

PRESS KIT 2020 •

g21
COMUNICACIÓN

g21.com.mx

AUDIENCE NETWORKS, CONTENT THAT CONNECTS



We are a **Media Group** with more than **27 years of experience**. We generate high quality content, **concepts and communication strategies**. We create stories that connect audiences and flow through a transmedia ecosystem, growing communities of interest eager to live and share experiences.

We reach more than **115 million consumers** across our brands, print and digital media.



México desconocido®

México Desconocido is the travel media with the longest tradition and **the most visited travel network in Mexico.**

The **traveler's community** is what makes **Mexico Desconocido** the most relevant authority to discuss and highlight what happens in every instant of a trip.

Always present when a **traveler gets excited** and **begins dreaming** on his next trip, constantly by his side, turning such dream into reality aiding in planning the experience, followed by the excitement of finding and booking the **best providers for his trip**. We also travel with them as tourist guides while at their desired destination and wants to find out more specific or additional information and details on the place he is visiting. And finally, **we are a network that shares experiences of all travelers.**

Our **strategic alliances** with tech leaders such as Google, working specifically with Google Maps, positions us on a network that leads the way for the evolution of tourism in Mexico.

Thanks to our new platforms and products, millions of followers will get **inspired**, be able **to plan, book, live and share their journeys** around Mexico.

Demographics


WOMEN

60%


MEN

40%


SOCIAL GRADE
A/B

92%


SOCIAL GRADE
C1/C2

8%

Age: 18-24 years - 18% | 25-34 years - 35% | 35-44 years - 23% |
45-54 years - 11% | 55+ years - 13%



Reach

DATA BASE

+75 K

mexicodesconocido.com

MONTHLY
PAGE VIEWS **+10.6** M

MONTHLY
SESSIONS **+8.9** M

MONTHLY
USERS **+6.4** M

Community
4.5 MILLION

2020



2.5
MILLION



1.2
MILLION



611
K



21.5
K

Monthly Reach
+85.5 MILLION

Social Reach
82 MILLION

MONTHLY

79
MILLION

2.2
MILLION

780
K

120
K

mag21.mx/mexicodesconocido

USERS

109 K

SESSIONS

126 K

PAGE VIEWS

167 K

AVERAGE VISIT
DURATION

5 MIN

* Monthly
Average

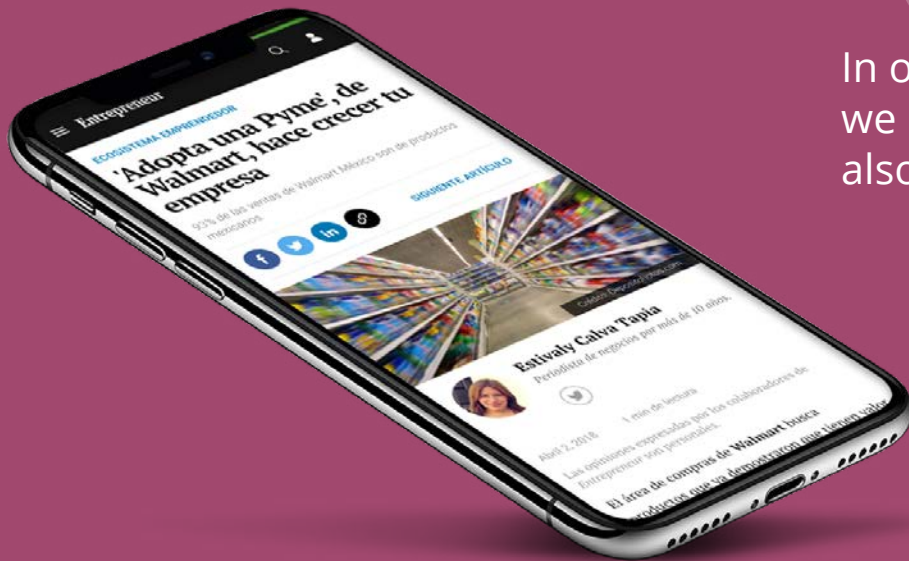
PRODUCT PORTFOLIO



**STORIES THAT INSPIRE AND CONTRIBUTE
ARE THE FOUNDATION OF OUR CONTENT.**

1	CONTENT
2	INBOUND MARKETING
3	DATA BASES
4	STREAMING
5	E-MAGAZINE
6	SOCIAL MEDIA
7	CUSTOMIZED DEVELOPMENTS
8	DISPLAY ADS

Branded Content



In order to nurture our client's print or digital media, we create specialized content on-demand, which can also be amplified on our own platforms.

This is usually structured in a plan of at least 6 to 12 months.

