

ADVERTISE IN MEXICO

AIM

ABOUT US

AIM is a media representation company based in the U.S.

A team of experts with comprehensive knowledge of Mexico's consumer and media marketplace

We connect you with the untapped Mexican population of 128 million people with a two-trillion buying power

We target Mexican Nationals and Mexican travelers visiting U.S. for leisure and/or business

We offer Mexico's consumer insight and build in-depth analysis and strategic recommendations to match each client needs

We manage and develop strong media partnerships to align your brand and reach the consumer with relevance



A circular image with a green border showing a person from behind, looking out over a city skyline at dusk. The text "MEXICAN TRAVELERS VISITING THE U.S" is overlaid in white.

MEXICAN
TRAVELERS
VISITING
THE U.S

A circular image with a grey border showing a person surfing on a wave. The text "U.S. TRAVELERS VISITING MEXICO" is overlaid in white.

U.S.
TRAVELERS
VISITING
MEXICO

A circular image with a red border showing a busy trade show or market with many people and booths. The text "MEXICO CONSUMER & B2B MARKET" is overlaid in white.

MEXICO
CONSUMER
& B2B
MARKET

ADVERTISING OFFERINGS



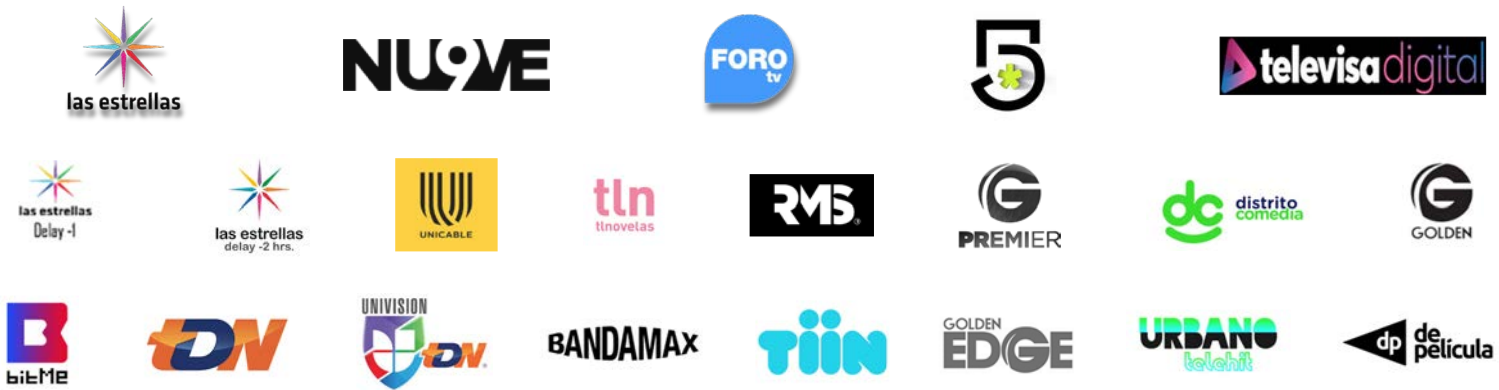
AIM enables your brand to market to National Mexicans with designed one-stop omnichannel media solution.



WE CONNECT YOU

with leading Television, Digital and
Publishing companies in Mexico,
covering 90% of total Mexico
population

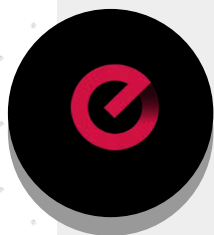




PORTFOLIO



- Televisa is the largest Spanish-language content owner, creator, producer and distributor in the world
- Producers of 4 Broadcast networks plus 16 Pay-TV brands for distribution in Mexico and over 50 countries
- Partial owners and main content provider for Univision Group in the U.S.
- Number one leader in digital platforms in Mexico reaching over 27+ million monthly unique visitors via web, mobile and OTT



- Grupo Expansión is one of the top content creators of fashion, beauty, entertainment, technology and business news
- The largest magazine publisher and owners of premier OOH locations in various cities targeting millions of high value audiences Mexico
- Leader in experiential events including Red carpets, award shows B2B conferences
- Film and entertainment content producers



Outdoor, indoor, BRS, buses, airports and malls.



Print and digital content. Franchise sponsorship, brand events, original audio and video product.



Filmed entertainment and audiovisual productions.



Events and productions, experiences and activations.



