Audience

6.8 million
Unique users
372 million
page views
(Source: Comscore Mar-13)

Product

Number one sports information website and brand-awareness phenomenon in Spain

Point of reference in online advertising innovation and creativity

Wide coverage for all targets and great affinity with young audience

Essential in coverage campaigns. The advertising option with most innovative and impressive formats.

Point of reference site for sports information and digital leisure.

Special attention to relevant national and international events, as well as coverage of local teams and less common sports.
46% coverage in category SPORTS.

Target aged 15-44: 4,5 million (72%)
Target aged 25-44 (49%) over the whole internet figure (44%)

Source: Comscore (March-13)

74% of traffic in marca.com is direct traffic.

22 million monthly video views (March-2013)

Source: Omniture (March 13)

2 out of every 3 users are men. But...there are also 2.1 million Women unique users (2/3 of women who visit Fashion/Beauty sites)

The online daily newspaper with the widest coverage, an average of 3,3 million daily browsers and sometimes we overcome 4,3 million

Importance of marca.com in mobile devices:
- More than 150 million mobile page views in march-2013.
- 1.8 million access marca.com special app.
- Mobiles devices are the most common device of access (76%)

Point of reference in social networks
Twitter: @marca is the most influential Spanish account: it has 1,3 followers (March-13)
Facebook: the most “Liked” Spanish account: more 870,000 (March-13)

Most popular Website 2012 (most voted website)

Source: Online Research Institute Metrixlab