Objectives

BRANDING
AWARENESS
VISITS



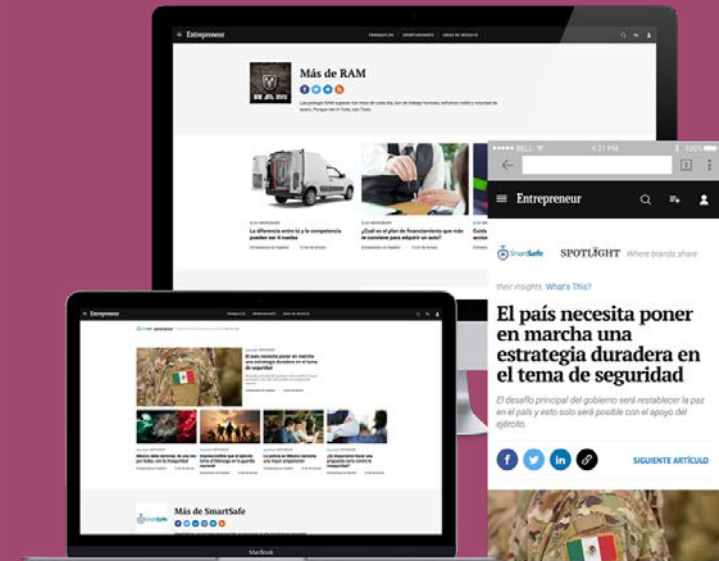
With backlinks

To reinforce any communication strategy, our content can include backlinks (reference links) to our clients' web pages.

Native Content

Either inside our existing content or by creating new content optimized for organic search positioning, we offer the possibility of including native branding of products or services related to the content's theme.

The insertion of these mentions can be priced by periods of time or on a more permanent basis.



Objectives



STORYTELLING



BRANDING



AWARENESS



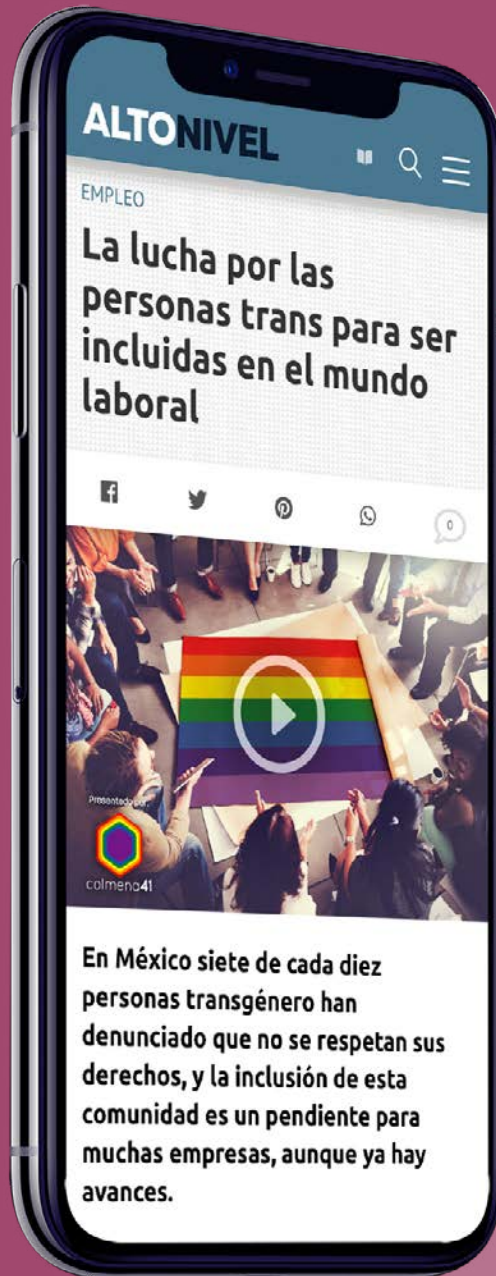
VISITS

With backlinks

To reinforce any communication strategy, our content can include backlinks (reference links) to our clients' web pages.



Editorial Photostock



We create highly successful audiovisual content and stories, so our clients can position their companies, products and services.

Objectives



STORYTELLING
BRANDING
AWARENESS
VISITS



Digital Infographics

An infographic is a graphic synthesis of ideas and concepts. From our expertise generating content, designing and doing graphic communication, we create digital infographics to conceptualize, explain and captivate the interest of our audiences around topics, products, markets and specific services.

