

Quién



MEDIA KIT 2024 MEDIA KIT 2024 MEDIA KIT 2024 MEDIA KIT 2024 MEDIA KIT 2024 MEDIA KIT 2024 MEDIA KIT 2024



INDEX

01

Brand

02

Editor's Letter

03

Audiences

04

Products

05

Originals

06

Events

07

Calendar

08

Specs

09

Contact



BRAND

Quién is the reference for the most important people in Mexico and the world.

For **more than 20 years**, we have been the leading brand and *insider* in the life and career of these personalities.

We have established ourselves as the brand that best does **heartfelt journalism**.

We cover lifestyle, gastronomy, travel, politics, entertainment, current events, luxury, fashion and beauty. We have the largest premium lifestyle and society website in Mexico.

We are proud to be the **first brand in the field** and the only lifestyle and personalities brand to win a **national journalism award**.



EDITOR'S LETTER



Quién was first published in 2000. From the beginning, it established itself as a referent to understand the scene of the most important national and international personalities. It was clear that this brand knew about people, and that whoever appeared in our magazine was someone to keep track of.

Today, the **Quién** brand continues to be the indisputable leader in personalities and lifestyle journalism. A community of more than six million users follow it every day from different platforms and social media, where we also lead the way.

María Torres Clausell
General Editor Quién



AUDIENCE

People interested in various topics such as gastronomy, fashion, culture, politics, beauty, art, entrepreneurship, royalty, entertainment and travel, regardless of their occupation or marital status.

•Has their own spirituality • Wants to consciously contribute to society • Seeks their emotional and physical well-being • Aims to create community • Supports and celebrates everyone around • Is proud of their country and its talent.





AUDIENCE

456,000
readers

120,000
print run



25,000
print subscribers

4.1M
unique users



+3M
followers



AUDIENCE

DIGITAL PROFILE

HIGHEST MONTH

4.3M
unique users

7.3M
sessions

10.7M
page views

MONTHLY AVERAGE

4.1M
unique users

6.2M
sessions

9.3M
page views

USERS BY AGE

AGE	UNIQUE USERS	PERCENTAGE OF THE TOTAL
18-24	1,800,940	12.31%
25-34	2,704,304	18.49%
35-44	3,007,074	20.56%
45-54	3,300,987	22.57%
55-64	2,223,813	15.2%
65+	1,584,980	10.83%



AUDIENCE

DIGITAL PROFILE

AUDIENCE RELATED TO ISSUES OF:

64%
news & politics

59%
entertainment

58%
gastronomy

50%
lifestyle

45%
fitness

44%
shopping

42%
beauty & wellness

WITH PURCHASE INTENT:

19%
fashion & accessories

15%
financial services

12%
home & decoration

11%
travel & hospitality

10%
cars

9%
employment





AUDIENCE

PRINT PROFILE

89%
SES A/B

87%
Family women

74%
Women

28%
Work in general management

26%
Men

21%
Entrepreneurial women

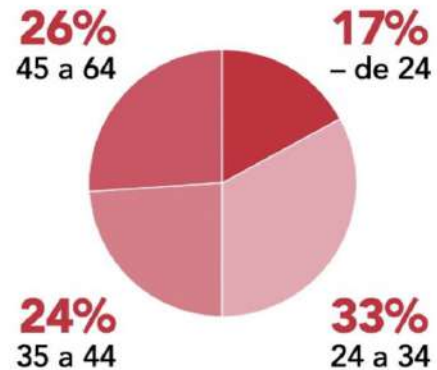




AUDIENCE

PRINT

PROFILE



AUDIENCE

PRINT PROFILE

GEOGRAPHIC DISTRIBUTION

NEWSSTAND

49%

Mexico City

15%

State of Mexico

8%

Jalisco

8%

Nuevo León

20%

Rest of the country

SUBSCRIBERS

52%

CDMX

15%

State of Mexico

5%

Jalisco

3%

Nuevo León

26%

Rest of the country

POINTS OF SALE

Sanborns
La Comer
Fresko
City Market
Airports
HEB
Chedraui Selecto
Chedraui A/B

DISTRIBUTION POINTS

Aeroméxico aircraft

Salones Premier
Aeroméxico
and Clase Premier

Salones Centurion
AMEX AICM

Lounges Beyond
(Banamex) AICM





AUDIENCE



SOCIAL MEDIA



+904K

followers



+1.2M

followers



+800K

followers



+177K

subscribers

As of December 2023

PRODUCTS

DIGITAL

Display

*Standard, Rich Media
and Rich Media Premium*

Video

*Original video:
Sponsorship and
content integration*

Social media

Branded content



PRINT

Traditional pages

Inserts

Creativities

Branded content

EVENTS

Complete packages

Mujeres que Amamos (Women We Love)

Líderes 100 (100 Leaders)

PR

PALMS

(Influencer Marketing/ Managing Guest Lists)



ORIGINALS

Original video products that have become well-known among our audience.

Through the **MexBest** and **Quién Descubre videopodcast**, we bring entertainment, the best of Mexican gastronomy and hospitality, to millions of readers and followers of our social media.



**MEX
BEST**
HOSPITALITY WEEKEND
BY **Quién**



Quién
DESCUBRE

VIDEOPODCAST

We interview the best chefs and hoteliers in Mexico, transmitting their passion and life story through 40-minute chapters.

VIDEO

Recommendations guide in this format on places to visit and discover in the hotel, gastronomic and lifestyle world.

MUJERES que AMAMOS

Mujeres que Amamos (Women We Love) celebrates those outstanding women whose stories inspire us to continue working for a world with equal opportunities and for a Mexico that makes us even prouder. Thanks to their talent, passion and dedication, they reach new horizons and generate a beneficial change for the country and its environment.

In this event, we will have a woman as speaker and leading figure of the edition.

+35M

*media impacts and
digital campaign*

MARCH

2024



QUIÉN PRIDE NIGHT

PARTY

A party to celebrate the LGBTQ+ community one week before the parade. **Quién** will celebrate this important community in Mexico and give them a voice to continue fighting for inclusion and the pursuit of equal rights. We seek to build tolerance and promote the dignity of the community.

JUNE
2024



MEX BEST Quién

EVENT

The hospitality and food industries have evolved to a level of complementarity that maximizes the experiences of travelers and *foodies*.

MexBest is a unique platform that brings together and recognizes the best of both industries in Mexico within the same platform, evaluated by a jury of experts in different categories and rewarding the best of each in a unique three-day experience.

