life in order to try to understand the current political situation in Mexico.

- **Top news podcast Spotify #7**
- **Top chart Apple #57**



## 30 Promesas

### Description

It recognizes the new generation of men and women leaders in their fields, whose ideas not only translate into new business opportunities, but who are also making a real difference by innovating with purpose, as well as with social responsibility.

### Date of publication

April 1st

### Encounters Next Generation

Space for two conferences  
30 Promesas Award Ceremony  
Networking



## Super Empresas

### Description

Since 2006, Expansión and The TOP Companies have been searching and recognizing companies that constantly work on their human capital, that have innovative practices and that promote a positive work environment.

### Date of publication

May 1st

### Special Actions

Activations in companies, awards ceremonies, custom covers.



## Las 500

### Description

Our most recognized ranking, which features the list of the most important companies in the country. The rating is determined by the sales of the companies in the previous year.

### Date of publication

June 1st

### Las 500 vs. corruption

Corporate Integrity 500 (ic500) is a joint initiative of Mexicanos contra la corrupción y la impunidad and Transparencia Mexicana, which verifies the existence and evaluates the quality of the anti-corruption policies of the 500 most important companies in Mexico.



## Expansión ESG

### Description

A new edition that brings up the most important issues of the 2030 agenda of the UN, a space for companies to contribute with their initiatives.

### Date of publication

July 1st

### Empresas Responsables Ranking

Empresas Responsables recognizes companies with the best ESG practices. A responsible company is one that has its values ingrained in its operations and has clear environmental, social and governance objectives.



## Special Issue Expansión Summit 10 years.

### Description

In 2024 Expansión Summit celebrates its tenth edition with a theme that will set out the trends that will shape the next 10 years. An opportunity to start the conversation with our business forum.

### Date of publication

September 1st



## 100 Empresarios

### Description

Ranking that lists the most important entrepreneurs in the country. Those who have excelled in the creation and development of companies that have achieved success.

### Date of publication

October 1st



## Monstruos de la mercadotecnia

### Description

It recognizes the best campaigns of the year, and the people behind them, chosen by a jury of experts in the field.

### Date of publication

November 1st

### Award Ceremony

A space to recognize the best campaigns of the year, bring together the finalists and participants of this ranking.



## Expansión 100

### Description

A new listing that brings together personalities from the public, business, artistic, and sports sectors, among others, to recognize them and highlight their actions for the country.

### Date of publication

December 1st

### Expansión 100, gala dinner

A special night to meet these personalities.

**EXPANSION****SUMMIT**

In **2024**, our community grows bigger with three events emerging from the platform:

**EXPANSION  
MUJERES****SUMMIT****RESPONSABILIDAD  
COMPARTIDA****EXPANSION****SUMMIT****FUTURO  
SOSTENIBLE****EXPANSION****SUMMIT****MÉXICO  
DEL FUTURO**



Through our platform **Expansión Mujeres**, we will take concrete and strategic actions focused on empowerment and gender equality in all areas of corporate life.

- LAS -  
**100**  
**MUJERES**  
**MÁS PODEROSAS**  
**DE LOS NEGOCIOS**

**Date:** March 1st

[See presentation](#)

**EXPANSIÓN**  
**MUJERES**

**UN LEGADO**  
**DE PODER**

**25th Anniversary**  
**Dinner**

**Date:** March 20th

**Time:** 7:00 pm

**Venue:** General Prim

**Participants:** 120 ppl.

List of participants,  
sponsors and key  
figures.

**EXPANSIÓN**  
**MUJERES**  
**SUMMIT**

**RESPONSABILIDAD**  
**COMPARTIDA**

**Date:** April 10th

**Time:** 3:00 pm to  
8:30 pm

**Venue:** St. Regis  
Mexico City

**Participants:** 300

ppl.  
Members of the  
Expansión  
community (Mujeres  
Poderosas, 30  
Promesas, Súper  
Empresas, Empresas  
Responsables, Las  
500)

**EXPANSIÓN**  
**MUJERES**

**RACE**  
**2ND EDITION**

**Date:** May 19th

Family race  
1,500 runners

**EXPANSIÓN**  
**MUJERES**  
**SUMMIT**  
**2024**



EXPANSION

SUMMIT

FUTURO  
SUSTENIBLE

BUSINESS FORUM

June 27tg / Mexico City / 3 pm

NUMBER OF  
ATTENDEES

300

ATTENDEE PROFILE

CEO, DIRECTORS OF  
SUSTAINABILITY  
DEPARTMENTS,  
ENTREPRENEURS AND  
MANAGERIAL POSITIONS.

## KEY MOMENTS

### SPECIAL ISSUE AND WEBSITE

A new issue that addresses the main themes of the 2030 agenda of the UN, a space for companies to contribute with their initiatives.

### FORUM

An event for executives from leading companies in Mexico, seeking to create alliances in favor of the principles of sustainability in business.

### AWARDS

A recognition to companies that have developed ESG strategies, this award is divided into 4 categories:

- Environmental
- Social
- Governance
- Responsible Business 2024

### MAIN SUBJECTS

- The 2030 Agenda for Sustainable Development.
- Sustainability, the new path to competitiveness, leadership and profitability.
- Responsible corporate leadership.

# EXPANSION SUMMIT MÉXICO DEL FUTURO

## 25 & 26

September  
2024

3:00 to 8:30 p.m.  
Venue TBC

An exclusive event for directors,  
entrepreneurs and management  
positions.

(500 ppl.)

Ten years after its first edition, **Expansión Summit** analyzes the future of Mexico, a space to talk about technology and trends that will redefine the market in the next decade.

### Main topics

- Artificial Intelligence
- Digital transformation
- AR/VR and metaverse
- New consumption
- Nearshoring

### Moments

- On-site panel
- Conference
- Award Ceremony, "The new generation of Mexican entrepreneurs".
- Closure cocktail



January  
February



**March**  
100  
Powerful  
Women



**June**  
Las 500  
  
The most important  
companies in Mexico  
/ 41+1



**September**  
Mexico of the  
Future / 10 trends



**December**  
Expansión 100  
(Alliance Quién /  
Expansión)



**April**  
30  
Promises



**July**  
Expansión ESG /  
Responsible  
Companies



**October**  
Ranking 100  
Entrepreneurs



**May**  
Super  
Companies



**August**  
Current events  
cover/ Super  
companies for  
women



**November**  
Monstruos de la  
Mercadotecnia  
(Marketing  
Phenomenons)

# CONTACT

# EXPANSION

To see all the media kits of Grupo Expansión

Enter [here](#)

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