Objectives



STORYTELLING
BRANDING
AWARENESS
VISITS



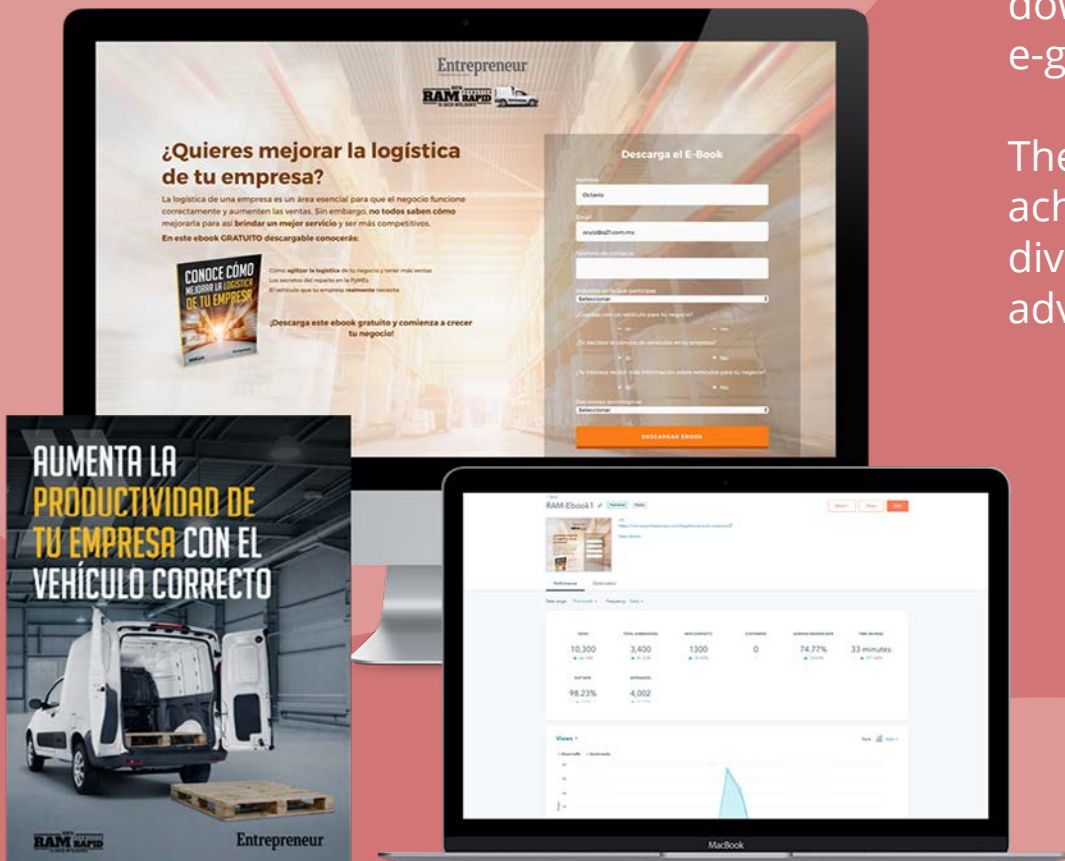
Co-branded Inbound Marketing Program

We create Inbound Marketing strategies, leveraging our native reach through downloadable content such as e-books and e-guides.

The maturation and conversion of leads are achieved in a short period of time through diverse content, made especially for our advertisers.

We co-brand with our brands to have a better engagement with our users and achieve a major conversion rate.

Each inbound strategy is designed according to the objectives and is structured in a plan of at least 3 months to achieve a correct maturation of the



Objectives

LEADS
AWARENESS
BRANDING



Newsletter

We send content and articles of interest on a daily, weekly and biweekly basis to our audiences. Our databases are updated and constantly refined so we can guarantee real users with high engagement.

We offer the possibility of branding and sponsorship within these newsletters through CTA buttons or strategically positioned banners to improve their performance.

Through this channel we reach 315,000 subscribers.



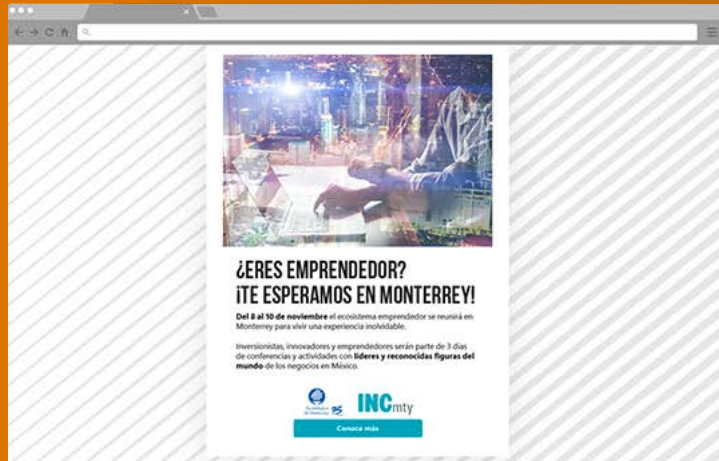
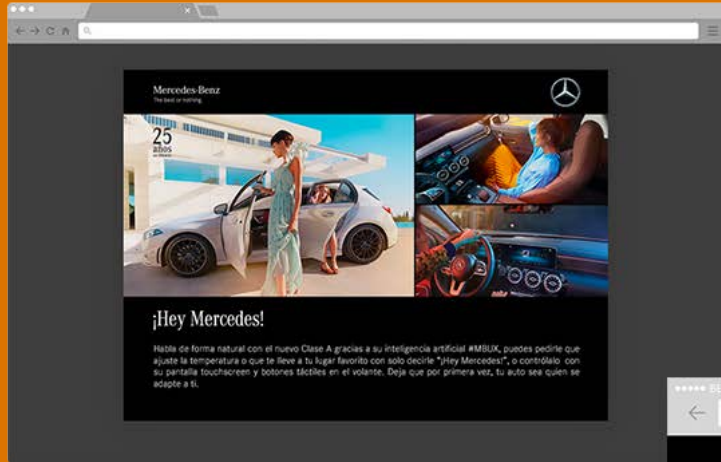
Objectives

BRANDING
AWARENESS
VISITS



DATA BASE

Emailing



We have the capability to send messages from our client's products or services through our email communication.