Televisa





las estrellas

#1 Entertainment TV
network in the country

Reach: 98% of Mexico's
30M TV Households

Target: Women and
Families 19+



CANAL CINCO

National and International
content for millennials

Reach: 96% of Mexico TV
Households

Target: Male and Female
Ages: 18-34



FORO TV

News and Special
Interest Network

Reach: 69% of Mexico
TV Households

Target: Male and Female
Ages: 30 to 55



CANAL NUEVE

National and International with
multiple program genres

Reach: 81% of Mexico TV
Households

Target: Men and Women 19+

NETWORK TELEVISION CHANNELS

Multiple PAY-TV channels with various programming genres to reach all viewing segments

ENTERTAINMENT
/ DRAMA & COMEDY



tln
tlnovelas



LIVE SOCCER
/ OTHER SPORTS
INTEREST



PREMIUM CONTENT /
ANIME & GAMING



MUSIC FOR ALL
GENERATIONS



BANDAMAX



MOVIES



GOLDEN
EDGE



PAY-TV CHANNELS GENRES

ÚNICO Y VERDADERO ONE SHOP EN TV PAGA

TELEVISIÓN NETWORKS (EN EXCLUSIVA)



OTROS NETWORKS

CADENA	Canales	CADENA	Canales	CADENA	Canales
 	A&E MUNDO		FOX LIFE		CARTOON NET
	HISTORY		FOX SPORT		CNNE
	LIFETIME*		FOX SPORTS 2		CNNI *
	AMC		FOX SPORTS 3		GLITZ
	EL GOURMET		FOX		SPACE
	IMAS CHIC		FX		TNT
	FILM & ART		MUNDO FOX		TNT SERIES
	ANIMAL PLANET		NATIONAL GEOGRAPHIC		WARNER
	DISCOVERY HEALTH		AXN		MTV
	DISCOVERY KIDS		SONY		NICKELODEON
	DISCOVERY		E! ENTERTAINMENT		NICK JR*
	ID		STUDIO UNIVERSAL		VH1
	TLC		UNIVERSAL		

SKY (EN EXCLUSIVA)

Hasta 27 señales

sky sports

sky 1

OTROS

ESPN
ESPN 2
ESPN 3

Fórmula 1
FUSION
NFL Network

PAY-TV



 **televisa**digital



30 M
VIDEO VIEWS
ON WEBSITE



659 M
VIDEO VIEWS
IN FACEBOOK



911 M
VIDEO VIEWS ON
OFFICIAL YOUTUBE
CHANNELS



+27 M
MONTHLY TELEVISIÓN
WEBSITE AND APP
UNIQUE USERS

DIGITAL PLATFORMS

Televisa leads in digital web
and mobile consumption



+73.1 M
TOTAL FOLLOWERS
IN TOP SOCIAL MEDIA
ACCOUNTS



38
SITES & APPS
TELEVISIÓN



12
KEY PROFILES IN
SOCIAL MEDIA



11X
GREATER THAN TOP 5
YOUTUBERS IN MÉXICO









+10
ACTIVE YOUTUBE
CHANNELS




PUBLISHERS DIRECT DIGITAL CHANNELS

One digital connection for brands across relevant target audience

ENTERTAINMENT










SPORTS








MUSIC








NEWS





DIGITAL NATIVE





WOMEN
EMPOWER-
MENT

SPORTS
LOVERS

LIFE
STYLE

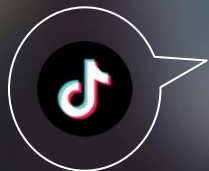
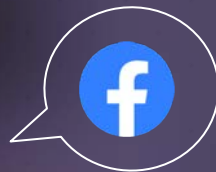
BUSINESS
NEWS

GAMERS
GEEKS

YOUNG
AUDIEN-
CES

SOCIAL

A wide net of social content and access to mega influencers and creators with global reach



TELEVISA YOUTUBE MEXICO

Direct access to premium YouTube inventory not offered anywhere



911 M

VIDEO VIEWS



7.4 M

INTERACTIONS



169 M

IMPRESSIONS IN THE
OFFICIAL CHANNELS



56% | 44%

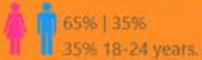
MAIN AUDIENCE
18-24 YEARS OLD (32%)

TOP OFFICIAL CHANNELS



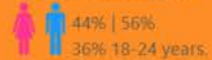
Tlnovelas

99.9M Views.
700K Interactions



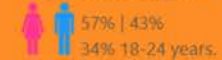
Distrito Comedia

80.9M Views
453K Interactions



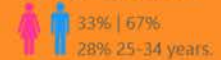
La Rosa de Guadalupe

60.7M Views
548K Interactions



Noticieros Televisa

47M Views.
534K Interactions



El Chavo del 8

30.7M Views
168K Interactions



Las Estrellas

30.3M Views
286K Interactions



TUDN México

27.9M Views
271K Interactions



Hoy

27.5M Views
238K Interactions



Canal 5

21M Views
226K Interactions



Como dice el dicho

18.4M Views
164K Interactions



Fuente: Usuarios totales, Google Analytics, Apps y Web, Sitio diciembre 2019.
Demográficos General, Web, Sitio diciembre 2019





PUBLISHING

34+ Million people reached every month



234,000 readers
65,000 circ.
12,000 subs.

