GREAT COMPETITIVE ADVANTAGE

OUR BRANDS
Leader in MULTIMEDIA audience
• An audience of 14.3 million people (coverage/ month*).
• 36.4% of Spanish population are readers of Unidad Editorial publications

Leader in DAILY PRESS
• EL MUNDO, MARCA and EXPANSIÓN: 4,063,000 Daily readers according to EGM.

Leader in INTERNET information according to all sources
• According to Comscore (October 2013), Unidad Editorial Internet has 14.2 million unique visitors and 726 million page views

• Elmundo.es and Marca.com are the number one digital daily newspapers in Spain with 7.4 and 6 million browsers.

• In mobile, Unidad Editorial sums up to 10 million of unique users and more than 450 million impression per month.

2.1. Absolut leader
DAILY PRESS

Headlines that have made history and will be part of the future of the Spanish press.
2.1 INDISPUTABLE LEADERS
DAILY PRESS

**EL MUNDO**: the most rigorous approach to information.
- 1,107,000 readers.
- 715,000 exclusive readers.

**EXPANSIÓN**: the reference in business press.
- 177,000 readers.
- Unbeatable leader by readership and circulation.

**MARCA**: all the news about sports.
- 2,779,000 readers.
- Indisputable leader of daily press.

Source: EGM 3º rolling year. Exclusive readers vs. (El País, ABC, La Razón)
3.1 DAILY PRESS
AND SUPPLEMENTS

Our 3 newspapers reach 4,063,000 readers

Readers of press
- Decision makers
- Receptive readership: open to advertisement and not saturated of it
- The most prestigious media
- Quick and flexible response

Source: EGM 3º rolling year 2013. Duplicated
EL MUNDO

Readership data

Latest figures:

• 1,107,000 readers

• With a circulation of 187,517 copies and on Sundays figures increase to 243,586 copies.

• More than 715,000 exclusive readers, that don’t read any other general information newspaper (El Pais, ABC, La Razon)

Quality journalism that transmits real and relevant information.

Large range of Magazines
And supplements

Source: EGM 3ª 2013; OJD July 2012 to June 2013
MARCA
INDISPUTIBLE LEADER

• 2,779,000 readers.
• 75% of exclusive readers.
• With a circulation of 196,288 copies.
• 14 different editions with local information.
• MARCA also publishes MARCA GUIDES at a national level.
• These guides are points of reference in every sport: Annuals, Motor Guide, League Guide

Source: EGM 3º rolling year 2013.
Exclusive readers vs. As.
OJD, Average circulation July 2012 – June 2013
EXPANSIÓN

- Leader in audience with 177,000 readers and widest circulation of all financial newspapers with 32,013 copies.

- Excellent profile reader for advertising:
  - Men (71%)
  - High and middle social classes (63%)
  - Aged 25 -54 (72%)
  - With high level of studies (56%)

Point of reference of daily financial Spanish news

Source: EGM 3rd rolling year 2013. OJD July 2012 – June 2012,
SUPPLEMENTS
WEEKEND

The most complete offer to go along with our daily newspapers
MAGAZINE
EVERY SUNDAY WITH EL MUNDO

• The only Sunday publication with an innovative format.
• All the currents news and last trends.
• The average age of our readers is 48, from high or middle social class (84%) and university studies (32%).

529,000 readers
237,568 copies

A Sunday supplement with great commercial impact

YO DONA
EVERY SATURDAY WITH EL MUNDO

• Best contents and most varied subjects: fashion, beauty, current news, social commitment, celebrities, etc.

• The perfect format to increase coverage and improve advertising effectiveness.

• 75% of women averagely aged 45 belonging to a high-middle class (83%) and with a high level of studies (34% have university studies)

439,000 readers
187,517 copies of circulation

Source: EGM 3rd rolling year 2013. OJD July 2012 – June 2013,
FUERA DE SERIE
EVERY FRIDAY WITH EXPANSIÓN

• A very exclusive supplement: all the information about design, trends, fashion, culture…

• The leisure and spare time supplement: the best advice to enjoy a stylish life. The best pleasures available for you.

• 70% of men with an average age of 45, belonging to a high-middle social class (85%) and high level of studies (48%)

206,000 readers
32,013 copies.

The perfect weekly supplement for the modern executives

Source: EGM 3rd rolling year 2013 (Expansión readers on Friday). OJD junly 2012–june 2013. (Expansión figure)
MAGAZINES

A wide variety of leading magazines
TELVA

• The widest variety of information with the last trends in fashion, beauty, lifestyle, current news, leisure...

• With all the best specials in independent formats: beauty, collections and accessories, watches and jewelry, children...