Our mailing content is 100% customized to the brand .

Through this channel we reach 315,000 subscribers.

Objectives

BRANDING
AWARENESS
VISITS



Facebook Live Streaming

We reach our audiences in real time through Facebook Live Streamings.

After being streamed, the videos are amplified within our audiences to have a massive reach on our network and community.

Objectives



EXPOSURE

BRANDING

AWARENESS



STREAMING

Webinar



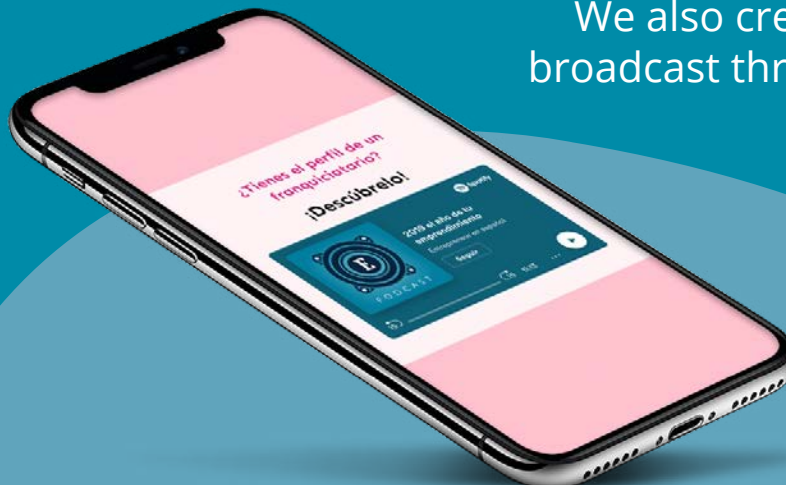
Leveraging the best tech innovations available, we create webinars, seminars and virtual forums, and our value proposition includes content editorialization. We generate editorial content from each of our webinars and forums to be accessible on our websites so they can have an organic growth and amplification.

Objectives

- VISITS
- PRESENCE
- AWARENESS
- POSITIONING

Podcast

We also create and produce podcast that we broadcast through all of our digital channels to amplify their reach.



E-MAGAZINE

Digital Magazine (Mag21)



Thinking about the current trends of content consumption, we designed a mobile magazine called Mag21, an online publication that offers content with a user experience like no other.

This platform integrates editorial content from all G21 brands in ways that intertwine the storytelling with the advantages of the digital world.

From here, we can design digital magazines 100% customized to our client's content, developing editorials ad hoc to its communication and relevant messages.



Objectives



POSITIONING



VISITS



USABILITY



LOYALTY

Mag21 Advertising



Article

Thinking about the current trends of content consumption, we designed Mag21, an online publication that offers content with a user experience like no other.



Front display

The display with the biggest presence at Mobile Magazine, it's placed in a privileged location between the cover and the editorial letter, which guarantees greater exposure to the audience.



Interstitial banner

It appears at the beginning of a Story, full screen.



Inter slides

Full screen format, appear in between transitioning slides.

Facebook Strategies

Post

We create high impact communication within our communities, stirring the interest of our followers on what we present in our social channels. We have a very high CTR on our Facebook posts.