456,000 readers
120,000 circ.
25,000 subs.

1,680M readers
120,000 circ.

234,000 readers
65,000 circ.
12,000 Subs.

232,200 readers
54,000 circ.
32,000 Subs.

210,000 readers
50,000 circ.

135,000 readers
30,000 circ.

126,000 readers
35,000 circ.
3,000 Subs.

81% Female
19% Male
75% studied at a private college
39% readers live with their parents and are single

49% Married 83% 32%
c-suite target readers with 54% Buy Luxury Brands
Higher Education

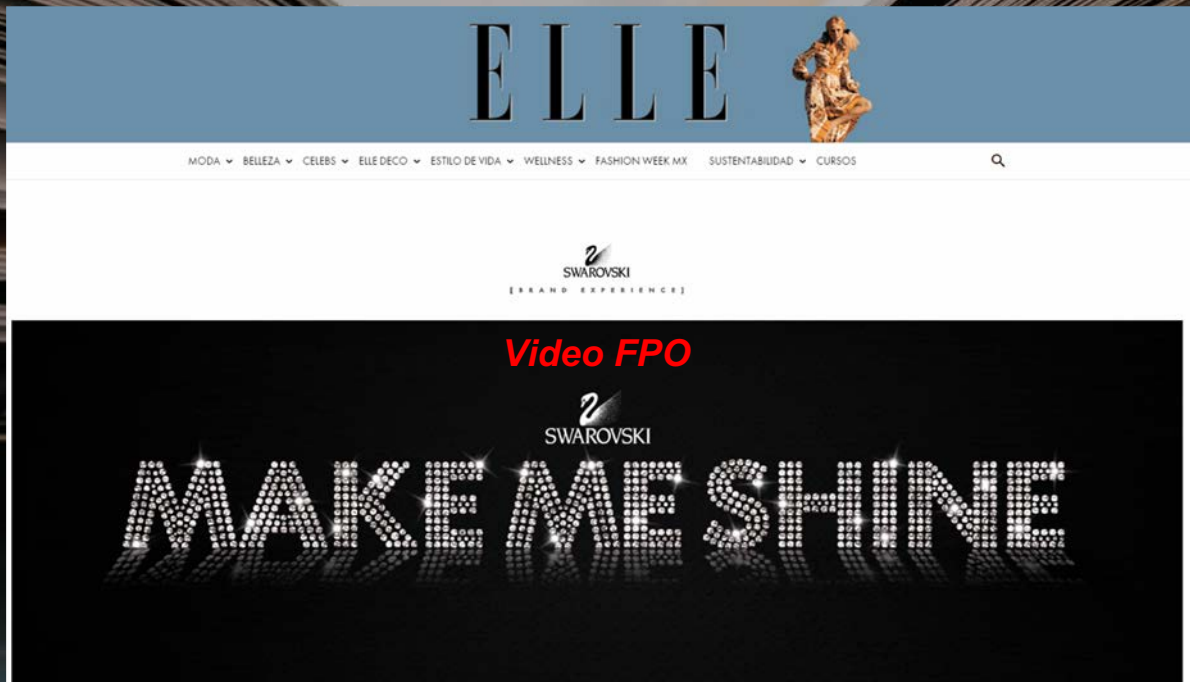
The magazine for all Aeromexico passengers

Audience:
60% C suite
62% Techies
34% High level education PHD or Masters

The magazine for all First Class Aeromexico passenger
5,000 subscription

Audience:
A/B/C+
60% Female
40% Male
Interior design & architecture interest

EXPERTS IN DIGITAL CONTENT AND INTERACTIONS



DIGITAL

#2 ranked in Comscore
for digital publishing properties

Quién

+7.5M UVMs

EXPANSIÓN

+6M UVMs

ELLE

+1.556M UVMs

THINK LIKE A MAN
LIFE AND STYLE

700K UVMs

ELLE
DECORATION

+62K UVMs



+2.6M Followers

+6.1M Followers

+1.6M Followers

283K Followers

8.6K Followers



OUT OF HOME



OVER 9,500 advertising space covering 63% of Mexico's daily transit

PERIMETER LIGHTING



BRS



SECUENCIAL LIGHTING



DIGITAL 115+ LED screens in all of Mexico



More than 100 videos reaching +800K people daily

AUGMENTED REALITY



IMAGE REVEALED



More than 850 airport advertising spaces in Mexico City International, Cancún, Mérida, Cozumel, Huatulco, Minatitlán, Oaxaca, Tapachula, Veracruz and Villahermosa