+50M
*media impacts and
digital campaign*

20-22
AUGUST
2024

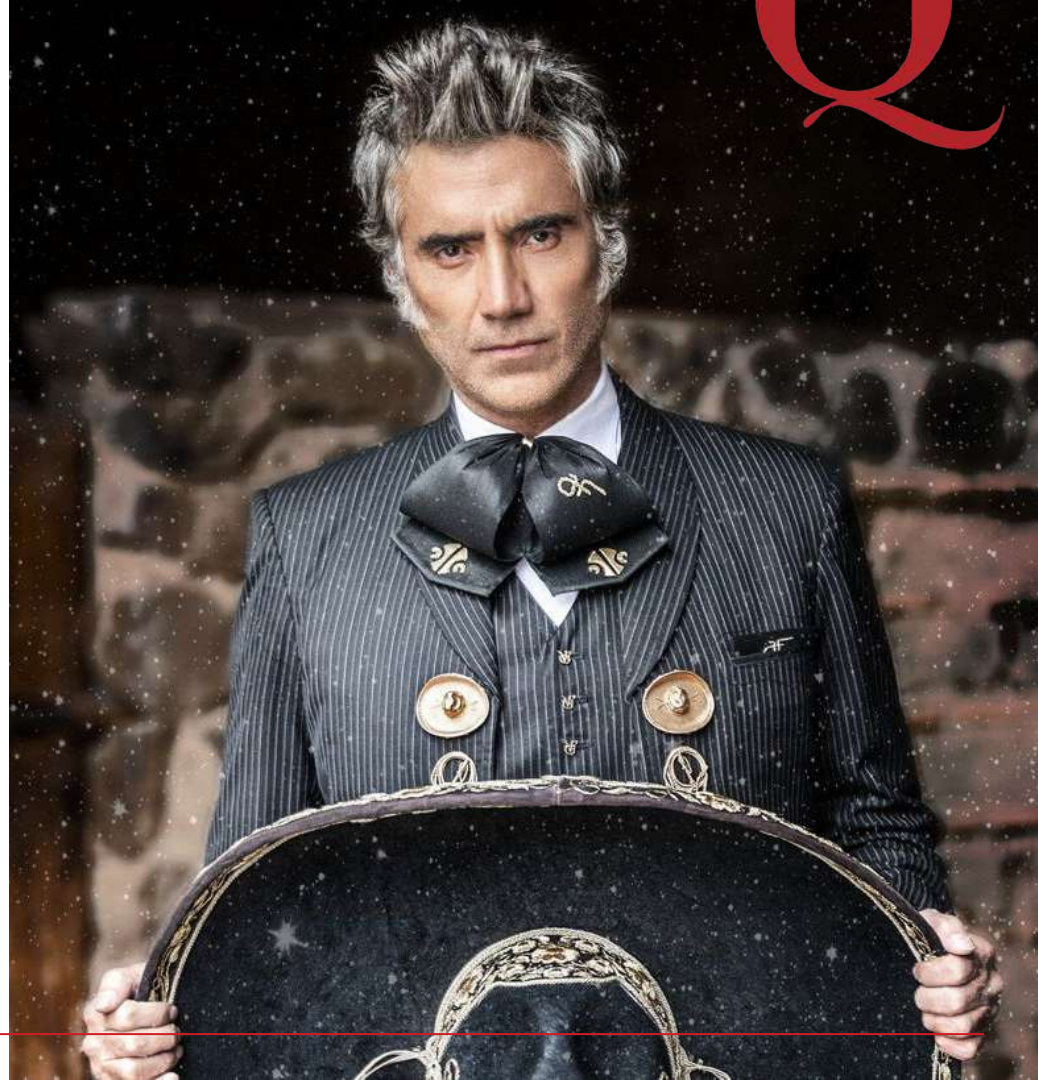


QUIÉN MUSIC NIGHT

PARTY

In our edition dedicated to music, we celebrate the most iconic artist of the year, who will give a performance from his concerts for friends of the brand. At this event, we celebrate the legacy and importance of the music industry in our country.

OCTOBER
2024





Quién

EXPANSION

100 PERSONAJES QUE TRANSFORMAN MÉXICO

EVENT

For more than 15 issues, **Quién** has recognized the 50 people who, through their hard work, put Mexico's name at the top, demonstrating that with determination and dedication, it is possible to break down barriers and overcome obstacles.

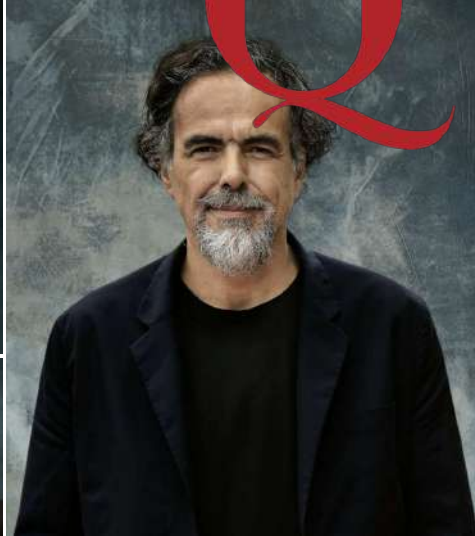
Quién 50 renews itself in 100 Personajes que Transforman México (100 Personalities that Transform Mexico) together with Expansión. We will recognize the winners at a gala dinner.

