



## Unidad Editorial Internet



- AUDIENCE -



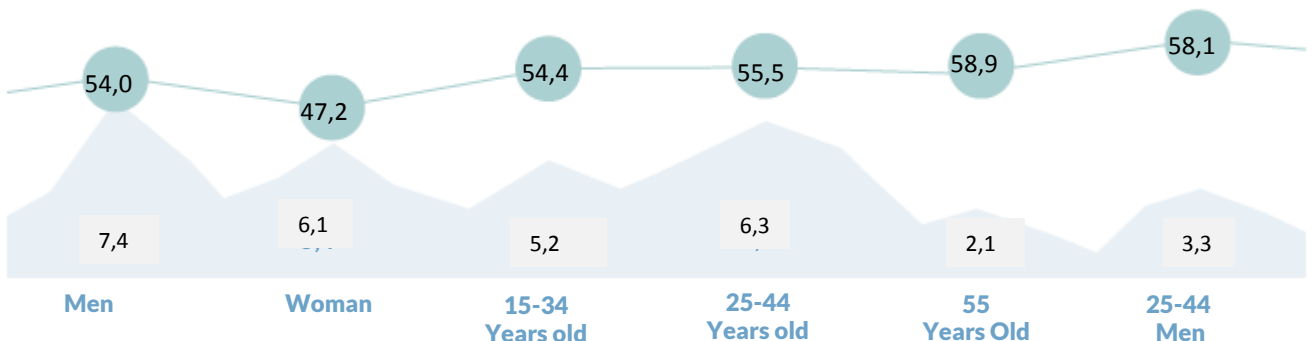
**Total Coverage**  
Internet users in Spain

**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

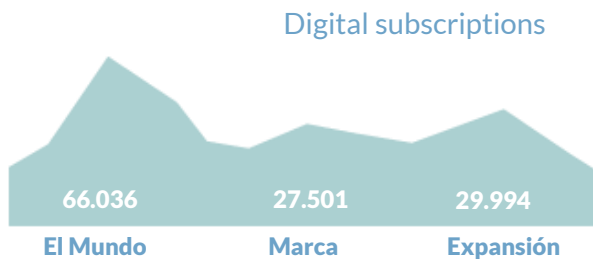


**10 mill**  
Unique users



**+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