

# Media Kit 2024

The best regional business and lifestyle platform, connecting great brand to our community

# PLAYERS<sup>®</sup>

OF LIFE



Magazine, Website, RRSS, Mailing, Experiences

## About Us

At PLAYERS of Life our purpose is to generate valuable content for our readers and clients in Torreón, Monterrey, Guadalajara and Saltillo.

We strive to achieve a balance between business and lifestyle through our editorial approach, highlighting the most compelling stories among people, businesses and brands that inspire and move Mexico forward.

We connect to our audience through:

### People

Stories that inspire both other businesses in the industry and new entrepreneurs.

### Lifestyle

Trends and suggestions for places and objects that reflect high quality of living.

### Events

Reviews and coverage of events and experiences from businesses throughout the region.

### Businesses

Stories about the way in which large, medium and small companies contribute to the economic development of Mexico.

### Opinion

Expert opinions from professionals in different areas of marketing, economics, finance, talent, logistics, politics and education.

**+138**  
**million**  
IMPACT ANNUALLY

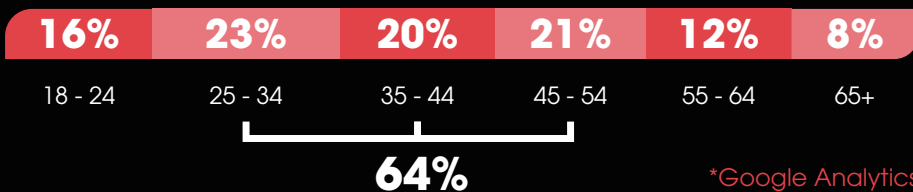


**José Medina Mora**  
Founder/President COMPUSOLUCIONES  
and National President: COPARMEX  
June, 2023 Edition | Guadalajara

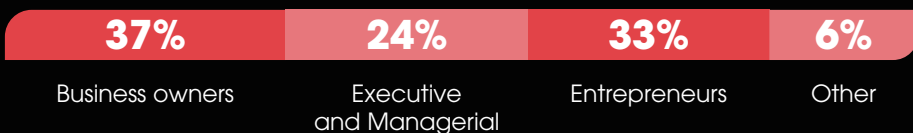
## Digital Audience

Connect your brand or company with the **PLAYERS** community and give it the relevance you are looking for.

