

# Mexico News

DAILY

KIT DE VENTA - 2023

100,000+

Subscribers to our daily newsletter.

500,000+

Unique monthly visitors to our website.

1,000,000+

Monthly views on our website.

## MEXICO NEWS DAILY IS THE MARKET LEADER IN ENGLISH-LANGUAGE MEXICO NEWS

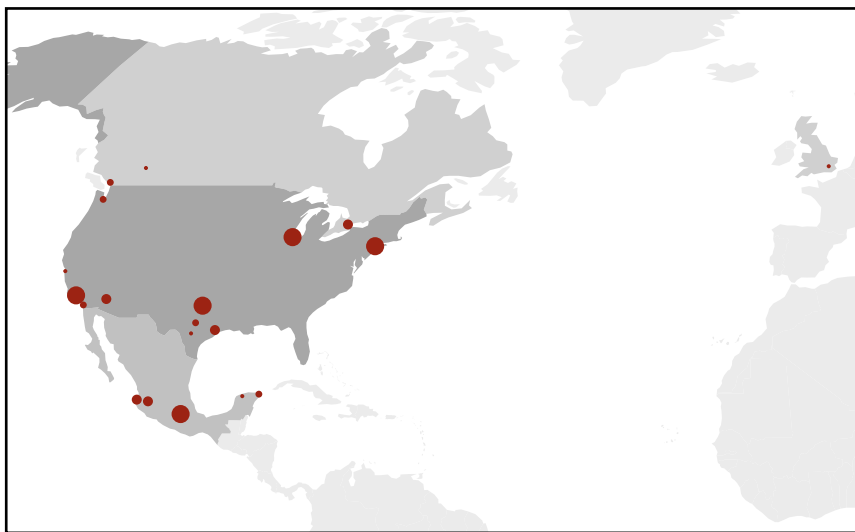
### MND\_MISSION

Elevate Mexico's profile as a premier destination for Tourists, Expats, Investors, and Businesses by providing the most complete and balanced coverage of English language news and information on Mexico.

### MND\_NEWSLETTER

We very strongly believe that a powerful trend in news/information delivery is a personalized, well written, trusted, curated, daily newsletter delivered directly to readers' inboxes. Trust creates loyalty.

### MND\_READERS' PROFILE



#### TOP 20 CITIES

- |                     |                    |
|---------------------|--------------------|
| 1.- Mexico City     | 11.- Cancun        |
| 2.- Los Angeles     | 12.- Austin        |
| 3.- New York City   | 13.- Seattle       |
| 4.- Chicago         | 14.- Vancouver     |
| 5.- Dallas          | 15.- San Diego     |
| 6.- Houston         | 16.- Merida        |
| 7.- Toronto         | 17.- San Francisco |
| 8.- Puerto Vallarta | 18.- Calgary       |
| 9.- Phoenix         | 19.- San Antonio   |
| 10.- Guadalajara    | 20.- London        |

57%

USA

21%

MEXICO

12%

CANADA

10%

OTHERS

#### CURRENT READERS' GENDER

57%

MEN

43%

WOMEN

#### CURRENT READERS' AGE

21%

25-34

20%

35-44

18%

45-54

15%

55-64

13%

65+

#### CURRENT READERS' ACCESS

60%

MOBILE DEVICE

40%

COMPUTER

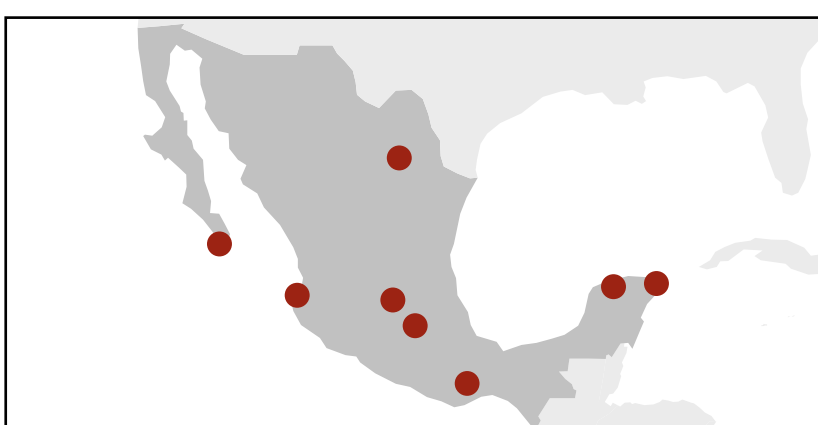
### MND\_EXPANDED FOCUS

- News / current events
- Healthcare / wellness trends
- Expat resources
- Real estate trends
- Economic trends
- Travel and tourism trends
- Cultural events
- Expat profiles/interviews
- Raising a family in Mexico
- Buying a home in Mexico
- Best hotels / flights / restaurants / parks

### MND\_TARGET CUSTOMER SEGMENTS

- Younger families relocating to Mexico
- Digital nomads living in Mexico
- Expat businesspeople in Mexico
- Early retirees living in Mexico
- Second home buyers in Mexico
- 2nd Generation Mexican-Americans living in the US
- Vacationers to Mexico

### MND\_FOCUS GEOGRAPHIES



- The Bajio area (SMA)
- Baja California (Cabo)
- Puerto Vallarta / Riviera Nayarit / Ajijic
- Mexico City
- Merida
- Monterrey
- Cancun/ Playa del Carmen / Tulum
- Oaxaca city and coastal areas

### MND\_CEO MESSAGE

"I first came to Mexico in 1995 to study abroad as a business major. Since then, I have spent the past 27 years making friends, doing business, personally investing, and vacationing in this wonderful country. I have always marveled at the incredible potential of Mexico that is so frequently overlooked by traditional media. My personal goal and that of the team is to highlight that potential and engage, motivate, and inspire our readers to see it as well."

- Travis Bembenek