

EXPANSION

BRAND ESSENCE

THE BRAND THAT KEEPS YOU
ONE STEP AHEAD OF YOUR
COMPETITORS. **THE ULTIMATE
REFERENCE FOR BUSINESS.**

EXCLUSIVA ▶ JUAN DOMINGO BECKMANN NOS CUENTA LA EXITOSA SALIDA A BOLSA DE CUERVO

EXPANSION

SÚPER
EMPRESAS
PARA MUJERES
1ª EDICIÓN



LAS 100 MUJERES + PODEROSAS

LA SENADORA
CONTRA LA BRECHA
DE GÉNERO.
CRISTINA DÍAZ

LA ECONOMISTA
QUE VIGILA LA
COMPETENCIA.
ALEJANDRA PALACIOS

LA EMPRESARIA
QUE NO ENTIENDE
DE MUROS.
MARÍA ELENA GALLEGO

- MÁS LÍDERES DE NEGOCIOS QUE NUNCA
- EJECUTIVAS QUE ABREN NUEVOS CAMINOS
- CUOTAS, UNA OPCIÓN CONTROVERTIDA
- ¿ES HORA DE UNA PRESIDENTA PARA MÉXICO?
- LA COFECE SE HACE RESPETAR
- MUJERES GEEKS

EDICIÓN ESPECIAL ▶ PARÍS SE DISPUTA CON SILICON VALLEY LOS EMPRENDEDORES MEXICANOS

EXPANSION

RANKING



LAS 20 HISTORIAS A FONDO DE NEGOCIOS DEL AÑO

LAS EMPRESAS MÁS IMPORTANTES DE MÉXICO

TRAS UN AÑO DE INFARTO, ALCANZARON CRECIMIENTOS QUE SUPERARON EL PIB (POR MUCHO).

PORTAFOLIO
LA CIUDAD DE LOS 49 MILLONES DE VIAJES DIARIOS.

FAKE NEWS
LA POSVERDAD NAVEGA LIBRE POR GOOGLE Y FACEBOOK.

- ▶ GRUPO MODELO Su estrategia para dominar el mundo.
- ▶ MABE / GRUMA Nadie les dice dónde está la frontera.
- ▶ FIBRAS / GASOLINEROS Los 9 nombres que mueven el ranking.
- ▶ AT&T / SCOTIABANK A paso seguro en terreno de gigantes.

PLATFORMS

11,454,121

TOTAL AUDIENCE



Facebook

2,126,261



Twitter

3,897,660



Youtube

18,000



Web

5,100,000



Magazine

232,200



Instagram

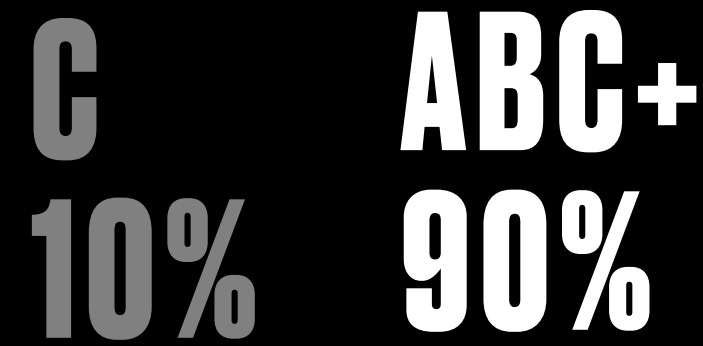
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DEMOGRAPHIC DATA