### Age



### Profession



### Gender



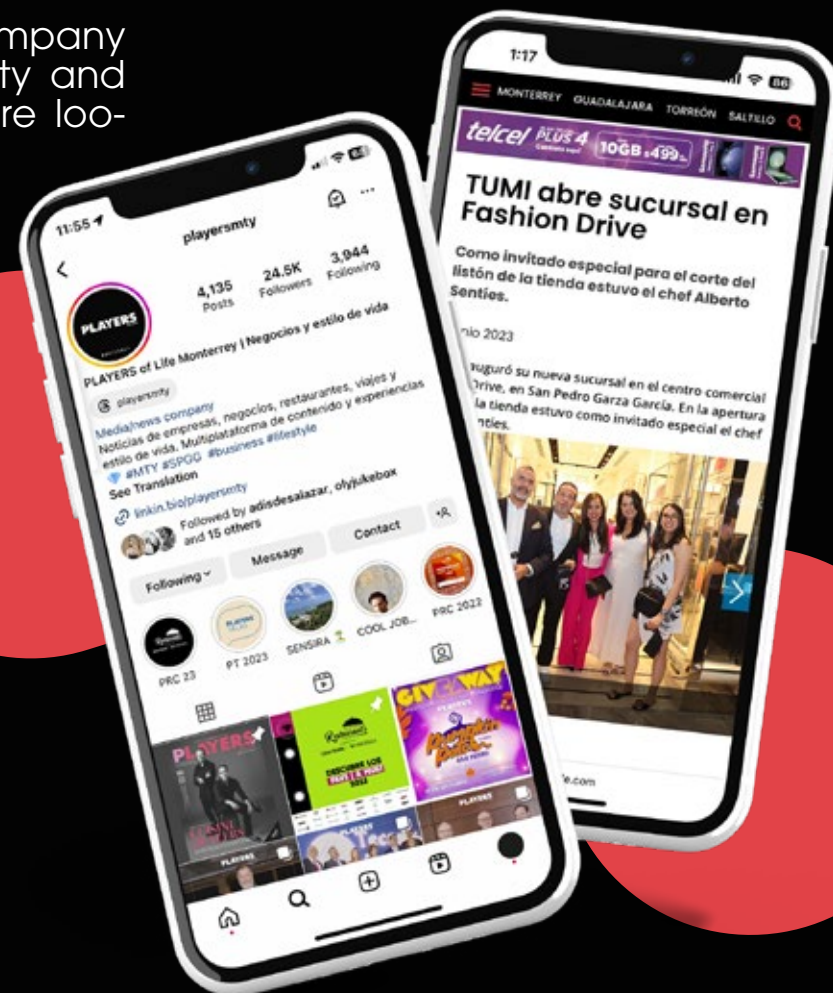
Pageviews  
**4,394,480**

+106% VS 2022

User Sessions  
**3,565,375**

+138% VS 2022

\*Trend by the end of 2023



Trust in **Grupo PLAYERS** for content, writing, and image quality it represents.

