

MEDIA KIT

Obras
POR EXPANSION 2022



THE PULSE POINT

FOR THE **BUSINESS COMMUNITY,**
REAL ESTATE, **CONSTRUCTION,**
INFRASTRUCTURE, ARCHITECTURE, AND
INTERIOR DESIGN INDUSTRIES, USING
DIVERSE PLATFORMS THAT ADD HIGH
VALUE TO STRATEGIC DECISIONMAKING
IN THOSE INDUSTRIES.





Obras by Expansión is the site where specialists in the design and construction industries have a dialog through the diffusion of the most relevant information of the day.

Provides a more detailed image of infrastructure, construction, real estate development, architecture, and interior design, in which readers can always find fresh information not found in other media.

Despite being a niche publication, **the specificity and rigor of Obras' products make for content that has an impact on the general public**, primarily because of its analysis of issues that range from, for example, the design of spaces for remote working, to the influence of the Tren Maya (Mayan Train) on development in the country's southeast.

Because it's digital, the articles, videos, galleries, and reports are more scalable and reach more eyes of those interested in knowing more about the sector.

These elements have contributed **to website users being the most loyal** of the group. They tend to check the home page daily to monitor and find out what information we're offering, which represents a great opportunity to maintain our own news agenda.

Obras is always looking to improve and reach ever more readers. Thus, the platform content adapts to and seeks to go a step beyond audience demand.

TARGET

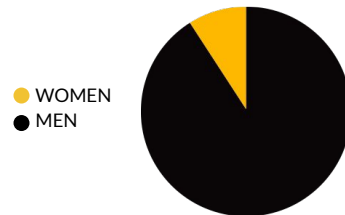
READER CHARACTERISTICS:

- BUSINESS PERSON AND LEADER.
- ENJOYS UNDERTAKING NEW PROJECTS.
- CONVEYS INTEGRITY AND AUTHENTICITY.
- INNOVATION AND BEING AT THE CUTTING-EDGE ARE THEIR CALLING CARD.
- AVID FOLLOWER OF THE ARTS, ARCHITECTURE, AND DESIGN.