Objectives



POSITIONING
VISITS
LOYALTY
BRANDING



Canvas post

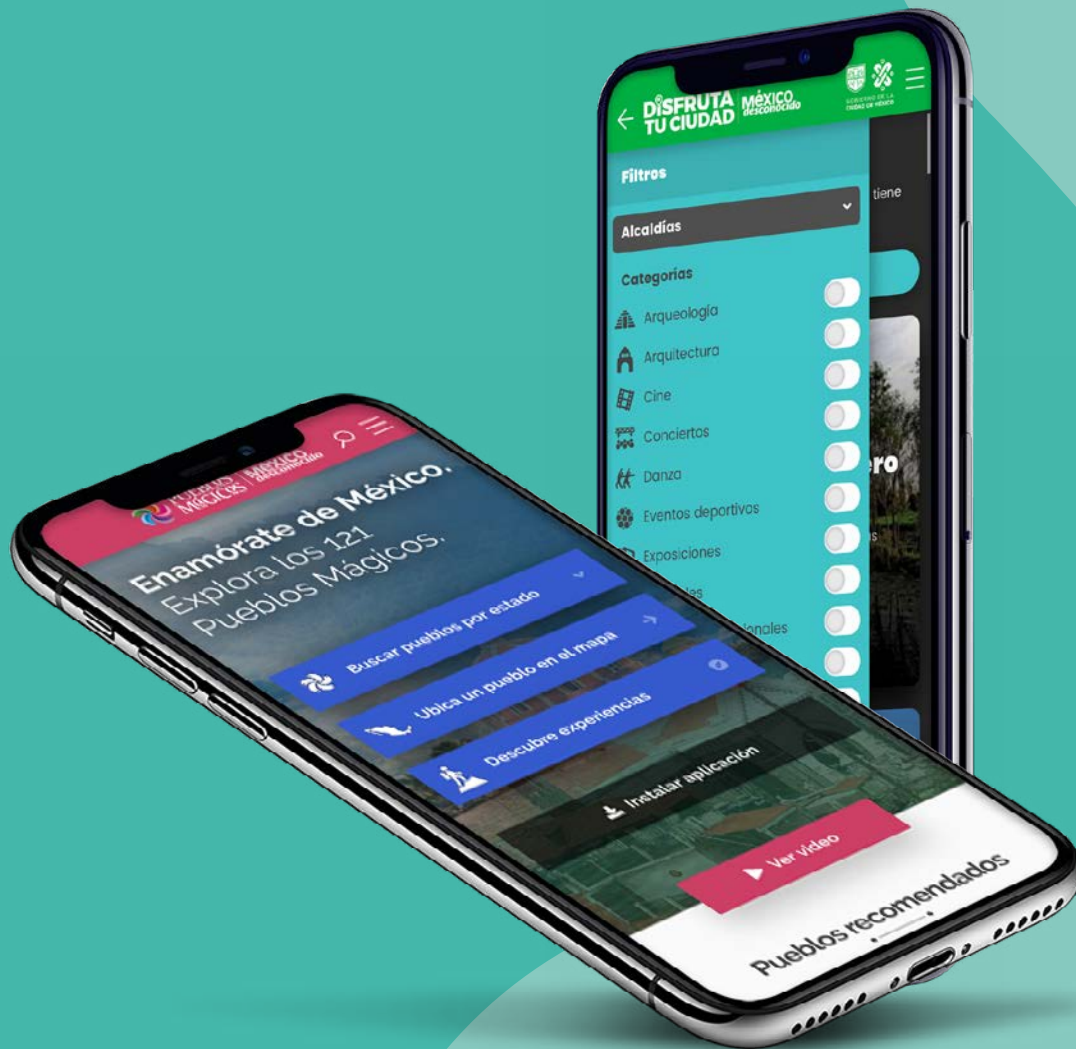
The incredible engagement and interaction capability of our platforms foster the growth of social activities focused on high interest topics for brands and marketers.

Photo contests, social media engagement activities and rewards for entrepreneurs are part of our success stories.



CUSTOMIZED DEVELOPMENTS

WebApps



One of our latest developments is “WebApps” which have the ability to merge the accessibility of a website with the usability of an App.

Each development must be customer priced, based on technical reach and expected users.

