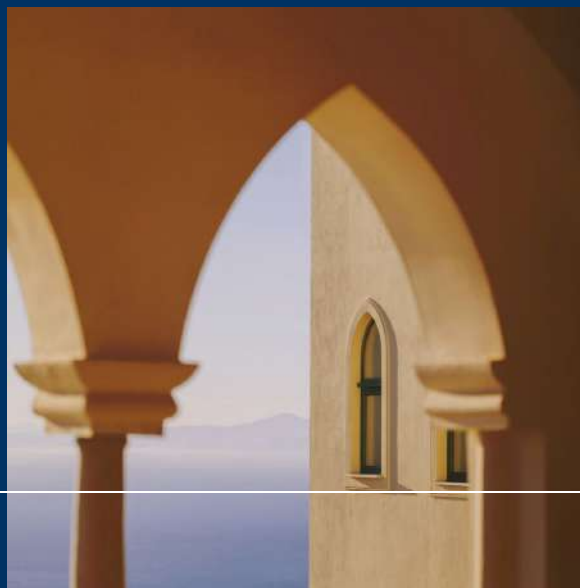


aire





aire
AEROMEXICO



index

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brand

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editor's letter

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editorial calendar

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specs

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In our pages you will find new reasons to get inspired



destinations



cinema



music



gastronomy



technology



lifestyle



We create imaginary trips for those
who are already traveling





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
**General
Editor**



aire
AEROMÉXICO

distribution in Aeroméxico



+550
daily flights



60
domestic
destinations

46
international
destinations

84
sales offices

9

Salones Premier
in the main airports of
Mexico

+21 M

passengers
carried

+2.5 M

Clase Premier
passengers

+150

fleet of
aircraft

national distribution

audience



456K
readers

120K
print run

25K
print
subscribers



232K
readers

54K
print run

32K
print
subscribers

points of sale

SANBORNS
LA COMER
FRESKO
CITY MARKET
AIRPORTS
HEB
CHEDRAUI
SELECTO
CHEDRAUI A/B



distribution points

CENTURION LOUNGES
AMEX AICM

SALONES BEYOND
(BANAMEX) AICM



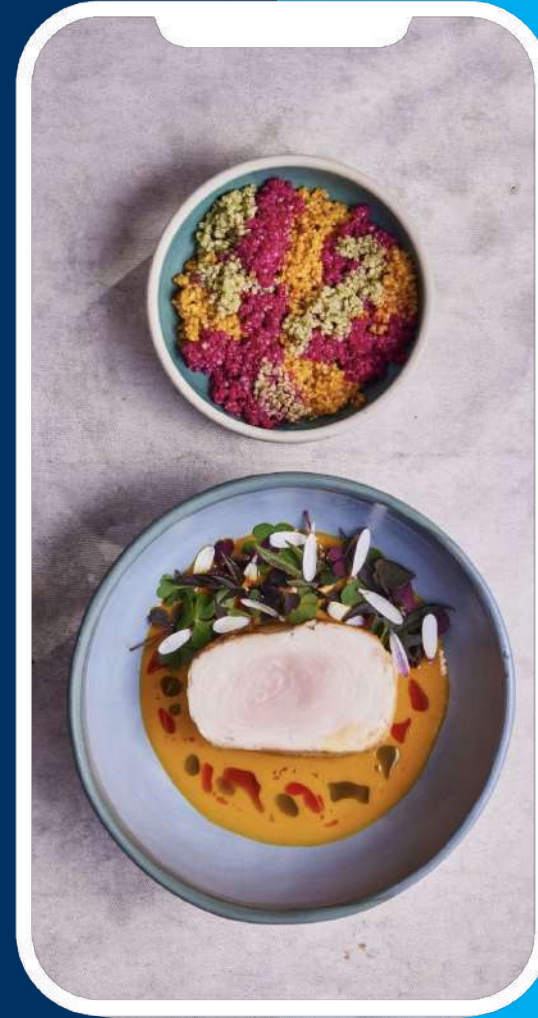
+6K



+3K



+9K

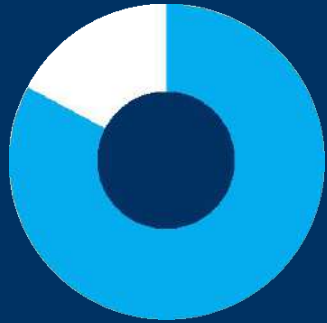




Readers with executive positions, who, besides business, also travel for pleasure. During their time on the plane, they like to read the in-flight magazine. They stay in 5-star hotels and their favorite activities include visiting restaurants, shopping and going to the beach.