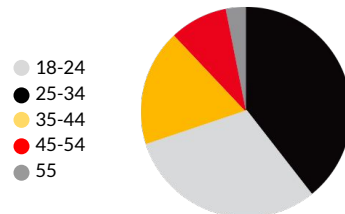


JUAN CARLOS
BAUMGARTNER,
ARCHITECT

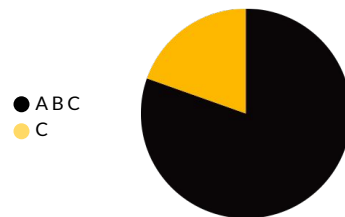
GENDER



AGE



SOCIOECONOMIC LEVEL



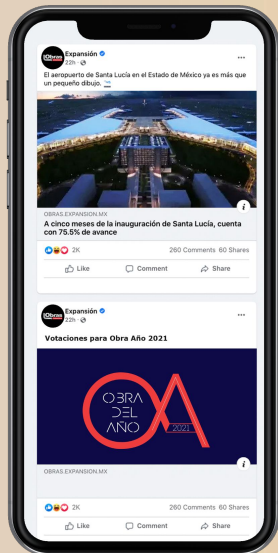
AUDIENCE



FACEBOOK
+100 K



TWITTER
+42 K



HIGHEST MONTH

Unique Users
519K

Page views
578M

MONTHLY AVERAGE

Unique Users
389K

Page views
414M

TOTAL
+375,000

OBRASWEB.MX

+800,000 **+450,000**

PAGE
VIEWS

UNIQUE
USERS

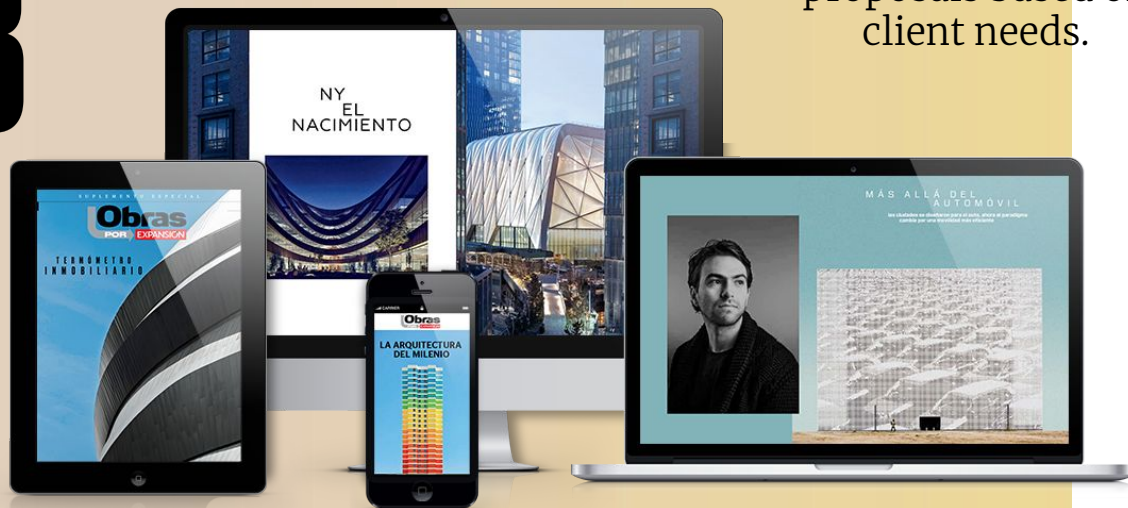
OBRAS WEB

DIGITAL

- Display standard
- Integrated rich media and premium rich media packages
- Video
- Social Media
- Branded Content
- Newsletter and Mailing

EVENT

- Integrated packages



MADE-TO-ORDER PROJECTS

Made-to-order proposals based on client needs.

We adapt to your aims and come up with an integrated strategy for meeting them, from print and digital content creation to positioning strategies, events, and experiences with key players in the industry, among others.

CALENDARIO DIGITAL

DIGITAL CALENDAR

JAN

CONSTRUCTION COMPANIES IN 2021

Plans for the year (where we focus on the top 3 in materials, infrastructure, and housing. These are ICA, Homex, GEO, CICSA, Grupo Carso, Cemex, etc.).

FEB

TALENT IN ARCHITECTURE AND CONSTRUCTION

Linked to best practices at Expansión. There will be a report on education and training new in the industry, companies' human resources needs, and new trends in professions and job possibilities.

MAR

TOURISM

Tren Maya (Mayan Train). Work status and analysis.

APR

HOUSING

Analysis of economic market, medium, and new business model which seeks to replace the one that has failed in previous years. Interviews with main housing companies.

MAY

10 INNOVATIVE FIRMS

Interviews with 10 architecture firms that are doing new things in different sectors.

JUNE

FIBER OUTLOOK

Status of your business, what serves as a thermometer for gauging whether the industry is making a recovery in 2021 or not. Used to make a cash cutoff halfway through the year.

JULY

TECHNOLOGY

Innovation on the horizon for the industry and those that experienced an uptick during the crisis.

AUG

ENERGY

Dos Bocas refinery and energy infrastructure.

SEP

OFFICES

Sector outlook.

OCT

SUSTAINABILITY IN CONSTRUCTION, HOUSING, AND INFRASTRUCTURE

Trends, progress in Mexico, and success stories.

NOV

Best Providers

DEC

Work of the Year

EVENT

Obra del Año (Work of the Year) is an annual award that chooses the best works carried out over the past 12 months and **rewards construction professionals**, chosen by industry experts themselves. The aim is to stimulate growth, best practices, and diffusion of this sector, which is key to the economy, development, and quality of life for all of us living in Mexico.



CONTACT



SALES CONTACT

publishing@grupoexpansion.com

Tel. 55 9177 4100 / 4300



MARKETING DIRECTOR

Diego Alejo

dalejo@grupoexpansion.com

SALES CONTACT

publishing@grupoexpansion.com