**-Shakib Hamden**

Chief Technology & Marketing Officer Billions Trade Club



**Branded Content**

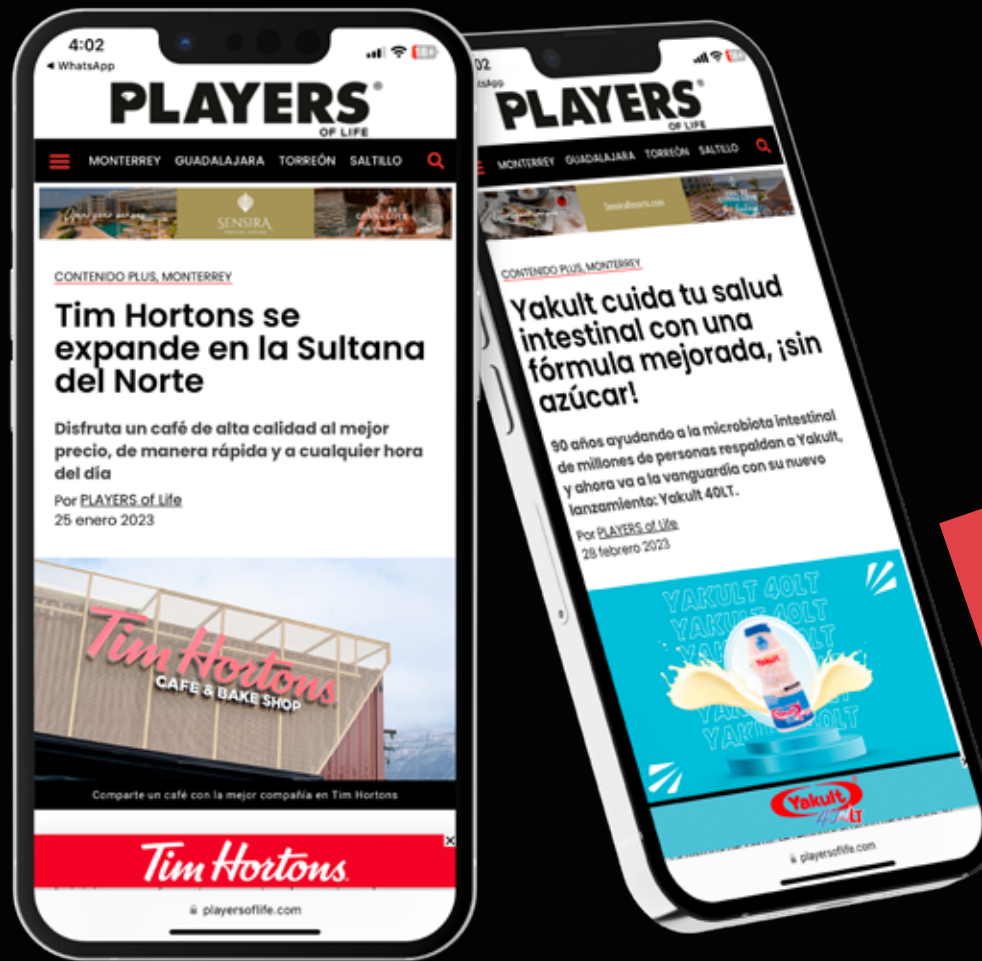
**+700**  
per year  
+17 mil vs 2022

**All of our editorial experience at your service**

We'll help you generate compelling content, communicating the promise of value and benefits through storytelling.

**Impact**  
**+40 million**

**Pageviews**  
**+700,000**



**100%**  
Fulfilling promise  
in value

