



FREQUENCY: daily

CIRCULATION: 93,635 copies
107,406 copies on Sundays

READERSHIP: 702,000 readers

El Mundo is a Spanish newspaper with great prestige and credibility.

It's distributed nationally plus 16th local editions and a large editorial offer thanks to 12 supplements and special issues.

The print edition of El Mundo is the perfect advertising showcase for brands due to his great prescriptive power.

El Mundo.es combines breaking news, trends, sports, culture, health, leisure ecc with a focus on national and international politics.

The digital edition of El Mundo is a surprising and **reliable information source adapted to the digital era.**

A great and loyalty audience: More than 18,6 million U.U. and 429 milioni di Page views

And an **average time spent per visitor of 30 minutes**

51% Male / 49% Female

63% from 25th to 54th years old

44% High/Medium-high social class.

(Source: Comscore and Omniture February 2019)

Thanks to a perfect navigation on mobile devices, most of our traffic comes from smartphones

The prestige and credibility of the newspaper El Mundo is also reflected in the main social networks> More than 6,6 Milion followers.

A large number of followers comment and share their passion for the contents that Elmundo.es publishes daily.

3,26M (TWITTER) + 2,35M (FACEBOOK) + 858.023 (GOOGLE+) + 144K (INSTAGRAM)