+70M

*media impacts and
digital campaign*

NOVEMBER

2024



CALENDAR

2024



JAN

Wellness Special
Start the year off on
the right foot



APR

Children's Special
print and digital



JUL

Olympic Games
Summer Special



OCT

Music Special
Bridal Special
print and digital



FEB

Culture / Art Issue
Valentine's Day Gift
Guide



MAY

Mom's Gift Guide
print and digital



AUG

The Sexiest



NOV

Entertainment



MAR

Mujeres que
Amamos (Women
We Love)
print and digital

Oscars Special
digital



JUN

Pride/My coming
out story

Graduations

Special for Dads
print and digital



SEP

Fashion and beauty
Style issue:
Trends
and styles
print



DEC

100 personajes que
transforman
México (100
Personalities that
Transform Mexico)

The Best of the
Year

DIGITAL SPECS



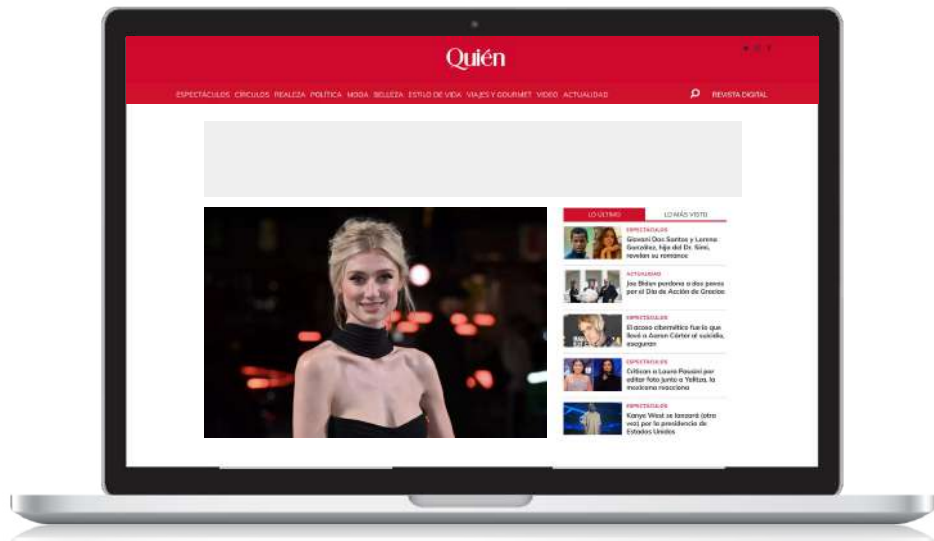
Content

Display Ads

Special actions

Social Media

Programmatic



[visit the ad catalog](#)



PRINT SPECS

- Files identified with specific client's name.
- High resolution images (300 dpi) in CMYK mode.
- Formats: EPS, JPG, PDF or TIFF.
- Include cut lines.
- Embedded fonts or text converted to curves.
- Direct or Pantone inks in CMYK conversion.
- Reserve 5 mm (half-row) in case of continuous text on the spine.
- Continuous images between spine, consider 5 mm. spine breakers.



BLEED	22 X 28.5 cm (8.6 X 11.2 INCH)
CUT	21 X 27.5 cm (8.2 X 10.8 INCH)
BOX	20 x 26.5 cm (7.8 X 10.4 INCH)



BLEED	43 X 28.5 cm (16.9 X 11.2 INCH)
CUT	42 X 27.5 cm (16.5 X 10.8 INCH)
BOX	41 x 26.5 cm (16.1 X 10.4 INCH)

MAGAZINE

Aire, within **Quién**, with distribution in Aeromexico's lounges Clase Premier and Salones Premier.

aire



550
Daily flights

60
Domestic destinations

46
International destinations

84
Sales offices

9
Salones Premier in the main airports of Mexico

21M
Passengers carried

+150
Fleet of aircraft



EDITOR'S LETTER



In **Aire**, we are flying into a new era, with different channels and content that will accompany the passengers of Aeroméxico in all stages of their journey.

We continue our presence inside Quién and Expansión magazines –leading titles in their segments–, which are distributed in the Clase Premier cabin and Salas Premier, in addition to the traditional national distribution points.

True to our essence, in these pages readers will find stories from experienced travelers, news, trends, gastronomic and lifestyle recommendations, to create unique and unforgettable itineraries.

WE ARE READY TO FLY SKY-HIGH.

Issa Plancarte

Editor

aire
AEROMEXICO



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To see all the media kits of Grupo Expansión

[**click here**](#)

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