## Content Plus

### Benefits:

#### 1. Content

Strategic copywriting by a team of experts who understand your business objectives.

#### 2. Banner

A banner advertisement placed on the same page as your featured content.

#### 3. Position

Placement on our website among higher-trafficked areas for 7 days.

#### 4. Digital Marketing Campaigns

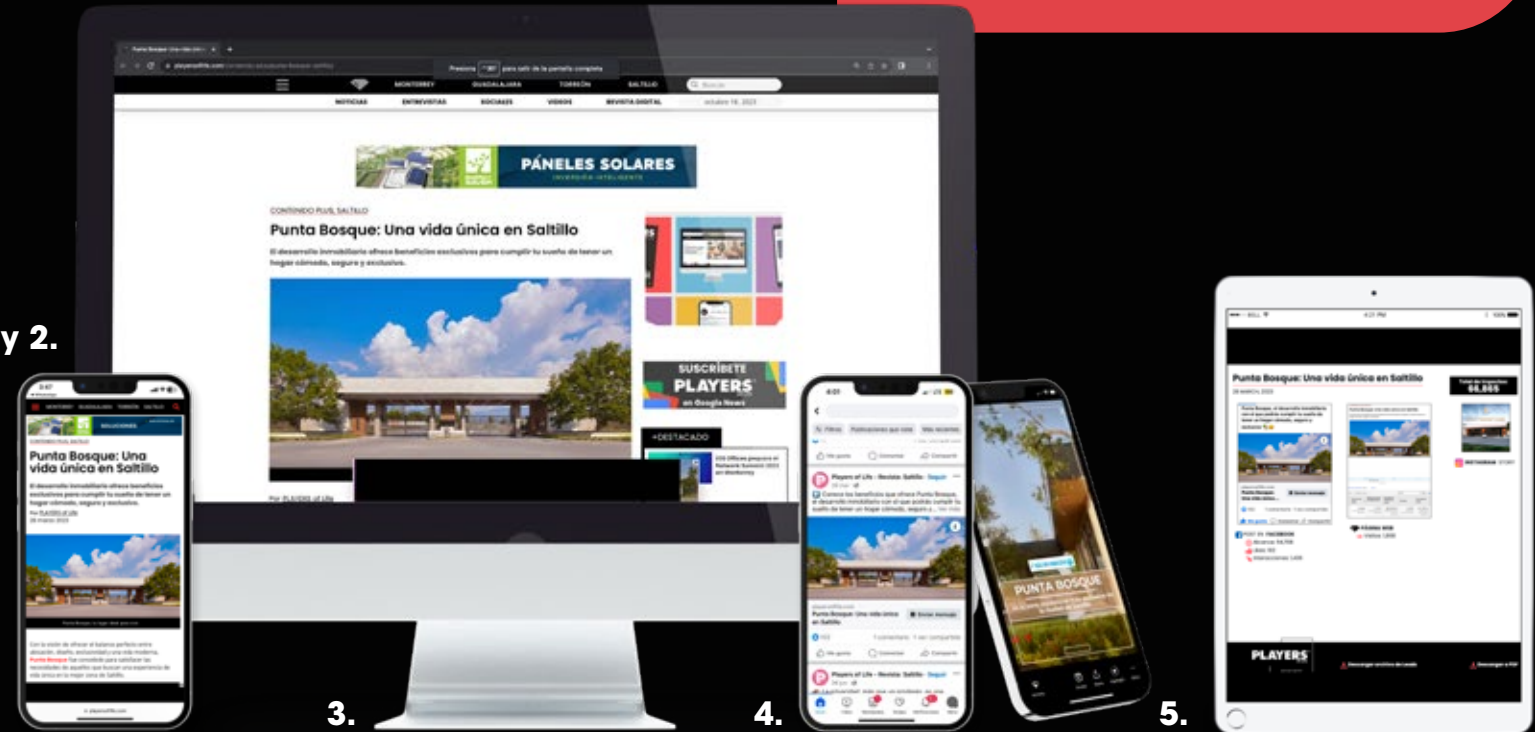
One post and story each on Facebook on Instagram with a 4-to-1 value guarantee.

