

# SPAIN

Print | Radio | Television | Internet | Outdoors

Madrid  
Plaza de Cibeles



## Print

### CINCO DIAS



<b>Periodicity</b>	Daily
<b>Distribution</b>	National
<b>Language</b>	Spanish
<b>Type</b>	Economy/Finance
<b>Circulation</b>	40.908
<b>Readers</b>	88.000

### EL DOMINICAL



<b>Periodicity</b>	Weekly
<b>Distribution</b>	National
<b>Language</b>	Spanish
<b>Type</b>	News/Information
<b>Subcategory</b>	Topicality, policy, culture, economy.
<b>Circulation</b>	306.273
<b>Readers</b>	1.054.000

### EL PAIS (International)



<b>Periodicity</b>	Daily
<b>Distribution</b>	International
<b>Language</b>	Spanish
<b>Type</b>	News/Information
<b>Subcategory</b>	Topicality
<b>Circulation</b>	7.814

### EL PAIS (Andalucia)



<b>Periodicity</b>	Daily
<b>Distribution</b>	Local
<b>Language</b>	Spanish
<b>Type</b>	News/Information
<b>Subcategory</b>	Topicality
<b>Circulation</b>	39.247
<b>Readers</b>	75.186

### EL PAIS (Cataluña)



<b>Periodicity</b>	Daily
<b>Distribution</b>	Local
<b>Language</b>	Spanish
<b>Type</b>	News/Information
<b>Subcategory</b>	Topicality
<b>Circulation</b>	52.376
<b>Readers</b>	285.000

### EL PAIS (Nacional)



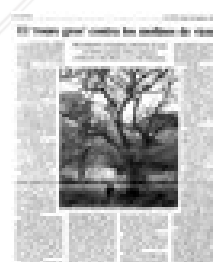
<b>Periodicity</b>	Daily
<b>Distribution</b>	National
<b>Language</b>	Spanish
<b>Type</b>	News/Information
<b>Subcategory</b>	Topicality
<b>Circulation</b>	380.273
<b>Readers</b>	2.218.000

### EL PAIS (Madrid)



<b>Periodicity</b>	Daily
<b>Distribution</b>	Local
<b>Language</b>	Spanish
<b>Type</b>	News/Information
<b>Subcategory</b>	Topicality
<b>Circulation</b>	126.893
<b>Readers</b>	816.000

### EL PAIS (Comunidad Valenciana)



<b>Periodicity</b>	Daily
<b>Distribution</b>	Local
<b>Language</b>	Spanish
<b>Type</b>	News/Information
<b>Subcategory</b>	Topicality
<b>Circulation</b>	31.050
<b>Readers</b>	198.000

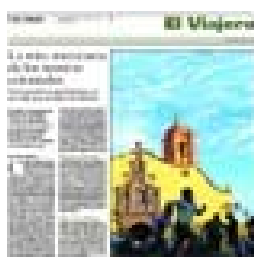
## Print

### EL PAIS - CIBERP@IS (Thursday supplement to the Independent)



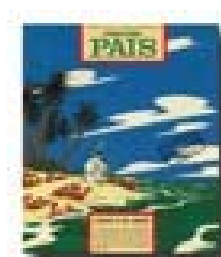
<b>Periodicity</b>	Weekly
<b>Distribution</b>	National
<b>Language</b>	Spanish
<b>Type</b>	Electronic
<b>Subcategory</b>	Computer, Hardware, Software.
<b>Readers</b>	2.002.000

### EL PAIS - EL VIAJERO (Saturday supplement to El País)



<b>Periodicity</b>	Weekly
<b>Distribution</b>	National
<b>Language</b>	Spanish
<b>Type</b>	Tourism
<b>Subcategory</b>	Trips, Holidays
<b>Circulation</b>	375.877
<b>Readers</b>	2.086.000

### EL PAIS - PEQUEÑO PAIS (Sunday supplement to El País)



<b>Periodicity</b>	Weekly
<b>Distribution</b>	National
<b>Language</b>	Spanish
<b>Type</b>	Family
<b>Subcategory</b>	Childhood
<b>Readers</b>	3.132.000

