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Brand

Quién is the go-to source for the most important figures in Mexico and the world.

For over 20 years, we have been the leading and insider brand in the lives and careers of the most influential people in Mexico.

We have established ourselves as the brand that excels in journalism.

We cover life stories, gastronomy, travel, politics, entertainment, current events, luxury, fashion, and beauty. We are Mexico's largest premium lifestyle and social online site.

We proudly are the leading brand in our segment and the only one focused on figures and lifestyle to have earned a national journalism award.



Quién DNA

At Quién, we combine **exclusivity, inspiration, and aspiration**: we are the #1 source of insider information on the most relevant figures in Mexico and the world, providing **access to a glamorous yet relatable world**. With **heartfelt journalism and credibility**, we tell the stories that set trends, **offering premium, multi-thematic content**.

More than just informing, **we create unique experiences** that connect emotionally with our audience, a community that has grown with the brand and sees us as **that friend who always has the best stories**.



EDITOR'S LETTER



In a world where stories are told faster than ever, *Quién* stands out by focusing on the details, capturing the essence of the moments that define our culture, and giving a face to the figures who are transforming Mexico. We are much more than a magazine; we are a reflection of our society, its values, aspirations, and dreams.

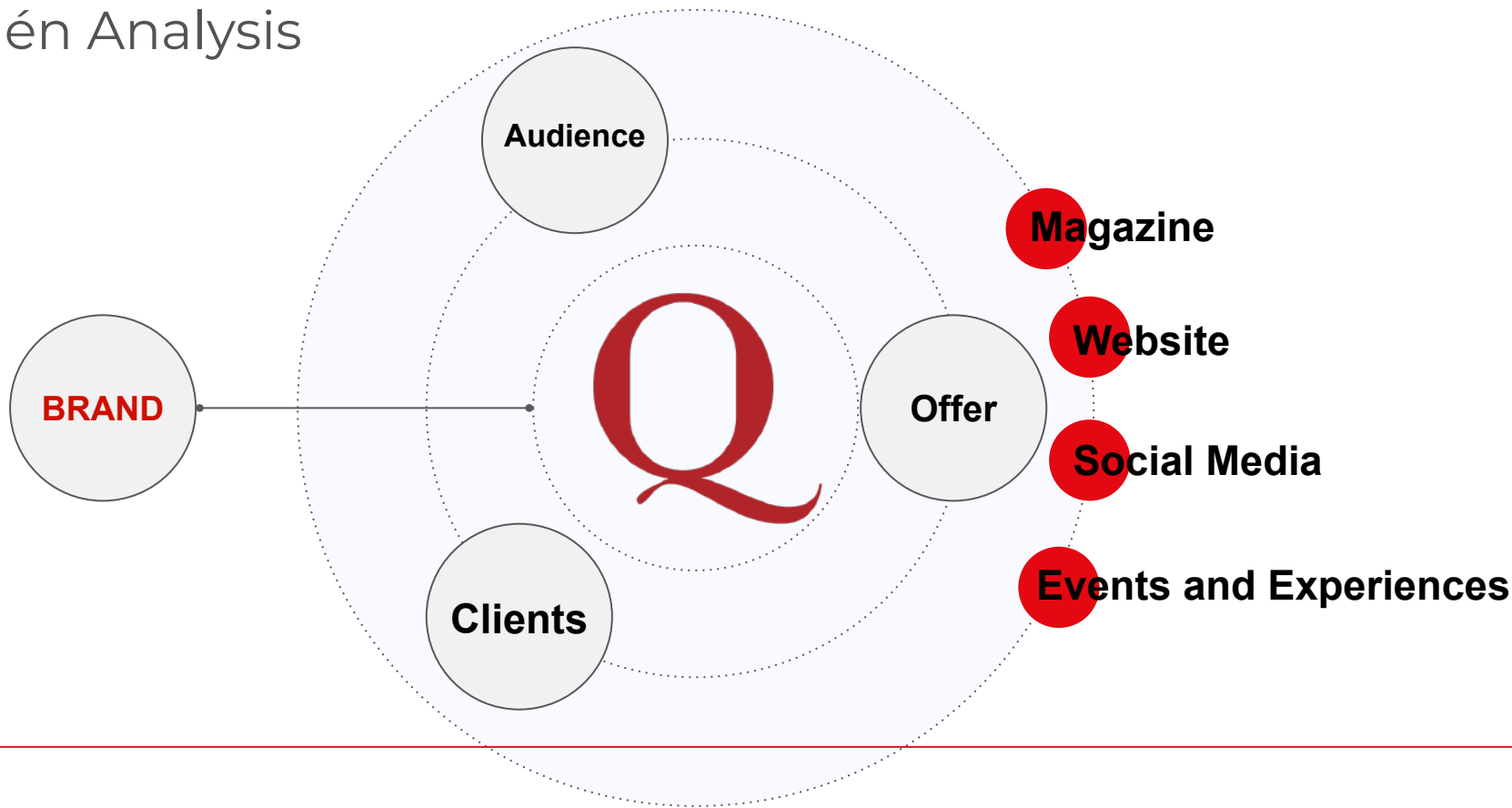
From our printed pages to our digital platforms, at *Quién*, we connect audiences with content that inspires, informs, and entertains. We have established ourselves as leaders in current affairs, society, fashion, beauty, and lifestyle, always with a human approach that prioritizes authentic storytelling. Each edition is a window into the stories of those leaving their mark, but also a mirror reflecting the concerns and passions of our readers. Our commitment is to deliver relevant and visually impactful content, both for those seeking inspiration and for those who want to be at the center of the conversation. With a reach that spans from our magazines on newsstands to our dynamic social media communities, *Quién* doesn't just inform: it sets trends, sparks dialogue, and amplifies the voices that truly matter.