#### 5. Reports

Impact report to track results within 10 business days.

Highlight the benefits of your company or businesses through storytelling or campaigns on our digital platform.

1. y 2.



# Content Super

## Benefits:

### 1. Content

Strategic copywriting by a team of experts who understand your business objectives.

### 2. Banner

A banner advertisement placed on the same page as your featured content.

### 3. Position

Placement on our website among higher-trafficked areas for 14 days.

### 4. Web traffic campaign

One post and story each on Facebook on Instagram with a 4-to-1 value guarantee.

### 5. Lead generation campaign

Facebook and Instagram campaign.

### 6. Report

Impact report to track results within 10 business days.



**LIVE IT**  
LIKE A PLAYER

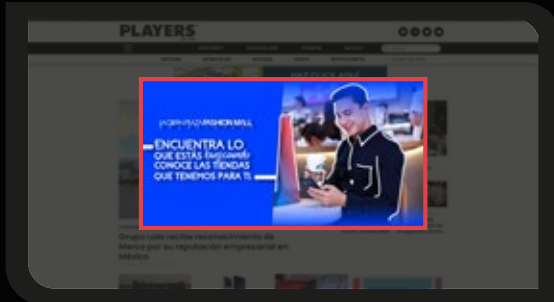
**Benefits:**

1. 1-hour photo presence
2. Three real-time stories
3. Next-day reel
4. Social section feature  
[www.playersoflife.com](http://www.playersoflife.com)
5. Facebook campaign



**Coverage of your event un real time**  
**Achieve the best impact and influence!**

## Website Publication Spaces



Pop up web



Super top banner



Maxibox banner



Long banner



Box banner



Online magazine sponsorship



## 2024 Rates: Digital

|                                     | Dimensions   | Homepage | Monterrey | Guadalajara | Torreón  | Saltillo |
|-------------------------------------|--------------|----------|-----------|-------------|----------|----------|
| <b>(CS) Content Super</b>           | N/A          | \$27,615 | \$42,420  | \$42,420    | \$42,420 | \$42,420 |
| <b>(CP) Content Plus</b>            | N/A          | \$17,640 | \$27,510  | \$27,510    | \$27,510 | \$27,510 |
| <b>(PV) Video Sextion</b>           | N/A          | \$10,500 | \$17,640  | \$17,640    | \$17,640 | \$17,640 |
| <b>(PR) Online Magazine Sponsor</b> | N/A          | \$9,450  | \$15,960  | \$15,960    | \$15,960 | \$15,960 |
| <b>(PU) Pop Up</b>                  | 665 x 350 px | \$9,450  | \$15,960  | \$15,960    | \$15,960 | \$15,960 |
| <b>(MB) Maxi Box Banner</b>         | 300 x 500 px | \$9,450  | \$15,960  | \$15,960    | \$15,960 | \$15,960 |
| <b>(ST) Super Top</b>               | 720 x 90 px  | \$8,820  | \$12,600  | \$12,600    | \$12,000 | \$12,000 |
| <b>(BB) Box Banner</b>              | 300 x 250 px | \$7,140  | \$10,710  | \$10,710    | \$10,710 | \$10,710 |
| <b>(LB) Long Banner</b>             | 720 x 90 px  | \$7,140  | \$10,710  | \$10,710    | \$10,710 | \$10,710 |