Objectives



POSITIONING



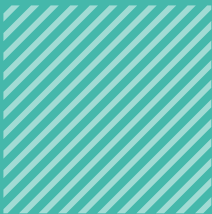
VISITS



USABILITY

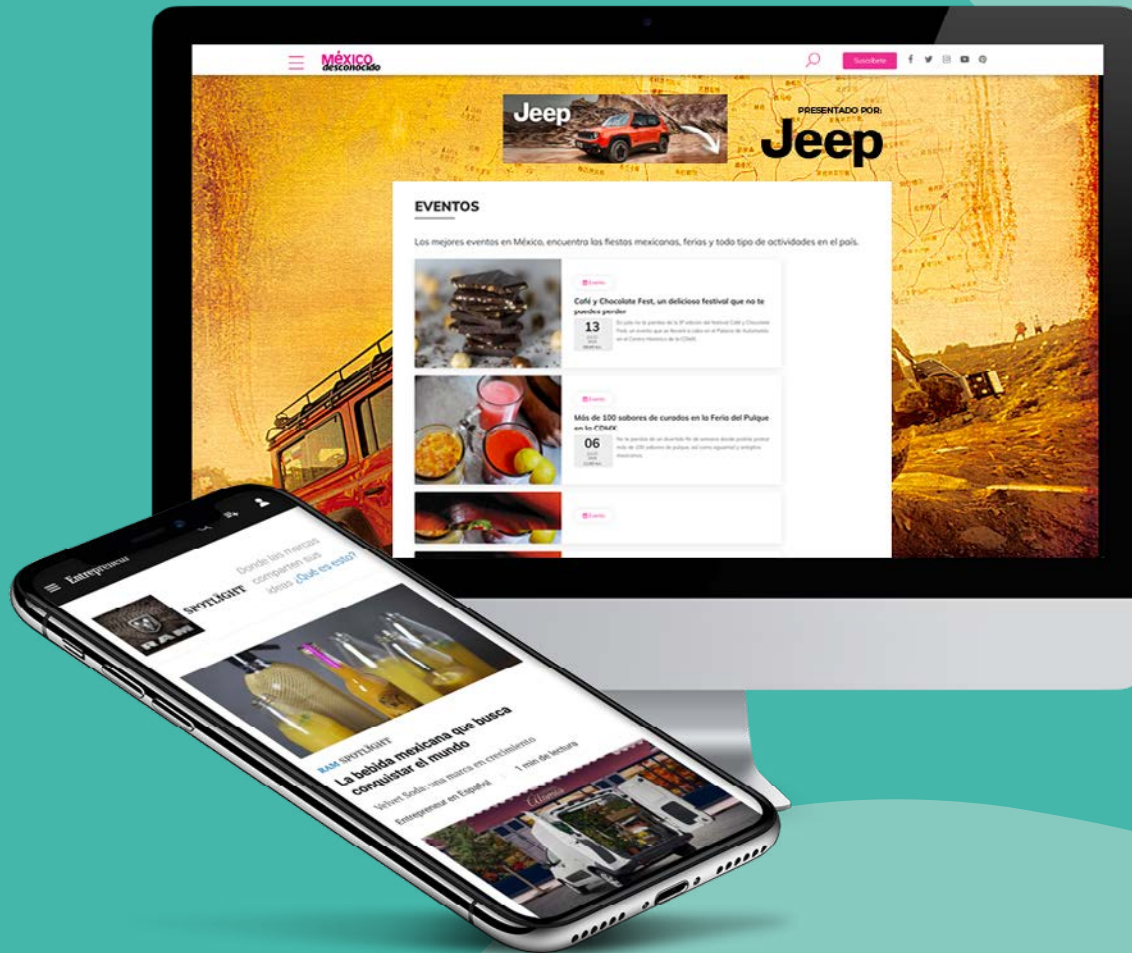


LOYALTY



CUSTOMIZED DEVELOPMENTS

Annual Spotlight



We offer the option for brands to sponsor or have a branding placement on sections or verticals of our websites where there's a natural relationship between clients and advertisers.

Our partners benefit from the domain relevance of our brands, which contributes to the organic positioning of the content.

This can be complemented with native content from the brand.

Objectives



BRANDING
AWARENESS



CUSTOMIZED DEVELOPMENTS

Blogs / Content Sites

Thanks to a team of content site experts, developers, UX and digital designers, we are able to develop technologies for content creation, CMS, back-middle and frontwares.

Each development must be customer priced, based on technical reach and expected users.

Objectives

POSITIONING
VISITS
PRESENCE
AWARENESS



Interactive activities

The incredible engagement and interaction capability of our platforms foster the growth of social activities focused on high interest topics for brands and marketers.

Photo contests, social media engagement activities and rewards for entrepreneurs are part of our success stories.