María Torres Clausell
Quién Editor-in-Chief

¿What do we have?



Quién Analysis



BRAND PILLARS

Main Core: Entertainment and social.

- Entertainment
- Royalty
- Fashion
- Beauty
- Travel and gourmet
- Female empowerment





AUDIENCE

People interested in different 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 contribute to society with awareness • Seeks emotional and physical well-being • Aims to build community • Supports and celebrates the people around them • Is proud of their country and their talent

¿What do we have?

OUR AUDIENCE



Trender

NSE: A, B / 35-50 years old

Lover of lifestyle, fashion, and trends. Looks for references and recommendations that make them feel part of the latest trends.

*Key Audience



Aspirational

NSE: C, C+ / 40-60 years old

Interested in the lifestyle of celebrities and public figures. Although not part of those circles, they find inspiration and entertainment in them. Adapts certain trends and recommendations to their means, aiming to look good and grow personally and socially.

Celebrity Follower

NSE: B-, C+ / 25-35 years old

Follower of the celebrities of the moment, enjoys learning about their lifestyle, relationships, as well as the personal and professional sides of the figures who inspire and spark curiosity.

*Key Audience



Social Protagonist

NSE: B-, C+ / 35-50 years old

Leads an active social life, enjoys attending various events and building relationships. Also seeks to stay up to date with what's happening in different social circles and events.





AUDIENCE

456,000
readers

120,000
Print run



25,360
Print subscriptions

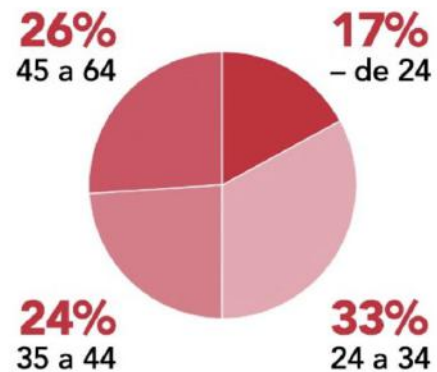
4.1M
Unique users



+3M
Followers



AUDIENCIA PRINT PROFILE





AUDIENCE

PRINT PROFILE



89%

Socioeconomic Level A/B

87%

Family Woman

70%

Woman

28%

Director level woman

29%

Men

21%

Entrepreneurial women

AUDIENCE

PRINT PROFILE

DEMOGRAPHIC DISTRIBUTION

NEWSSTAND

53%

CDMX

12%

Edo. de México

4%

Jalisco

9%

Nuevo León

22%

Resto del país

SUBSCRIPTIONS

68%

CDMX

15%

Edo. de México

3%

Jalisco

1%

Nuevo León

13%

Rest of the country

SELLING POINTS

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

DISTRIBUTION PLACES

Velucca Café
Jeffrey Group
Siclo, Orange Theory,
Body Barre, Zuda,
Mindform, Cuult
Brandy Donuts
Morning
Capitalia
Bosque Real
Beyond 12 activewear
Mimma Café
Las Alcobas





AUDIENCE

DIGITAL PROFILE

MOST HIGHER MONTH

1.3 M
unique users

1.8 M
sessions

2.3 M
page views

MONTHLY AVERAGE

978 k
unique users

1.3 M
sessions

1.7 M
page views

USERS PER AGE

AGE	UNIQUE USERS	TOTAL AVERAGE
18-24	108,341	7%
25-34	253,896	17%
35-44	226,476	15%
45-54	366,071	24%
55-64	375,967	24%
65+	207,198	13%




AUDIENCE



SOCIAL MEDIA

 +460K
followers

 +950K
followers

 +1.2M
followers

 1M
followers

 +184K
subscriptions

Updated September 2025

PRODUCTS

DIGITAL

Display

*Standard, Rich Media
y Rich Media Premium*

Video

*Original video
Sponsorship and Integrated brands
de contenido*

Social networks

Branded content



PRINT

Traditional pages

Inserts

Creativity

Branded content

EVENTS

31 Mujeres que Amamos

Quién 50

Quién 25

PR

PES

(Influencer Marketing)





QUIÉN 25

PARTY

We will throw a party like no other to celebrate these 25 years of our brand.