## Disclaimer

Prices include tax. Subject to change without prior notice.  
Request specifications of web and mailing spaces.

\*E-mails registered as of October, 2023

# Mailing

Promotional E-mail



Newsletter Banner



|                    | Registration* | Promotional E-mail<br>655 X 1000 px | Newsletter Banner<br>655 X 135 px |
|--------------------|---------------|-------------------------------------|-----------------------------------|
| <b>Torreón</b>     | 10,000 +      | \$7,140                             | \$4,725                           |
| <b>Monterrey</b>   | 15,000 +      | \$10,290                            | \$6,825                           |
| <b>Guadalajara</b> | 10,000 +      | \$7,140                             | \$4,725                           |
| <b>Saltillo</b>    | 2,000 +       | \$1,500                             | NA                                |
| <b>TOTAL</b>       | <b>37,000</b> | <b>\$26,070</b>                     | <b>\$16,275</b>                   |

We reach the most exclusive email addresses through:

**Promotion:** An email is sent every time a business partner wants to share a special offer with our registered users.

**Newsletter:** Sent every Monday and Wednesday with the most current and interesting information from our website and advertising banners.

## National Summary: Social Media



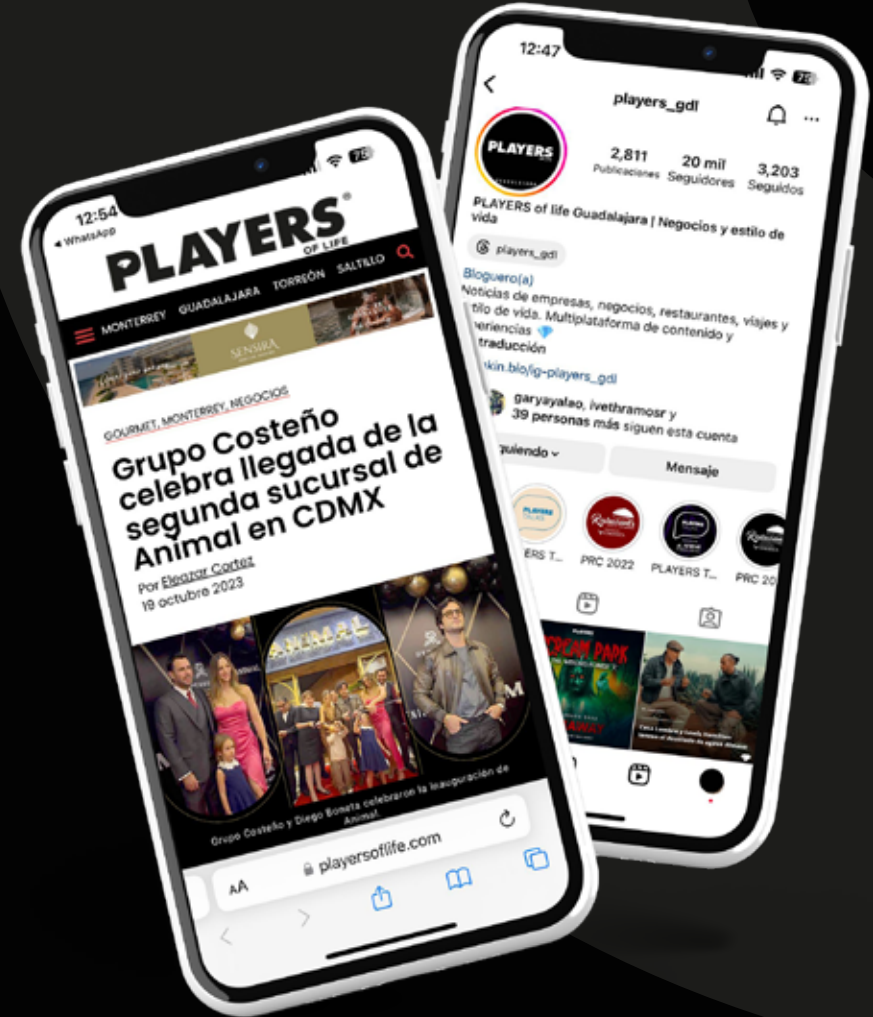
**70 million**  
anual reach

**222k**  
followers

\*Trend to close 2023

|             | Reach      | Followers |
|-------------|------------|-----------|
| Torreón     | 21,407,693 | 79,462    |
| Monterrey   | 21,876,497 | 62,278    |
| Guadalajara | 18,000,731 | 49,965    |
| Saltillo    | 8,746,222  | 9,400     |
| National    | 102,578    | 20,950    |

+11% vs 2022



PLAYERS of Life: Monterrey  
PLAYERS of Life: Guadalajara  
PLAYERS of Life: Saltillo  
PLAYERS of Life: Torreón



PLAYERS of Life: Monterrey  
PLAYERS of Life: Guadalajara  
PLAYERS of Life: Saltillo  
PLAYERS of Life: Torreón



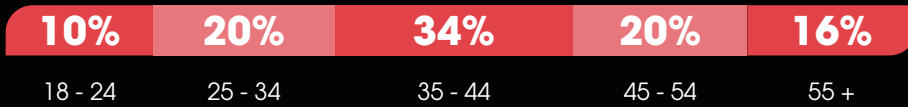
PLAYERS of Life



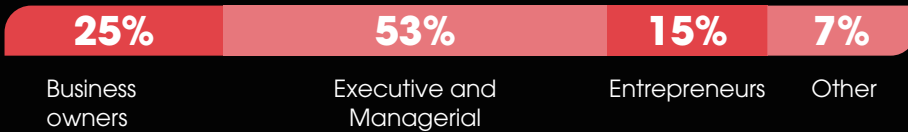
Revista  
PLAYERS of Life

## Print Audience

### Age



### Profession



### Socio-Economic Profile: ABC+



**Total print run**  
**23,000**

Monthly issues

**Total Audience**  
**80,500**

Monthly readers

**Pass Along**  
**3.5**

Readers per copy



“We are very happy to be included in **PLAYERS of Life**. Just as we expected, it gives our company important status. We will definitely continue participating with you.”

**- Ssinsa Cleaning**



## Distribution

|              | Issues        | Readers       | Direct messaging | Meeting points |
|--------------|---------------|---------------|------------------|----------------|
| Monterrey    | 7,000         | 24,500        | 1,000            | 970            |
| Guadalajara  | 7,000         | 24,500        | 710              | 940            |
| Torreón      | 4,500         | 15,750        | 500              | 500            |
| Saltillo     | 4,500         | 15,750        | 250              | 450            |
| <b>Total</b> | <b>23,000</b> | <b>80,500</b> | <b>2,460</b>     | <b>2,860</b>   |

**Total print run**

**23,000** monthly issues

**Total Audience**

**80,500** readers

**Pass along**

**3.5** readers per copy

## Certifications



Magazine registered in the Padrón Nacional de Medios Impresos, through Moctezuma & Asociados



