

EXPANSION MUJERES

MEDIA KIT

2022

MENU

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THE PLATFORM FOR THE NEW REALITY



EXPANSION MUJERES

THE PLATFORM FOR THE NEW REALITY



MONTHLY AVERAGE

Unique Users
+114K

Sessions
+166K

Pages Views
+56K

AGE



6%

18-24

10%

25-34

13%

35-44

18%

45-54

25%

55-64

28%

65+

EXPANSION MUJERES

DIGITAL PROFILE

1

Main
Interests

173%

- Lifestyle
- Entertainment

130%

- Food and
Drink

122%

- Shopping

93%

- News
and Politics

69%

- Technology

2

Purchase
Intention

11%

Cars

5%

• Financial
Services

5%

• Business
Services

3%

Employment

3%

• Consumer
Electronics

3%

• Travel

2%

• Education

ORIGINALS

AUDIO



Mujeduría

Expansión's first female CEO in its 50 years of existence interviews incredible women as new role models. Each episode, a guest shares their stories, anecdotes, and chats about issues of relevance to all women.

- Top business Spotify #46
- Top chart Apple #54



GENERAL INFO

FOLLOWERS
3.5 K

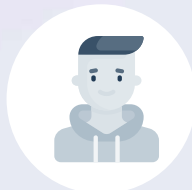
LISTENERS
11 K

PLAYS
60 K

AUDIENCE



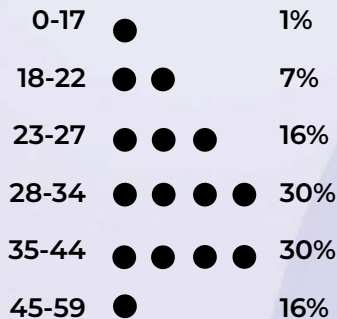
WOMEN
85%



MEN
12%

3% *Keep their gender confidential*

AGES



TOP COUNTRIES

- Mexico
- United States
- Spain
- Peru
- Colombia



DEVICES

8%

ANDROID

54%

IOS

38%

OTHER

Available on:



EXPANSION MUJERES

EVENTS (WEF)



EXPANSION
WOMEN
ECONOMIC
FORUM

Expansión, leading business, financial, and political media in Mexico, joins the **Women Economic Forum Iberoamérica** (international platform for the All Ladies League global network) through **Expansión Mujeres**.

The **aim** of this partnership is to give women leaders the chance to expand business opportunities and create certain influence using networks unencumbered by limits or borders.

The 2021 edition took place over **3** days, with **60** simultaneous conferences, **244** speakers, **15** keynote speeches, **75** awards, and **over 27** broadcast hours.

Note that the forum is inspired by some of the most successful women in business, authors, opinion leaders, and celebrities **in the world**.

CONTACT

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