### EL PAIS SEMANAL (Published with El País every Sunday)



<b>Periodicity</b>	Weekly
<b>Distribution</b>	National
<b>Language</b>	Spanish
<b>Type</b>	News/Information
<b>Subcategory</b>	Topicality, policy, culture, economy.
<b>Circulation</b>	747.355
<b>Readers</b>	2.662.000

### EP3 (Friday supplement to the national Spanish daily El País)



<b>Periodicity</b>	Weekly
<b>Distribution</b>	National
<b>Language</b>	Spanish
<b>Type</b>	News/Information
<b>Subcategory</b>	Topicality, cinema, entertainment.
<b>Circulation</b>	375.877
<b>Readers</b>	2.143.000

### EXPANSION



<b>Periodicity</b>	Daily
<b>Distribution</b>	National
<b>Language</b>	Spanish
<b>Type</b>	Economy/Finance
<b>Subcategory</b>	Economy/Finance
<b>Circulation</b>	51.175
<b>Readers</b>	166.000

### FUERA DE SERIE



<b>Periodicity</b>	Weekly
<b>Distribution</b>	National
<b>Language</b>	Spanish
<b>Type</b>	Life-style
<b>Circulation</b>	50.394
<b>Readers</b>	166.000

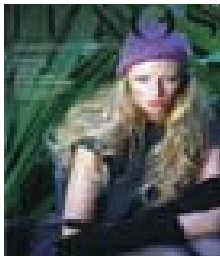
### HOLA



<b>Periodicity</b>	Weekly
<b>Distribution</b>	National
<b>Language</b>	Spanish
<b>Type</b>	Female
<b>Circulation</b>	544.215
<b>Readers</b>	2.430.000

## Print

### LUXOS SPAIN (Spanish)



<b>Periodicity</b>	Sixmonthly
<b>Distribution</b>	National
<b>Language</b>	Spanish/English
<b>Type</b>	Life-style
<b>Circulation</b>	25.000

### MARCA



<b>Distribution</b>	National
<b>Language</b>	Spanish
<b>Type</b>	Sport
<b>Circulation</b>	315.833
<b>Readers</b>	2.606.000

### NOTICIERO TEXTIL



<b>Periodicity</b>	6 x year
<b>Distribution</b>	National
<b>Language</b>	Spanish
<b>Type</b>	Textile
<b>Subcategory</b>	Dress
<b>Circulation</b>	6.000
<b>Readers</b>	15.470

### PINKER MODA



<b>Periodicity</b>	7 x year
<b>Distribution</b>	International
<b>Language</b>	Spanish
<b>Type</b>	Textile
<b>Subcategory</b>	Dress
<b>Circulation</b>	5.140

### TELVA



<b>Periodicity</b>	Monthly
<b>Distribution</b>	National
<b>Language</b>	Spanish
<b>Type</b>	Female
<b>Circulation</b>	183.118
<b>Readers</b>	420.000

### TEXTIL EXPRES SUPLEMENTOS



<b>Periodicity</b>	9 x year
<b>Distribution</b>	National
<b>Language</b>	Spanish
<b>Type</b>	Textile
<b>Subcategory</b>	Dress
<b>Circulation</b>	6.000
<b>Readers</b>	14.300

## Radio

### Radio Nacional de España



<b>Distribution</b>	National
<b>Language</b>	Spanish
<b>Sector</b>	Generalist

### Radio Clásica



<b>Distribution</b>	National
<b>Language</b>	German
<b>Sector</b>	Music
<b>Subcategory</b>	Classic and popular music.

### Radio 3



<b>Distribution</b>	National
<b>Language</b>	Spanish
<b>Sector</b>	Music
<b>Subcategory</b>	Indie, alternative rock, electronic music, hip hop.


