About us

It belongs to the international publishing group RCS MediaGroup. Unidad Editorial is now the leader company in daily press and digital, as well and the national referent in medical and pharmaceutical information.

RCS MediaGroup is one of the main multimedia publishing groups in the world. It was born in Italy, where it is quoted on the stock exchange, and later expanded abroad until reaching its 40% invoicing from foreign countries like Spain, Portugal, France, UK, USA or China.
Unidad Editorial

Producing and spreading culture and information through development and innovation in all media, without losing the focus on our brand’s social values and prestige.

72%
Of the Spanish population connects to UNIDAD EDITORIAL

30 MILLIONS
PEOPLE

Coverage

THE BEST COVERAGE IN ALL TARGETS

The best coverage in all targets and the largest editorial offer in the market that guarantees maximum advertising coverage on any commercial profile in the digital and traditional media.

An audience that finds in our products the answers to their needs as consumers and where the main brands have the opportunity to show their products.

Leaders in Spanish daily press.

Daily press newspapers that have made history and will be the future of Spanish and international press.

2,1 millions of the Spanish daily readers.
Digitals
Information and entertainment adapted to the digital era.

84%
Of the population
Spanish internet user

29,1
MILLIONS
Unique user

1,040
MILLIONS
pageviews

Source: Comscore MMX Nov. 2020 / RCS MediaGroup – Unidad Editorial - Spain
Influential

THE GREAT COMMUNITY OF UNIDAD EDITORIAL. Your image and your communications in an environment of prestige, credibility and supported by the best professionals.

+26,000,000 FOLLOWERS

Source: RRSS December 2020
Creative

CREATIVE, TECHNOLOGY AND CONTENT

We are experts on generating useful, entertaining and educational content, aiming to connect our audience with the brands.

Brands need to establish a stronger and long-lasting relationship with users. We have an in-depth knowledge of our users. We understand their preferences and know how to interact with them.

VIDEO

Success Stories
Programmatic

EFFICIENCY, TRANSPARENCY AND CONTROL

PROGRAMMATIC offers advertisers access to the Group’s Premium sites, through an optimal technology that automates the campaigns delivery to achieve greater efficiency.

Big Data

WHEN THE FUTURE BECOMES PRESENT

Unidad Editorial places at your disposal edge technology. a tu disposición tecnología de vanguardia. Science and data engineering to identify the nature of the audience and help you achieve your business goals.
Events

A PERFECT STAGE FOR THE BIG BRANDS

With more than two decades addressing ad hoc projects to the needs of each client, UNIDAD EDITORIAL EVENTOS has become a benchmark in the sector.
Differentiation

THE MOST COMPLETE EDITORIAL OFFER AT THE SERVICE OF YOUR COMMUNICATIONS

+ INFO
A highly prestigious brand, an enormous audience and broad editorial content make El Mundo the best publication to ensure the success of your advertising campaigns.
The support of millions of our readers for 81 years, the quality stamp of our professionals and our advertising vocation, make MARCA the best showcase for successful campaigns.

1.4 M Readers
420 k Listeners
19.1 M Unique Users
556 M Page Views
13 M Followers RRSS

MARCA UNIVERSE
20M PEOPLE
51% Coverage

LEADER IN FINANCIAL INFORMATION

More than 30 years of publishing the best and most complete financial information about the Spanish and international markets, as well as the latest trends for senior managers and entrepreneurs.

EXPANSIÓN is the financial information publication most valued by readers due to the rigour, integrity and usefulness of its contents.

125,000 Readers
18,608 Copies (M-F)
6,8 M Unique Users
65 M Page Views
+1 M Followers RRSS

EXPANSIÓN UNIVERSE
+7M PEOPLE

TELVA

360º FOR TODAY´S WOMAN

TELVA is the high-end magazine with the most circulation, which has been read by Spanish women for fifty years.

With a selection of different subjects and very detailed featured articles, it became the most referent magazine for lifestyle, beauty and fashion new tendencies.

Beauty, Fashion, Lifestyle, Decoration, Cooking, Children, Jewelry and Accessories ... All topics in the same magazine!

232,000 Readers | 86,142 Copies | 3,7 M Unique Users | 22 M Page Views | 2,2 M Followers RRSS

YO DONA’s readers consumes contents in paper in an attentive and detailed way, but she also expands and deepens in these contents through the site (desktop and mobile) and enjoys sharing them in the social networks.

Every Saturday with El Mundo and rest of the week on newsstands.

662,000 Readers  │  74,127 Copies  │  2,1 M Unique Users  │  12 M Page Views  │  1,1M Followers RRSS
THE LUXURY SUPPLEMENT FROM UNIDAD EDITORIAL

The high-end supplement for a very out of ordinary lifestyle.

The most sophisticated magazine for lovers of luxury and the good life. Celebrities and the latest in Lifestyle, Gastronomy, Trends and Fashion ...

Every Saturday with Expansión and on Sundays with El Mundo.

103,000 Readers | 1,4 M Unique Users | 12 M Page Views | 100 K Followers RRSS

Unidad Editorial
Publicidad