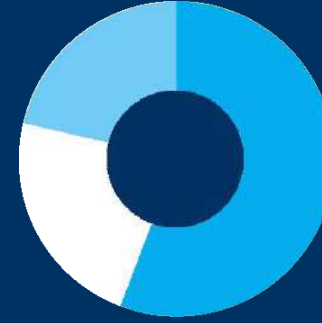


gender



83%
men

17%
women

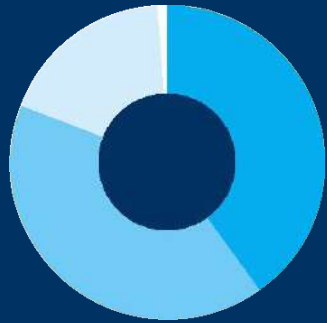


66%
are married

27%
have children

25%
have graduate
studies

age

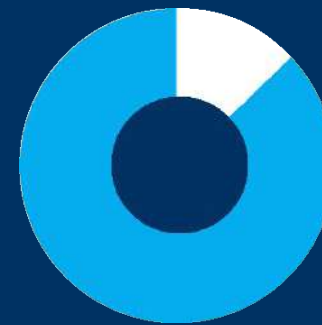


40%
35-44

41%
45-64

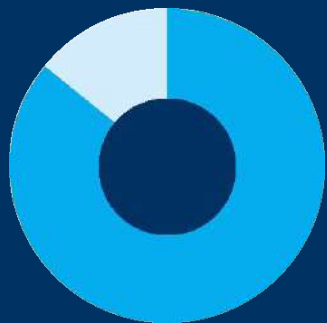
18%
25-34

1%
+65



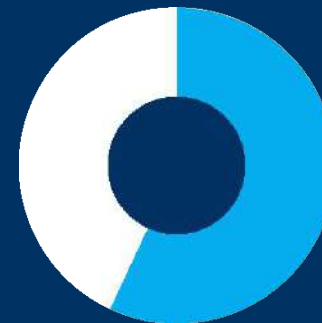
85%
make at least 1 trip
per year

ses



86%
A/B

14%
C+



57%
are medium heavy
travel users



bespoke projects

ACCORDING TO THE BRANDS' NEEDS

magazine

Traditional pages
Inserts
Creativity
Branded Content

Creation of customized proposals based on the client's needs. We adapt to your objectives and make a complete strategy to achieve them. From the creation of print and digital content, to positioning strategy, events or experiences with key players in the industry, among others.

PR

Influencer Marketing
Managing Guest List





editorial calendar of
Aire in Quién

aire

AEROMEXICO

Quién

JANUARY
Winter

JULY
Architecture

FEBRUARY
Love

AUGUST
Pet Friendly

MARCH
Solo travel

SEPTEMBER
Gourmet

APRIL
Kids

OCTOBER
Honeymoon destinations

MAY
Slow travel

NOVEMBER
Europe

JUNE
Pride

DECEMBER
Celebration





editorial calendar of
Aire in Expansión

aire
AEROMEXICO

EXPANSION

JANUARY
Snow

JULY
Wild

FEBRUARY
Art

AUGUST
Drinks

MARCH
Green

SEPTEMBER
Mexico

APRIL
Running

OCTOBER
Entertainment

MAY
Road trips

NOVEMBER
Watchmaking

JUNE
Cruises

DECEMBER
Gift guide



print specifications

SIMPLE PAGE:

21 x 27.5 cm (8.2 X 10.8 inch)
OVERSHOOT:
22 x 28.5 cm (8.6 X 11.2 inch)



DOUBLE PAGE:

27.5 x 42 cm (10.8 X 16.5 inch)
OVERSHOOT:
43 x 28.5 cm (16.9 X 11.2 inch)
BOX:
24.5 x 38.5 cm (9.6 X 15.1 inch)



COMMERCIAL DIRECTOR

Alejandro Manrique

amanrique@grupoexpansion.com

COMMERCIAL DIRECTOR

Alejandro Leal

aleal@grupoexpansion.com

COMMERCIAL DIRECTOR

Enrique Vargas

enrique.vargas@grupoexpansion.com

COMMERCIAL DIRECTOR

Roberto Caballero

roberto.caballero@grupoexpansion.com

Sales Email

ventas@grupoexpansion.com

To see all Grupo Expansión media kits, go to:
<https://grupoexpansion.com/media-kits/>