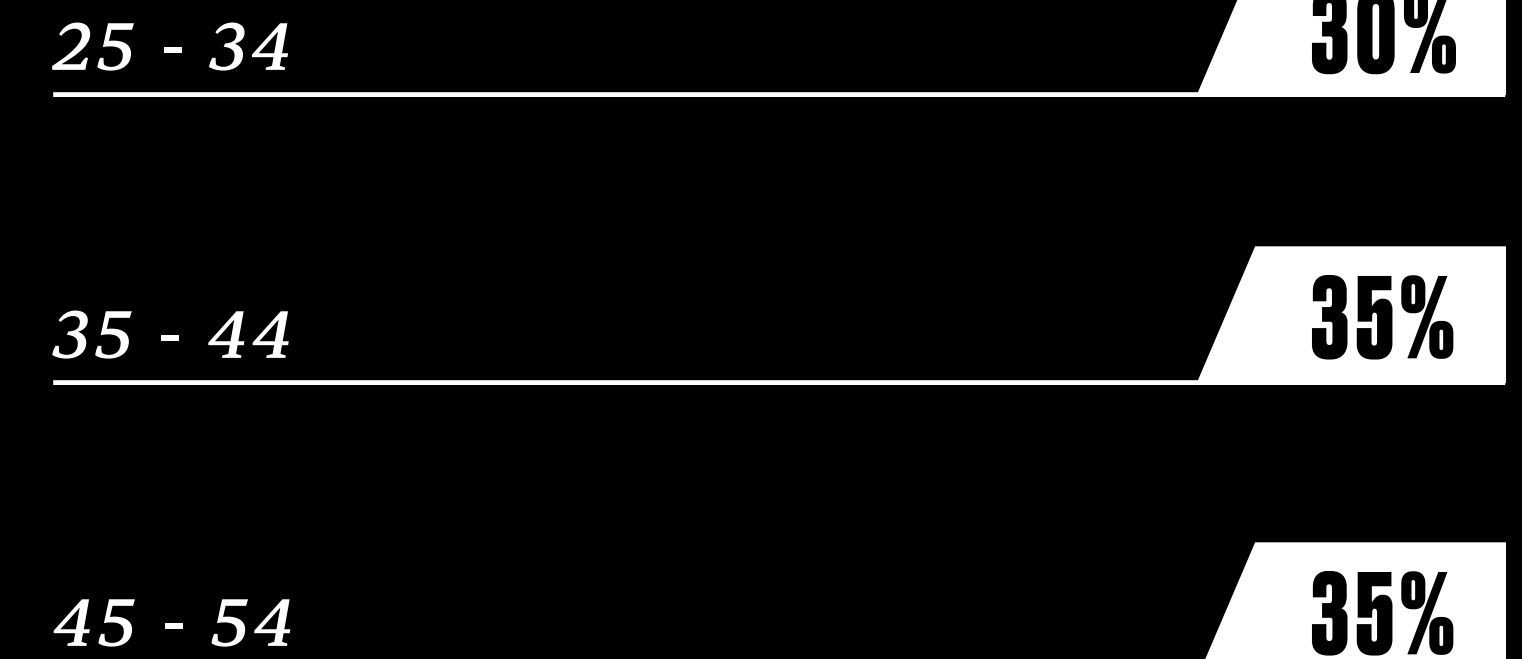
GENDER



SEL



AGE



READER PROFILE

TODAY'S EVOLVING Trailblazer IN THE Corporate WORLD By Psycho- graphic Information (ABC+).

- + *A creative and innovative leader.*
- + *Likes to plan and execute with plausible goals.*
- + *A decision maker.*
- + *Manages risks and uncertainty.*
- + *Possesses a global vision.*

**Editor
in Chief**

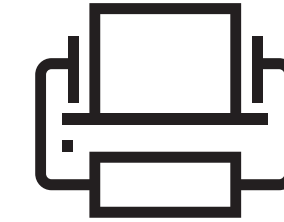
Eladio González

With over 20 years of journalistic experience, Eladio Gonzalez has worked in communications, publishing and audiovisual media. His career in international relations, economy, enterprises and investments was developed in Spain, United Kingdom, Russia, Turkey, North Africa and Latin America.