Objectives



VISITS



LEADS



ENGAGEMENT / LOYALTY



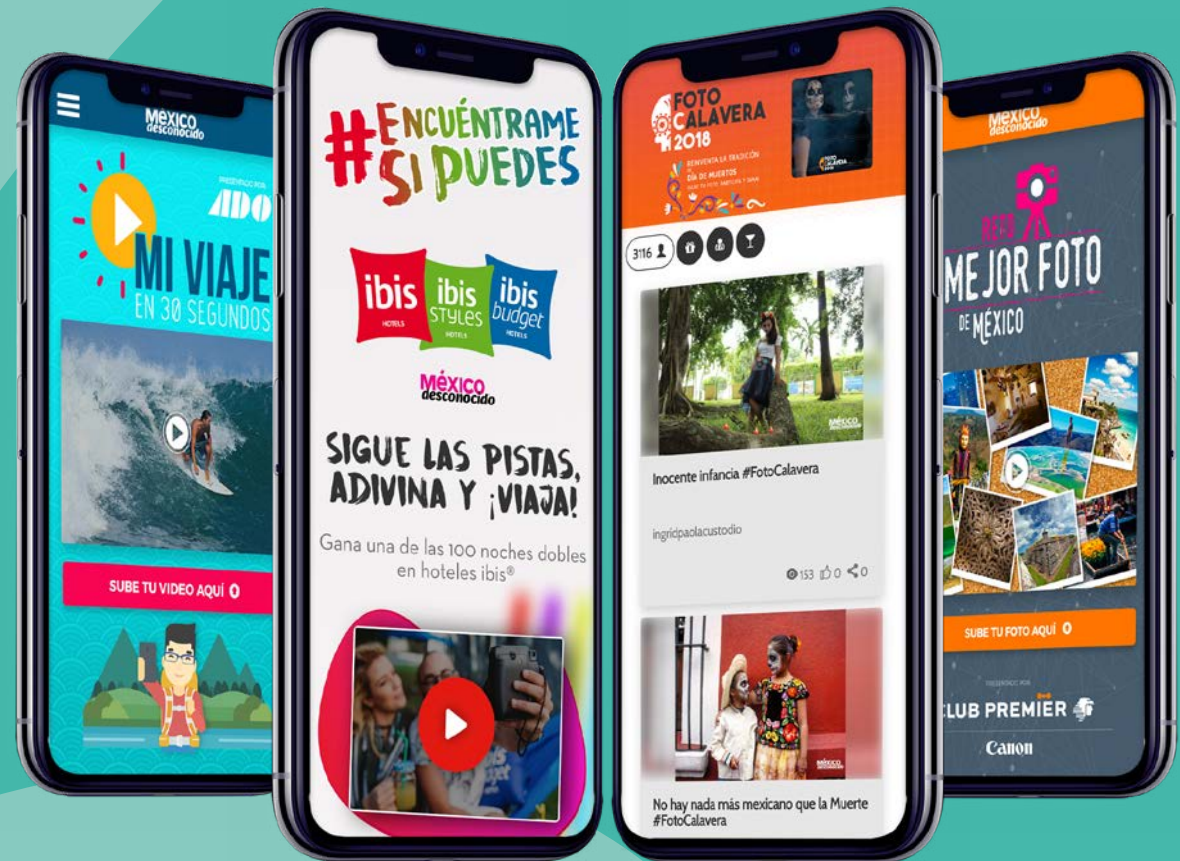
AWARENESS

Success Story

Photo Contests:
"Mexico's Best Photo"

11 MILLION
VISITS

3 EDITIONS
2017 / 2018 / 2019



Display Ads (Direct / PMP)

We offer programmatic ads that can be acquired through traditional channels or by private agreements (PMP).

We have a minimum amount of investment and formats with limited inventory.