### Radio 5




<b>Distribution</b>	National
<b>Language</b>	Spanish
<b>Sector</b>	News

## Television


### ANTENA 3 (Spain)

	<b>Distribution</b>	International
	<b>Language</b>	Spanish
	<b>Sector</b>	Fashion
	<b>Subcategory</b>	News, current affairs, series family, variety shows, movies, reality shows.

### TeleCinco

	<b>Distribution</b>	National
	<b>Language</b>	Spanish
	<b>Sector</b>	Generalist
	<b>Subcategory</b>	News, series, entertainment.
	<b>Aud. Share</b>	16,2%

### TVE1

	<b>Distribution</b>	National
	<b>Language</b>	Spanish
	<b>Sector</b>	Generalist
	<b>Subcategory</b>	News, documentaries, entertainment and discussion based programmes.
	<b>Aud. Share</b>	17,6%


### TVE2

	<b>Distribution</b>	National
	<b>Language</b>	Spanish
	<b>Sector</b>	Generalist
	<b>Subcategory</b>	News bulletins, documentaries, classic films, TV series.
	<b>Aud. Share</b>	4%

### CUATRO

	<b>Distribution</b>	National
	<b>Language</b>	Spanish
	<b>Sector</b>	Generalist
	<b>Aud. Share</b>	8,5%

### LA SEXTA

	<b>Distribution</b>	National
	<b>Language</b>	Spanish
	<b>Sector</b>	Generalist
	<b>Subcategory</b>	Entertainment, Sport
	<b>Aud. Share</b>	6,5%

## Internet

### Elpais.com



<b>Language</b>	Spanish
<b>Type</b>	Web
<b>Sector</b>	News
<b>Users</b>	6.948.000 per month
<b>Page Impression</b>	349.550.000 per month

### Cincodias.com



<b>Language</b>	Spanish
<b>Type</b>	Web
<b>Sector</b>	Economy/Finance
<b>Users</b>	930.000 per month
<b>Page Impression</b>	12.000.000 per month

### Antena3.es



<b>Language</b>	Spanish
<b>Type</b>	Web
<b>Sector</b>	Media
<b>Users</b>	
<b>Page Impression</b>	30.000.000 per month

### Expansion.com



<b>Language</b>	Spanish
<b>Type</b>	Web
<b>Sector</b>	Economy/Finance
<b>Users</b>	748.700 per month
<b>Page Impression</b>	28.398.497 per month

### Marca.com



<b>Language</b>	Spanish
<b>Type</b>	Web
<b>Sector</b>	Sport
<b>Users</b>	5.684.721 per month
<b>Page Impression</b>	346128.691 per month

### Telva.com



<b>Language</b>	Spanish
<b>Type</b>	Web
<b>Sector</b>	Woman's magazine

## Outdoors

### Superboards

A Superboard is a standalone structure with a 12 x 4 m advertising field.

The impressive and spectacular Superboard format lends prestige and credibility to a brand.

Superboards are all strategically placed next to the highest-traffic routes in major cities.



### SuperSites

A Supersite is a large format standalone structure with external lighting.

each Supersite delivers 42 to 75 square meters of branding power and are located on national highways and major urban arterial routes.

All Supersites are illuminated from dusk to specified times. Some are backlit.



### 6 x 3 m Billboards

6 x 3 m Billboards can be considered as the most wide-spread and popular format which works well for any type of advertising campaign.

6 x 3 m Billboards display an effective exposure to motorist and pedestrian traffic flows.



### 4 x 3 m Billboards

A 4x3m Billboard is a freestanding single or double-sided vertically positioned advertising panel.

4x3m Billboards have prime locations on central highways and in city centers.



### Airport and Transit Advertising

Located internally in the high traffic areas at both domestic and international terminals in all major airports.

With sites located in main concourses, check-in, baggage claim and near departure lounges, Airport Advertising reaches business travelers and the international and domestic visitors markets.



### P. O. S. Advertising

POS advertising is mainly located in supermarkets, at entrances to supermarkets and shopping malls, and shopping mall car parks.

POS advertising prime location ensures 100% audience coverage, allowing the direct contact with the targeted shopping audience.