PRINT



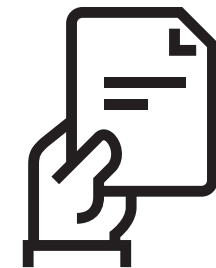
32,000
Subscriptions



54,000
Print run



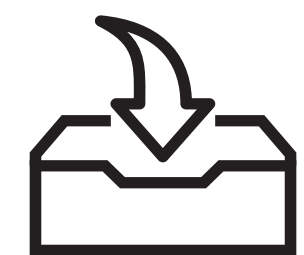
QUINCENAL
Frequency



232,200
Audience



4.3
Pass Along

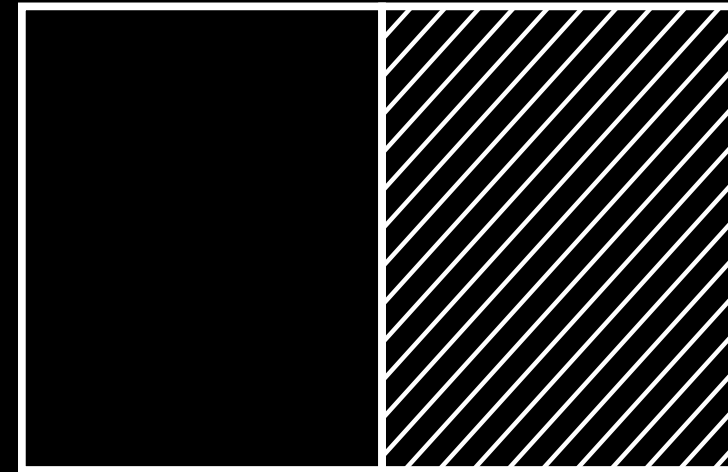


NACIONAL
Distribution

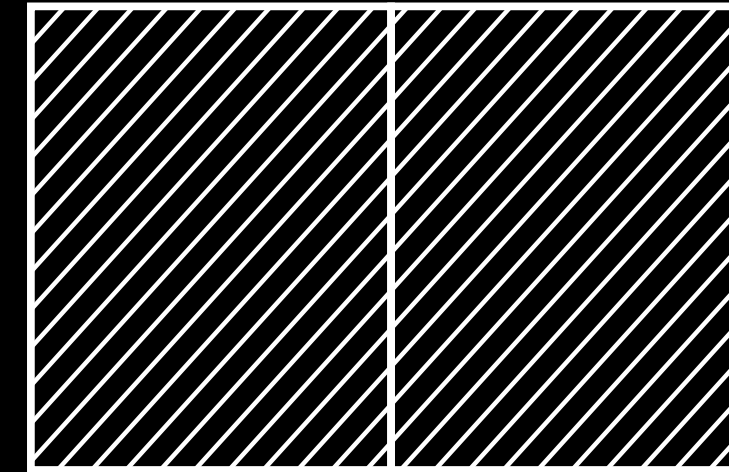
PRINT CALENDER

EDITION	COVER DATE	CLOSING DATE	TOPIC	INFORMS/SPECIAL COVERAGES
1226	Jan 15 th 2018	mon.,dec-18	Global Mexicans	-
1227	Feb 1 st 2018	mon.,jan-8	-	-
1228	Feb 15 th 2018	mon.,jan-29	The Best MBA	-
1229	Mar 1 st 2018	mon.,feb-12	-	Franchises Informs
1230	Mar 15 th 2018	mon.,feb-26	100 Powerful Women	-
1231	Apr 1 st 2018	mon.,mar-12	CEO	-
1232	Apr 15 th 2018	mon.,mar-26	30 Promises	10 Offices
1233	May 1 st 2018	mon.,apr-9	-	Logistic Inform
1234	May 15 th 2018	mon.,apr-23	Outstanding Companies	Energy 360
1235	Jun 1 st 2018	mon.,may-14	-	Outstanding Companies from the North
1236/ _{500 EMPRESAS}	Jun 15 th 2018	mon.,may-28	500 Most Important Companies	500 Most Important Companies
1237	July 15 th 2018	mon.,jun-25	CEO	Inclusive Businesses Ranking
1238	Aug 1 st 2018	mon.,jul-9	-	500 Latin Americans
1239	Aug 15 th 2018	mon.,jul-30	-	Energy 360/ 500 from the North
1240	Sept 1 st 2018	mon.,aug-13	Entrepreneurs of the Year	-
1241	Sept 15 th 2018	mon.,aug-27	-	10.10
1242	Oct 1 st 2018	mon.,sept-10	100 Most Important Businessmen	Act of the Year
1243	Oct 15 th 2018	mon.,sept-24	CEO	The Best Suppliers / Socially Responsible Ranking
1244	Nov 1 st 2018	mon.,oct-15	-	Lawyers Inform
1245	Nov 15 th 2018	mon.,oct-29	Marketing Monsters	Luxury Inform / 10.10
1246	Dec 1 st 2018	mon.,nov-12	-	BIT Awards
1247	Dec 15 th 2018	mon.,nov-26	Person of the Year	Energy 360

