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.

73%
Of the Spanish population connects to UNIDAD EDITORIAL

30 MILLIONS
PEOPLE

UNIDAD EDITORIAL UNIVERSE
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.


Men

Coverage 75%

15,0 M MEN

Women

Coverage 71%

14,9 M WOMEN
Leaders in Spanish daily press.

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

1,2 millions of the Spanish daily readers

Source: EGM 3° Acc. 2021 (Unduplicated)
Digitals
Information and entertainment adapted to the digital era.

84%
Of the population
Spanish internet user

29.4 MILLIONS
Unique user

1.099 MILLIONS
pageviews

Source: Comscore MMX March 2021 / RCS MediaGroup – Unidad Editorial – Spain. (Latest data available)
Influential

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

+27,000,000 FOLLOWERS

Source: Social Media Jan. 2022
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.
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
PRESTIGIOUS, INFLUENTIAL JOURNALISTS MAKE EL MUNDO A UNIQUE PRODUCT.

El Mundo, a highly prestigious and reliable newspaper, has a positive impact on brands that choose to advertise on its pages.

468,000 Readers
42,840 Copies
51,777 Copies (Sunday)

PROFILE OF OUR READERS

63% Men
37% Women
50% 25-54 years old
86% Upper & middle class

The digital version of El Mundo is the perfect platform for publishing digital advertising campaigns.

Rich media content, branded content, billboards, banners, wallpapers with video etc. that significantly increase the impact and results of your advertising campaign.

+45,8 M
Unique Users

+424 M
Page Views

+7,2 M
Followers RRSS

4,0 M
Twitter

+3,1 M
Facebook

656 k
Instagram

PROFILE OF OUR DIGITAL AUDIENCE


- Men: 41% (25-44 years old)
- Women: 59% (45-54 years old)
MORE THAN A MAGAZINE...

YO DONA: Magazine / Yodona.com / Social Media / Events.

A concept without limits. A universe with its own personality, which marks everything it touches.

495,000 Readers  3,0 M Unique Users  12 M Page Views  +1 M Followers RRSS

350 k Twitter  585 k Facebook  152 k Instagram
Expansión
EXPANSIÓN is the financial information publication most valued by readers due to the rigour, integrity and usefulness of its contents...

PROFILE OF OUR READERS

71% Men
33% 25-44 years old

29% Women
25% 45-54 years old

95% Upper & middle class

THE BEST INFORMATION, ALWAYS ACCESSIBLE, ALWAYS UP TO DATE.

A new design using a responsive and continuous browsing format that offers an extremely positive user experience: speed, user-friendliness and highly integrated advertising formats. An easy and intuitive way for users to browse.

7,7 M
Unique Users

55 M
Page Views

+1,1 M
Followers RRSS

746 k
Twitter

315 k
Facebook

30 k
Instagram

PROFILE OF OUR DIGITAL AUDIENCE

52% Men
48% Women

25% 25-44 years old
25% 45-54 years old

fuera de serie

The luxury and lifestyle magazine distributed with Expansión.
The most sophisticated information for lovers of Luxury and the good life.

74.000
Readers

22.480
Copies

1,9 M
Unique Users

16 M
Page Views

For a unique audience, lover of quality and exclusivity.
MARCA
MARCA

LEADERS OF THE SPANISH PRESS

Unquestionable leader of the sports information, MARCA has written the history of Spanish and world sport for more than 80 years

824,000
Readers

58,832
Copies

More audience than the rest of Spain’s sports newspapers put together!

Source: EGM 3º Acuí 2021 / OJD July 2020 – June 2021
PROFILE OF OUR READERS

81% Men
19% Women
35% 25-44 years old
19% 45-54 years old
82% Upper & middle class

MARCA.COM

LA WEB LÍDER EN CATEGORÍA SPORTS

MARCA.com, es el sitio de información deportiva número uno en España y un verdadero fenómeno de “brand-awareness” en el país. Líder en innovación y creatividad de la publicidad en línea.

30,9 M
Unique Users

533 M
Page Views

+14,2 M
Followers

5,8 M
Twitter

5,4 M
Facebook

3,0 M
Instagram

PROFILE OF OUR DIGITAL AUDIENCE


64% Men
36% Women

30% 25-44 years old
28% 45-54 years old
The website specialized in the motor world with everything the buyer is looking for:

Models, brands, comparatives, eco-friendly, security, comfort, news, search engines, videos, exclusives, advances, tests..

A product within the MARCA UNIVERSE with the seal quality of our professionals.
THE VOICE
OF THE MARCA UNIVERSE

MARCA completes its multimedia services with RADIO MARCA Spain’s leading sports radio channel.

1,7 M
UNIQUE USERS

424 k
LISTENERS

TELVA
THE MOST FAMOUS HIGH-END WOMEN’S MAGAZINE IN THIS COUNTRY.

Beauty, fashion, lifestyle, décor, cooking, children, jewellery and accessories...
All the topics that interest today’s women in one magazine.

232,000
Readers

62,460
Copies
PROFILE OF OUR READERS

- **84% Women**
- **31% 20-44 years old**
- **16% Men**
- **22% 45-54 years old**
- **86% Upper & middle class**

*Source: EGM Accu. 2021.*
The digital edition of TELVA is the site chosen by millions of women for following the latest trends.

4,4 M
Unique Users

35 M
Page Views

+2,3 M
Followers RRSS

798 k
Twitter

1,1 M
Facebook

408 k
Instagram

TELVA
PROFILE OF OUR DIGITAL AUDIENCE

78% Women
58% Between 18 and 54 years old
22% Men