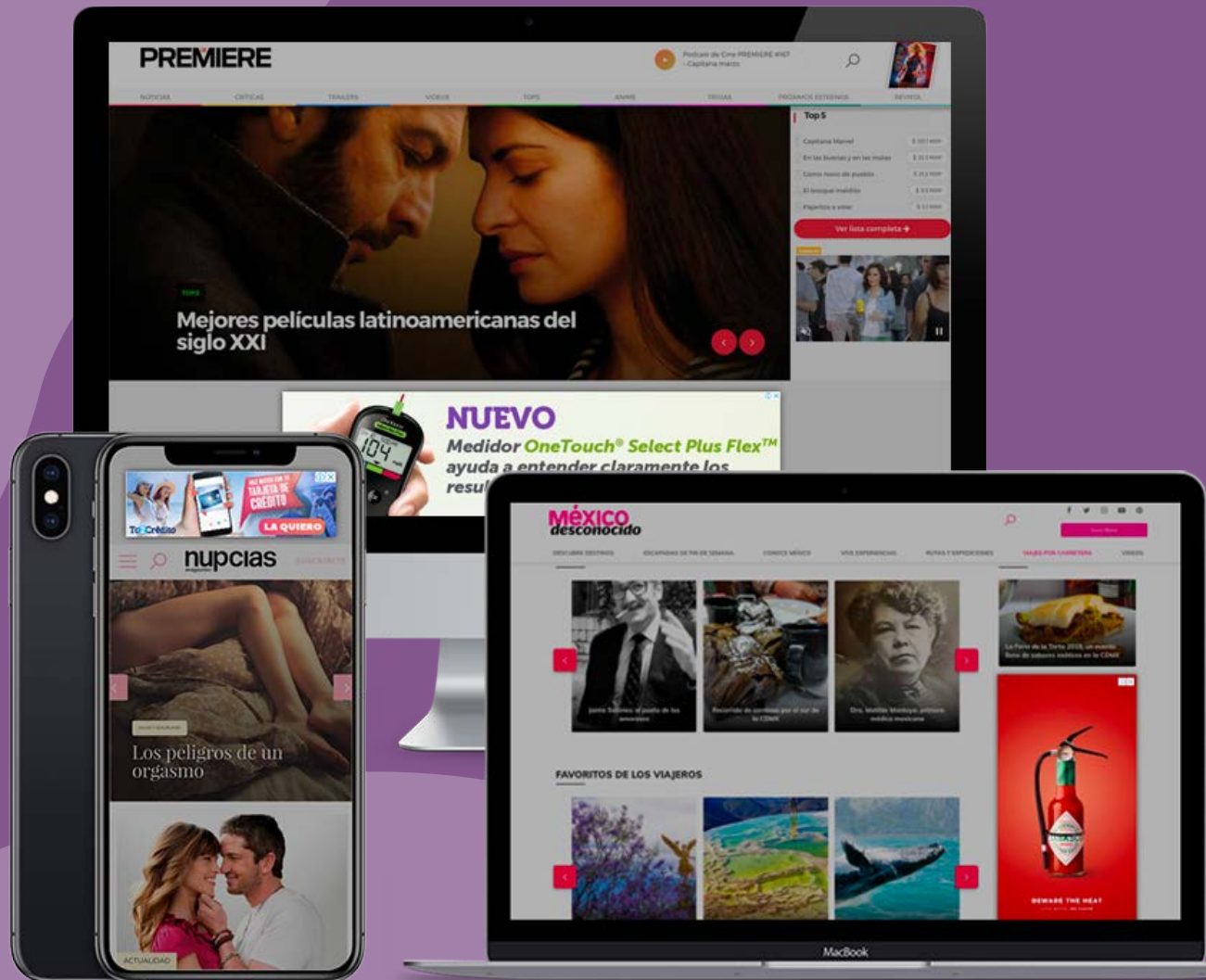
Objectives



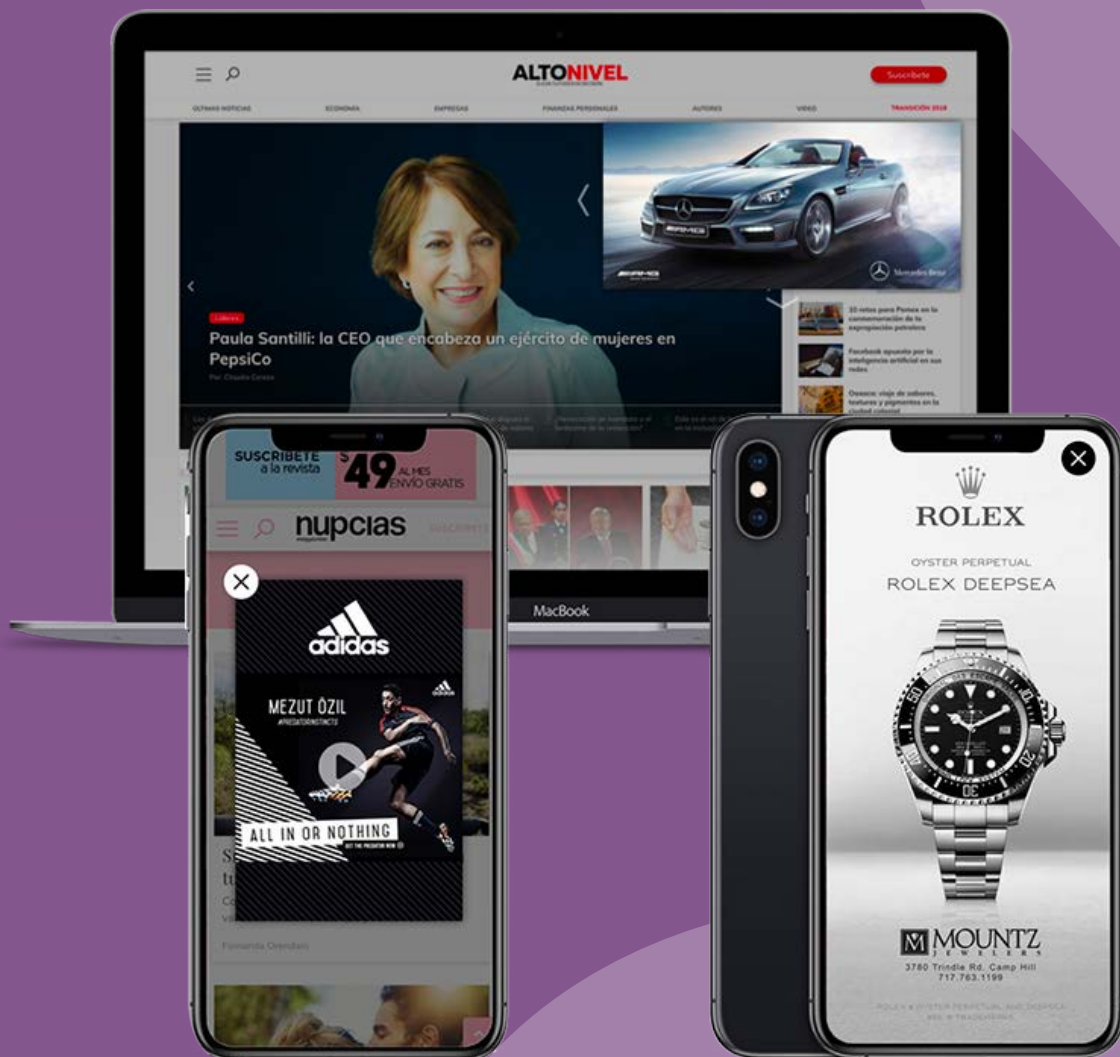
AWARENESS

VISITS

LEADS



Exclusive Ad Formats



We offer ad formats with priority locations and placements for clients who have direct deals and investments. We give special benefits to clients who have 360 campaigns in our platforms with the best visibility.

We have a minimum amount of investment and formats with limited inventory.

Objectives

BRANDING
AWARENESS
VISITS
LEADS



The logo features the text 'g21' in a large, bold, sans-serif font. The 'g' is black, and the '21' is orange. Below this, the word 'COMUNICACIÓN' is written in a smaller, black, all-caps sans-serif font. The logo is centered within a white square that has a thin black border. This square is positioned over a background of orange and grey, with a diagonal orange and white striped pattern visible behind its bottom-left corner.

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