Secretaría Técnica de la Comisión de Publicaciones y Revistas Ilustradas



Instituto Nacional del Derecho de Autor

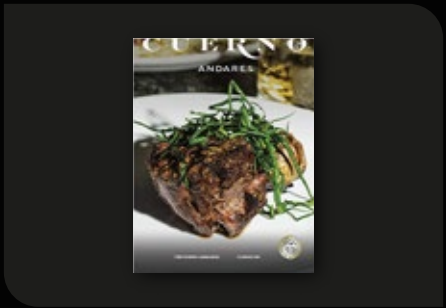


Instituto Mexicano de la Propiedad Industrial

# Print Advertising Spaces



**Front page gatefold**  
(2 pages)



**Back cover**



**Gatefold interior**  
(4 pages)



**Second cover + 1 page**



**Third cover**



**Special report**  
(2 pages)



**Special report**  
(1 page)












**Complete page**



**Double page**

## 2024 Rates: Print

|   |   | Dimensions   | Monterrey | Guadalajara | Torreón  | Saltillo |
|---|---|--------------|-----------|-------------|----------|----------|
|    | <b>(GF) Gatefold cover</b> (2 pages)    | 42.4 x 27.4  | \$101,640 | \$101,640   | \$75,810 | \$75,810 |
|    | <b>(DI) Gatefold interior</b> (4 pages) | 40.08 x 27.4 | \$105,945 | \$105,945   | \$79,590 | \$79,590 |
|    | <b>(CP) Back cover</b>                  | 21.4 x 27.4  | \$91,665  | \$91,665    | \$67,725 | \$67,725 |
|    | <b>(2F) Second cover + 1 page</b>       | 21.4 x 27.4  | \$63,315  | \$63,315    | \$45,885 | \$45,885 |
|    | <b>(3F) Third cover</b>                 | 21.4 x 27.4  | \$47,880  | \$47,880    | \$38,010 | \$38,010 |
|    | <b>(RE2) Special report</b> (2 pages)   | 42.4 x 27.4  | \$51,450  | \$51,450    | \$32,865 | \$32,865 |
|   | <b>(RE1) Special report</b> (1 page)    | 21.4 x 27.4  | \$29,925  | \$29,925    | \$19,215 | \$19,215 |
|  | <b>(PC2) Double page</b>                | 42.4 x 27.4  | \$44,835  | \$44,835    | \$28,665 | \$28,665 |
|  | <b>(PC) Complete page</b>               | 21.4 x 27.4  | \$26,145  | \$26,145    | \$16,485 | \$16,485 |

## Editorial Calendar



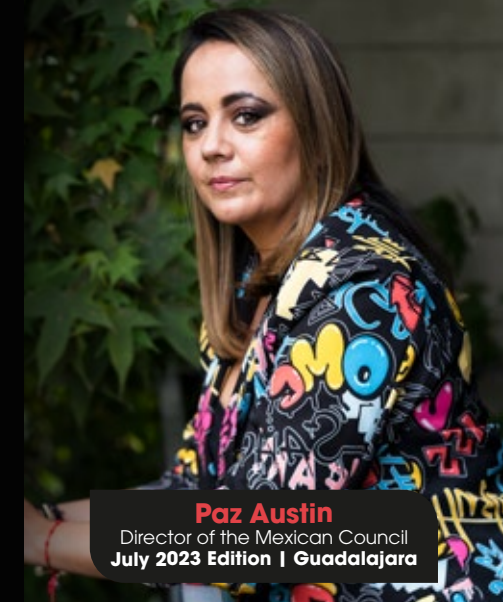
**Manolo Caro**  
Mexican screenwriter, actor and producer  
November 2023 Edition | Gdl

**15<sup>th</sup>**  
MONTHLY DEADLINE

### Editorial

### Commercial

|           |  |   |
|-----------|--|---|
| February  | The creation era   | Marketing and the genius behind events                                    |
| March     | The new ABC  | Education and talent  |
| April     | Art-quitecture   | Real Estate trends  |
| May       | "Inside Out" Tourism                                     | The top beach hotel destinations (Cancún, Vallarta, Cabos) & second homes |
| June      | The path to success                                      | Automotive, transportation, and logistics                                 |
| July      | The motor behind México                                  | Technology and entrepreneurship   |
| August    | By the book  | Legal   |
| September | The foundation of México                                 | Construction and industrial parks   |
| October   | Monterrey, Guadalajara, Torreón and Saltillo in one bite | Cuisine   |
| November  | Health revolution  | Health  |
| December  | The 40 + 10 featured companies                           | Yearbook, economy and finance   |



