



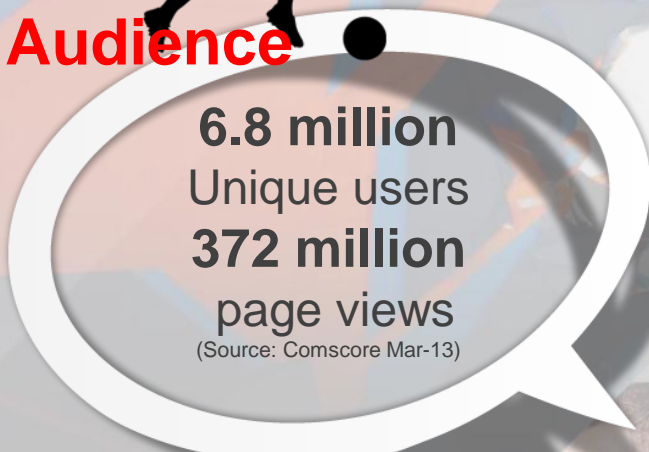
MARCA

www.marca.com



Unidad Editorial
Publicidad

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.





MARCA

www.marca.com



46%

coverage in category **SPORTS**.



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



Target **aged 15-44:**

4,5 million (72%)

Target **aged 25-44 (49%)** over the whole internet figure (44%)



Loyal source:

An average of **14 visits /months** Each unique user



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

Source: Comscore (March-13)



74%

of traffic in **marca.com** is direct traffic.



22 million

monthly video views (March-2013)



Importance of marca.com in mobile devices:

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

Source: Omniture (March 13)



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)

In **"Sports"** category in Spain. **Marca.com** leads all lists since 2007.

Source: Online Research Institute Metrixlab