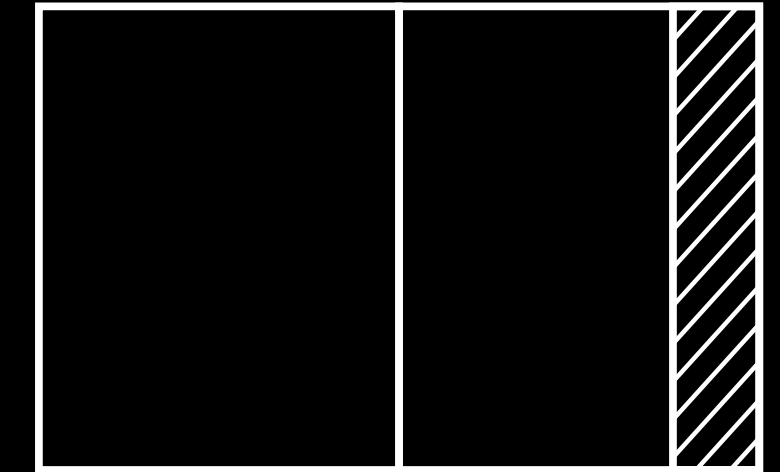
MEASUREMENTS



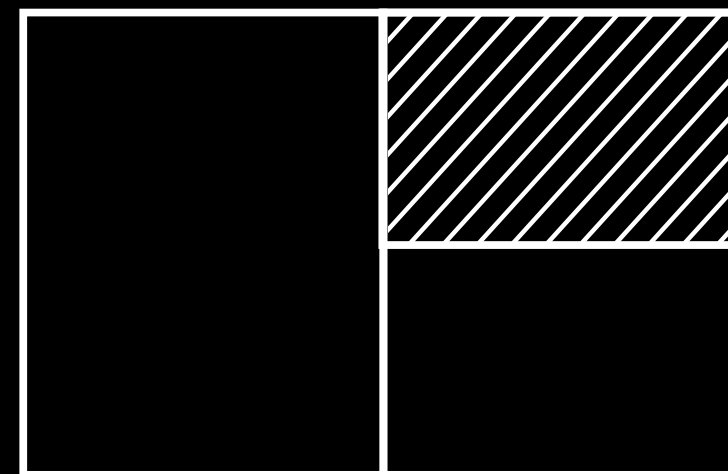
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CUT 22 X 28.5CM



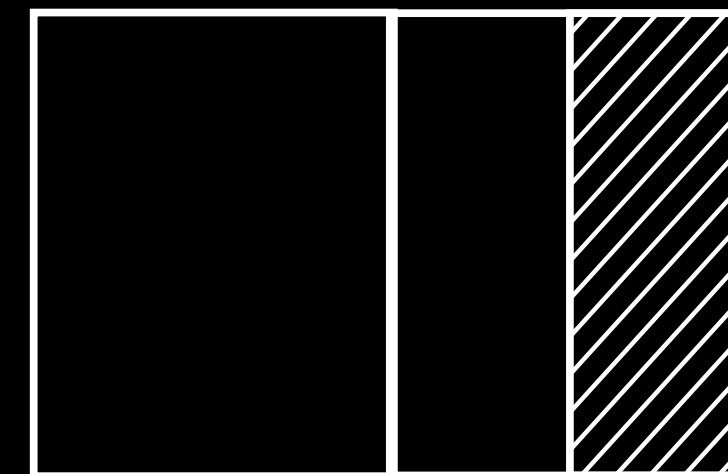
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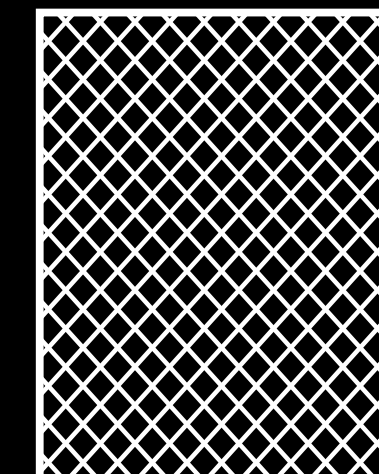
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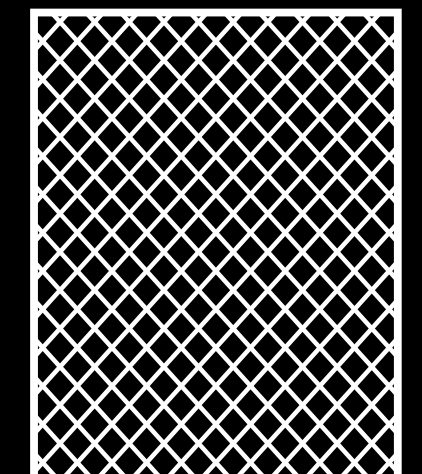
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CUT 22 X 14.2CM