• Women (87%), in an average age of 44, belonging to a high-middle social class (83%) and with a high level of studies (34% with university studies)

469,000 readers.
162,101 copies of circulation.

The top of the line women magazine best sold in our country

Source: EGM 3rd rolling year 2013. OJD Circulation july 2012.- june 2013

TELVA POCKET
• Same contents
• User-friendly format
• Thrifty price
• Strategic point of sales to reach more people and of better quality
TELVA NOVIAS

Twice a year, in February and September, with the last trends:

- More than 500 wedding dresses.
- The most exclusive weddings.
- Caterings.
- Beauty treatments to be radiant.
- Invitations.
- Music.
- Matrons of honor.
- Pages.

55,000 copies of print-run

The indispensable magazine to prepare your wedding

Print-run: internal source
ACTUALIDAD ECONÓMICA

- Top quality contents.
- Always widest editorial offer: the best specials and dossiers throughout the whole year.
- A readership of 74% men averagely aged 48 with a high level of studies (60% with university studies) and belonging to a high-middle social class (95%).

71,000 readers
23,663 copies of circulation

The executives’ magazine.

For motor lovers and all of those looking for advise to buy a car.

Complete, flexible and amusing information.

Men (89%) in an average age of 37 belonging to a high-middle social class (77%).

501,000 readers
37,793 copies of circulation

Indisputable leader: doubles the audience of its immediate competitor

GOLF DIGEST

• The most valued magazine for the quality of its contents.

• Prestige of the header at an international level.

• A high standard target: 63% men, belonging to a high-middle social class in an average age of 38 and high level of studies.

6,755 copies of circulation.

Monthly magazine about golf

Source: OJD circulation July12– June 13
• A publication specialized in history popularization in an objective, amusing and documented way.

• A different way of telling history through innovative computer graphics, extended photo reports and the collaboration of very prestigious professionals.

• A very qualified profile: 68% men in an average age of 43 belonging to high-middle social class (89%) and with a high level of studies (41%)

197,000 copies
27,357 copies of circulation

Knowing about the past to understand the present

3.4. INTERNET
UNIDAD EDITORIAL

Leader in digital press
In Spain
WIDEST COVERAGE AND LEADERSHIP

World leader in Spanish news

Sources: OJD Comscore, October 2013.
MUNDO.ES

- Quality, reliable and rigorous real time information.
- More than 10 successful years giving information to the world.
- Pioneer in the implementation of new formats and special actions.
- Number one newspaper for the best commercial targets: high social class people, women, mature and young adults (15-34 years old)

Leader in digital information in Spanish with more than 1,4 million daily unique users

Sources: OJD Interactive, October 2013
• The number one site in sports news according to all sources: Comscore, Nielsen, OJD.

• With the biggest number of viewed pages.

• With the widest fidelity ratio.

• The widest offer of information in real time about the most popular and non popular sports.

• Also the widest offer about leisure and spare time online.

Leader in sports news in Spain with 1,5 million unique users every day

Sources: OJD Interactive, October 2013
MUNDO.ES and MARCA.COM AMERICA

- For Spanish and international advertisers aiming to the Spanish-speaking target of the USA and Latin America.

- **El mundo.es**: specific content for each country:
  
  Mexico, United States, Cuba, Argentina, Brazil, Colombia, Venezuela, Sports, Economy, Gentes! (Gossip/Celebrities).

- **Marca.com**: all football and sports of America.

The American edition has consolidated very quickly.

Source: ComScore, October 2013
Omniture, September 2013 (Marca English)
EXPANSION.COM

- The reference news site for financial information, economic analysis, law activity and services for companies.

- With useful tools to calculate capital gains, compare mortgages, deposits, etc.

- The best profile for advertisers: men aged 25-44, high purchasing power, high level of studies and high percentage of executives and decision-makers.

It has increased a 15% since last year.

Sources: OJD Interactive, October 2013
• For women who want to be trendy in fashion, beauty and comfort…

Leader in online magazines for the modern woman:

Beauty, fashion, celebrities, brides, lifestyle, mothers 2.0, cuisine…

Sources: OJD Interactive, October 2013
YODONA.COM

• The most sophisticated profile among women websites.

• A site that is continuously growing.

• The most interesting contents about fashion, beauty, current news, social issues, Yo Dona journeys, etc.

The site of Yo Dona: fashion, beauty and trends

Sources: OJD Interactive, October 2013
• Ad hoc specials with multimedia support, multimedia and contests.

• Travelling 2.0 portal with ad hoc tools for participative visitors.

• Possibility of sponsorship and ad hoc formats.