**Paz Austin**  
Director of the Mexican Council  
July 2023 Edition | Guadalajara



**Diego y Cesáreo Veiga**  
CAVIMEX  
October 2023 Edition | Monterrey



## Digital Magazine

### Functions:

1. Mobile Adaptation
2. Search future
3. Link automatically to your website, email, or social media through content and advertisement.



## Editorial Collaborators



**Michael García Novak**

CEO - Novakinovation,  
Infinite Institute y CEDIM



**Adrián González**

Director - Tecnológico de  
Monterrey Campus Saltillo



**Diana Torres**

Communication and digital  
strategist



**Angeles Vela**

General Director - Clúster Tic  
de Nuevo León



**José Salinas**

Director of Production  
Support - Grupo LALA &  
member of the Sustainable  
Committee



**Leonardo "Nayo" Escobar**

Bcx trading co, - content  
creator and podcaster



**Martha Herrera**

Secretary of Equality and  
Inclusion - Nuevo León



**Sonia Garza**

National President - Mexican  
Association of Business  
Women



**Javier Garza**

Reporter and News Presenter



**Arturo González**

Reporter

## Editorial Collaborators



**Fernando Todd Dip**

Social Director - Todd Family Business; Vice President of Family Business for Iberoamericanas



**Federico Díaz**

Member of the Expo Advisory Council Guadalajara



**Edgardo López**

Partner with Mistech Creative Business Agency



**Raúl Uranga**

President of the Board of Directors - La Cámara de Comercio de Guadalajara



**Raúl Flores**

President - COPARMEX Jalisco



**Stefan Plotz**

Global SME - Magma International



**Luis Lindsey**

Manager - John Deere Saffillo



**Rita Fishburn**

Educator, Master's in Education from Harvard University; Author



**Rogelio Segovia**

Founder - Human Leader, Socio-director of Think Talent



Experiences

PLAYERS  
TALKS



24,526,361  
reach

PLAYERS'  
*Restaurant's*  
CHOICE '23

39,177,734  
reach





Tailor-Made



Business Leadership Forum

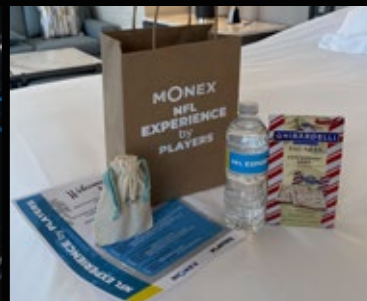
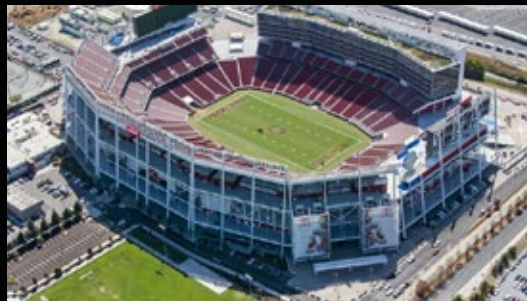
Food & Wine Experience



Culinary Recognition



## Innovation and Technology Forum



## PLAYERS Sports Experience

**Media Kit 2024**

CORPORATE/  
TORREÓN  
T. (871) 192.34.34  
Y 192.47.67

MONTERREY  
T. (81) 80.00.78.05

GUADALAJARA  
T. (33) 80.00.73.62

SALTILLO  
T. (84) 4738 2311

ventas@grupoplayers.com.mx  
editorial@grupoplayers.com.mx  
mkt@grupoplayers.com.mx  
rh@grupoplayers.com.mx