1/2 VERTICAL PAGE
CUT 10.5 X 27.5CM
CUT 11.5 X 28.5CM



**2ND AND 3RD
OF COVERS**
CUT 21 X 27.5CM
CUT 22 X 28.5CM



4TH OF COVERS
CUT 21 X 27.5CM
CUT 22 X 28.5CM

PRINT RATES

ESPACIO	1 to 3	4 to 8	9 to 14	15 to 3+
1 Page	\$ 12,000	\$10,800	\$10,800	\$9,600
Double Page	\$ 24,000	\$21,600	\$20,400	\$19,200
1/2 Vertical Page	\$ 7,800	\$7,000	\$6,600	\$6,200
1/2 Horizontal Page	\$ 7,800	\$7,000	\$6,600	\$6,200
1 Column	\$5,400	\$4,900	\$4,600	\$4,300
2 nd and 3 rd of Covers	\$13,800	\$12,400	\$11,700	\$11,000
4 th of Covers	\$15,000	\$13,500	\$12,800	\$12,000

DIGITAL



Facebook

2,126,261



Twitter

3,897,660



Youtube

18,000



Instagram

80,000

5,100,000

SOLE USERS

7,800,000

TOTAL VISITS

DIGITAL CALENDAR

DATE	TOPIC
1/03/2018	The Best MBA
2/04/2018	100 Powerful Women
2/05/2018	30 Promises
4/06/2018	Outstanding Companies
16/07/2018	500 Most Important Companies
17/09/2018	Entrepreneurs of the year
1/11/2018	100 Most Important Businessmen
3/12/2018	Marketing Monsters

DIGITAL FORMATS

SOCIAL MEDIA

FACEBOOK \$500

TWITTER \$300

INSTAGRAM \$500

Media Kit

Productos	Sizes	Direct Sales	Programmatic Guaranteed	Preferred Deal	Private Auction
DISPLAY ADS					
Mobile Banner	320x100 / 320x50				
Box Banner	300x250				
Súper Banner	728x90	\$15	\$11	\$9	\$6
Half Page	300x600				
Leaderboard	970x90				
DISPLAY ADS					
Bespoke		By quote			
Native Ad		By quote			
Video		By quote			
DISPLAY ADS					
Out-Stream - InRead					
In-Stream - Preroll	VAST, 640x360, VPAID	\$21	\$18	\$15	\$12
In-Stream - VPAID					
Vertical video - Mobile					
DISPLAY ADS					
Mobile Banner Richmedia	320x100 / 320x50				
Box Banner Richmedia	300x250				
Súper Banner Richmedia	728x90	\$17	\$15	\$13	\$10
Leaderboard	970x90				
Half Page Richmedia	300x600				
Billboard	970x250				
MiniScroller Mobile	320x480 + 320x50	\$24	\$22	N/A	N/A
MiniScroller Web	956x756				

EVENTS

What's it like to be in the room with Expansion? It's a Business Forum among the most important businessmen, experts and public figures of the country. Together they analyze and generate ideas and solutions for the growth of Mexico and its role as a global player.

Month: September

Attendees: 300

Ad value: \$22 million pesos

FORO EXPANSIÓN

150,000,000

AVERAGE IMPACTS

BRANDED CONTENT

**Get in touch with the audience you want!
Our specialized platforms and formats
will generate content linked to your
brand.**

DIRECTORY

Facebook: @ExpansionMex

Twitter: @expansionmx

Youtube: @CNNExpansion

Sitio: expansion.mx

- Commercial Director: Fernando Ceballos / fernando.cebaldos@expansion.com.mx
- Automotive, Finance and Technology: Diego Alejo / dalejo@expansion.com.mx
- Luxury, Fashion and Beauty: Luis Alarcón / lalarcon@expansion.com.mx
- Government Head: Francisco Noriega / fnoriega@grupocincom.com
- Foreign Commercial Head: Rodrigo Pineda / rpineda@grupocincom.com
- International Sales Director: Madelin Bosakewich /
madelin.bosakewitch@ggeinternational.com

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