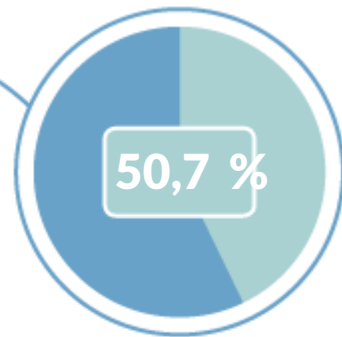




Unidad Editorial Internet



- AUDIENCE -



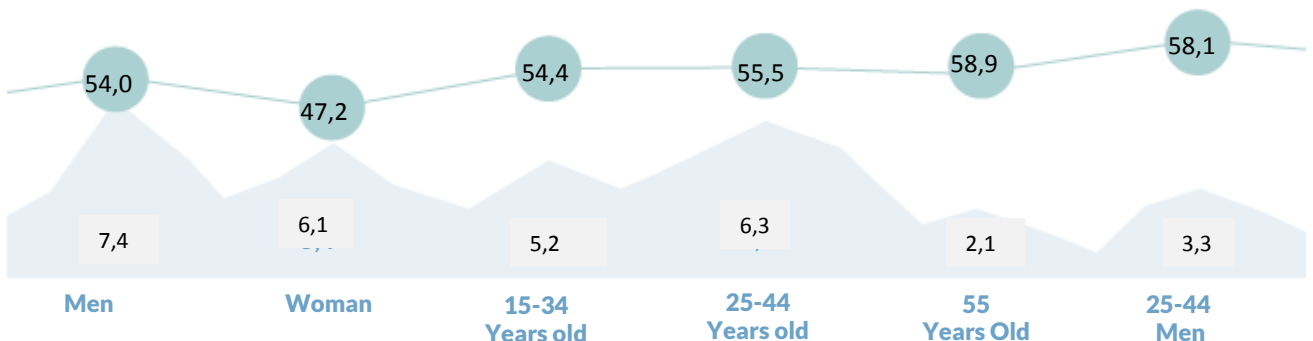
Total Coverage
Internet users in Spain

**Maximum coverage
and advertising
innovation**
1st Editorial Group in Spain
For their unique users and page views



Online Videos :
3,4 Million Unique
viewers

📈 % Coverage 📊 Millions of unique users



Source: Comscore Dec-14 and Comscore Video Metrix, Spain, 4+, Dec14



Unidad Editorial Internet



- PRODUCT -

elmundo.es



7,1 mill
Unique Users



329 mill
Page Views

Wide coverage and a
Loyal and commercial profile

- > More than 3 million women access it every month
- > 1 of every 2 users (46,2%) are in between 25-44 years old
- > 1 of every 3 users (34,8%) belong to A or A+B social class
- > It reaches almost half of the online news readers

marca.com

Reference for innovation and
Advertising creativity

- > 2 of every 3 users are men
- > 3,4 million in between 15-44 years old (67,7%)
- > Young adults in between 25-34 years old, a very close public
- > A high percentage of direct traffic



5,0 mill
Unique users



397 mill
Page views

expansion.com



2,6 mill
Unique users



37 mill
Page views

Professional, urban
And very technological profile

- > The only economic daily of reference in Spain
- > Men profile (67,4%),
- > 6.860.163 browsers (49,9% in between 25-44 years old)
- > A-MA Social class (41,2%)



Unidad Editorial Internet



- PRODUCT -

nauta360



383.470

Unique Browsers



638.558

Page views

Reference web for sailing enthusiasts and the nautical world in general elitist and loyal

>More than half of the visits are visitors that have accessed the web before

ocholeguas.com

Special Actions and Contents for travelling and tourism

> A and A+B social class (**45%**), in homes with no kids (**77%**)
> 8 out of every 10 digital consumers use internet to be informed about destinations



327.296

Unique users



4,6 mill

Page views

fueradeserie



121.406

Unique Browsers



271.181

Page views

Trendsetter with Male profile, ideal for luxury

>Men, of 45 years old, with high status, university studies , and that live on capital cities
> 77% of luxury buyers visit webs that are related to the luxury world

Unidad Editorial Internet



- PRODUCT -

mobile

Leaders on Mobility

- > Increase page views from mobile devices mundo+marca+expansión
- > **Apps El Mundo.es:** Iphone: **708.854** downloads, Android: **771.822** downloads
- > **Apps Marca.com:** Iphone: **1.728.271** downloads, Android: **7.381.990** downloads
- > **Apps Expansion.com:** Iphone: **154.724** downloads, Android: **263.121** downloads

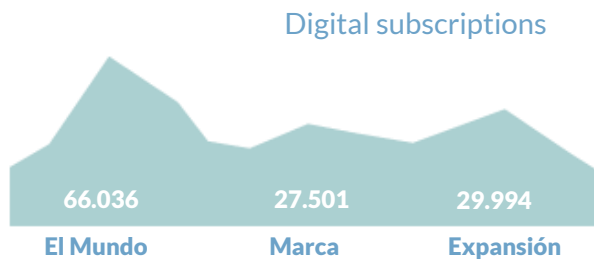


10 mill
Unique users



+750 mill
Page views

orbyt



Professional, urban
And very technological profile

- > High number of subscribers
- > With more than 200 advertisers
- > Large variation of innovative advertising formats

ign españa

Reference on digital entertainment Young and consumerist public

- > Target in between 25-44 years old (52,3%)
- > Perfect site for Film Premieres
- > Passionate on new technologies users
- > The perfect site for TV shows passionate



More than 800.000
Unique users



7,0 mill
Page views