AIRPORT

+84 M people yearly



WALLS

26+ million people daily



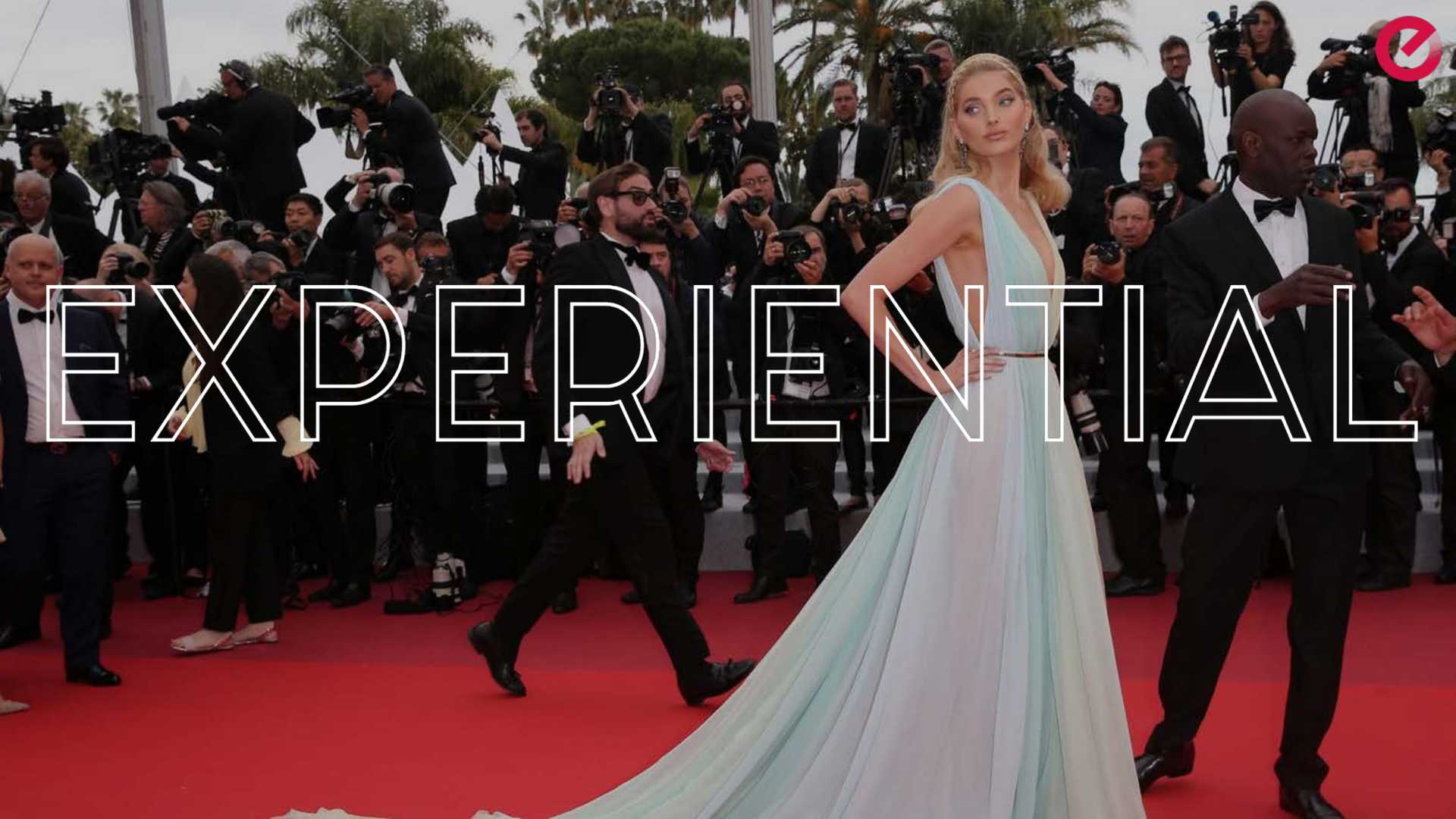
TAXI STANDS, ELECTRIC CAR CHARGING STATIONS

Premier Locations reaching 800K+ people daily



BUSES

10 mail routes
24+ Million people daily



EXPERIENTIAL







LEADERS in experiential and award events



B2B / CONFERENCE





**Mexico has over 900 thousand B2B units
with more than 12 million employees**

Top five B2B sectors by GDP contributions:

Financial /
Insurance

Transportation /
Postal Storage
Service

Real Estate
Services

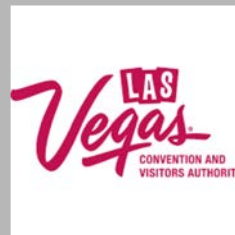
Construction

Manufacturing
Industry



AIM U.S. CLIENTS

We've helped multiple brands get into the Mexican and Latin American markets through traditional, digital and new media channels



Your message can either adapt existing campaigns for the region or tap AIM for help developing in- language and in-culture marketing strategies and executions.