• Ideal profile for advertisers: men and women aged 25-49, with high income and high level of studies.
FUERADESERIE.COM

• A unique website about lifestyle: the essential point of reference in leisure and trends.

• Exclusive contents for exclusive readers.

• The most attractive window to advertisement to be renowned.

The luxury and trends site of Unidad Editorial

Source: Omniture. October 2013

96,933
Unique browsers

273,736
Page views
For nautical lovers, as a professional sport or leisure. Also dedicated to the service, tourism and advertising sector.

With two different lines:

• Product and competition: information about most exclusive boats, boats testing, nautical, navy and club offers.

• Nauta360 TV where you can follow up the races alive.

Also blogs, digital gatherings, specials, social media, smartphone.

The only nautical portal of Elmundo.es, Marca.com and Expansion.com

Source: Omniture, October 2013
EXPANSION&EMPLEO.COM

• Site specialized in HR, training and employment seeking. It includes useful information about development of franchises.

• Is now part of the network www.trabajando.com, a community of portals devoted to job searching.

• It is fast, dynamic and attractive website exclusively for qualified profiles.

• Job offers in www.expasionyempleo.com will be published in more than 90 webs in www.trabajando.com

The only portal of professional development in Spain

Source: Omniture. October 2013
GLOBALIZA.COM
SUVIVIENDA.ES

• More than 450,000 public properties
• More than 130,000 sales contacts per month, we are the most profitable website.
• More than 500,000 registers to whom we send information via email
• Positioning campaigns for google and marketing campaigns.

We are considered the referential real state website in Spain

Source: internal and ComScore, October 2013
INFORMACIÓN SOBRE SALUD

• Our webs are leaders in information for the health care and are reference for the sector.

• With three specialized webs, you can access all the information for doctors, the latest developments and best pharmacy glossary aimed at patient with different diseases and illnesses.

• With a total audience of over 2 million unique visitors and a total of over 3.2 million page views.

• with an IPPOK professional health community, serving as a meeting point for professionals and lead the conversation about the health field in the network.

Leader on online medical and pharmaceutical information

Fuente: Adobe SiteCatalyst Omniture Octubre 2013
CPM

• UNIDAD EDITORIAL sell CPM advertising, being the first commercial offer on the digital scenario.

• The best commercial offer with more than 54% of coverage.

• CPM is leader on regional and sports information, with the support of the two historical editorial groups; Editorial Prensa Ibérica and Grupo Zeta.

Leader on digital media, maximum national, regional and sports coverage.

Source: Comscore, Octubre 2013

More than 14,2 m of Unique users

Daily
3.459.000 unique users

Monthly
726 m viewed pages
MOBILE
UNIDAD EDITORIAL

In Spain
• Mobile investment increased 20% this last year. 1st semester 2013: 14,84 m €.
• 75% of investment on Display..
• Smartphone (86%) laptops (88%) to access internet. 9 out of 10 access to internet via their smartphones.
• Consolidation of Smartphones in Spain: in 2013 it goes from 59% to 80% of penetration.
• increase of the tablets consumption in 2013 it goes from 23% to 43% of penetration in Spain
• Spain as leader of the use of Smartphones in Europe, with a 66% of penetration

In Unidad Editorial
• More than 10 million monthly unique visitors.
• More than 450 million impressions per month.

ComScore Mobiles, 3 month average ending December 2012; EU5, 13+
Comscore Spain Digital Future in Focus April 2013
Orbyt is a virtual newsstand in which the reader have the chance to access the leading publications in Spain directed by Unidad Editorial.

- The opportunity to access all kind of information through www.orbyt.es with any of the following devices: computer, tablet, smartphones.
- A Duty Free section in which users can benefit from the best offers.
- Orbyt offers the possibility to immediately access all the information offer of the different publications.

Also including a big newspaper library and the possibility to interact with the editorial staff of the newspaper.

Premium content and infinite interactive advertising possibilities
RADIO MARCA

• A rigorous approach and a great display of professionals in our programs full of amusing sport.

• Multiple ways of sponsorship and ad-hoc advertising.

• Internet and DTT to sum up to the wide range of transmitters.

• Main programs: DIRECTO MARCA with Paco García Caridad and Vicente Ortega, EL INTERMEDIIO with Miguel Ángel Méndez and Alfredo Duro, MARCADOR with Edu García, Raúl Varela and Yanela Clavo, EL SPEAKER with Pablo Juanarena and PLANETA with Áxel Torres, N. Montoya/ P. López, M.M Talavera, Alberto Gonzalez, F. Ruiz.

Number one sports radio in Spain

Source: EGM 3rd wave 2013.

Average audience
537,000 listeners (M-F)
Advertising is the force and the moral factor most important of our lives.

Henry Ford