It will be the best event of the year, where we will celebrate non-stop all night long.

JANUARY

2026



FRANCHISE

MUJERES que AMAMOS

Mujeres que Amamos celebrates those outstanding women who, with their stories, inspire us to continue working for a world with equal opportunities and for a Mexico of which we can feel even more proud. Thanks to their talent, passion and dedication, they create new horizons and generate a beneficial change for the country and its environment.

Print, digital and event platform

(possibility of creating a custom project)

+35M
*media impacts
and digital campaign*

MARCH
2026



QUIÉN 50

EVENT

For more than 15 editions, Quién has recognized the 50 people who, through their great work, put the name of Mexico on the map, demonstrating that with determination and dedication, borders can be broken and obstacles can be overcome.

Quién 50 is renewed in 50 People Who Transform Mexico together with Expansión. We will recognize the winners at a gala dinner.

+70M

*media impacts
and digital campaign*

NOVEMBER

2026



CALENDAR

2026



ENE

Wellness Special



ABR

Especial de Niños
print and digital



JUL

Graduations



OCT

Especial de bodas
print y digital



FEB

Couples
Valentine's Day Gift
Guide



MAY

Mother's Day Gift
Guide
print and digital



NOV

Entertainment



MAR

Mujeres que
Amamos
print and digital



JUN

Pride/My coming
out story

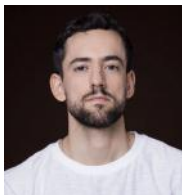
Graduations

Especial para Papás
print and digital



SEP

México
Fashion and Beauty
Style issue:
Trends and Styles
print

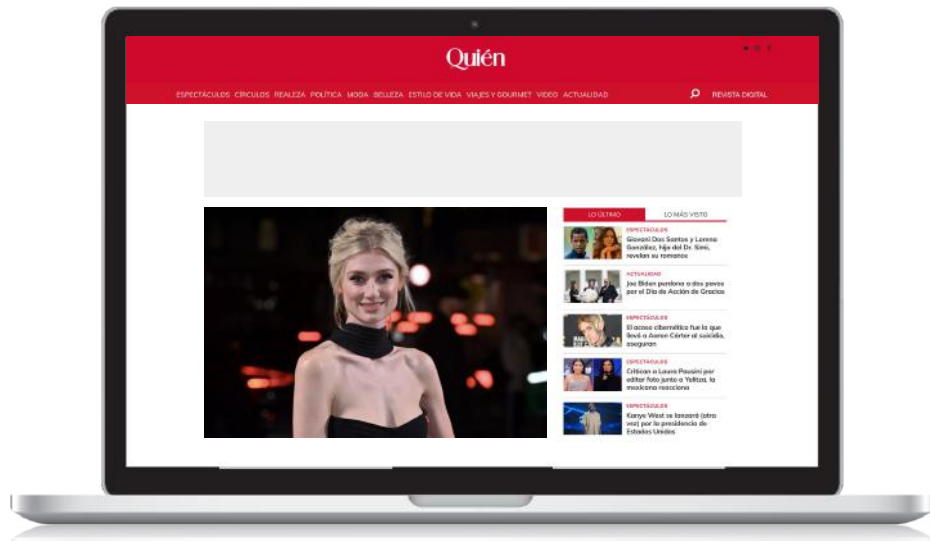


DIC

50 personajes que
transforman
México

The best of the year

SPECS



Content

Display Ads

Special actions

Social networks

Programmatic

[consulta ad catalog](#)



SPECS PRINT

- Files identified with a specific client name.
- High-resolution images (300 dpi) in CMYK mode.
- Formats: EPS, JPG, PDF or TIFF.
- Include cutting lines.
- Embedded fonts or texts converted to curves.
- Spot or Pantone inks in CMYK conversion.
- Reserve 5 mm (median strip) in case of continuous texts on the spine.
- Continuous images between the spine, consider 5 mm spine breakers.



REBASE	43 X 28.5 cm
CORTE	42 X 27.5 cm
CAJA	41 x 26.5 cm

Quién

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