



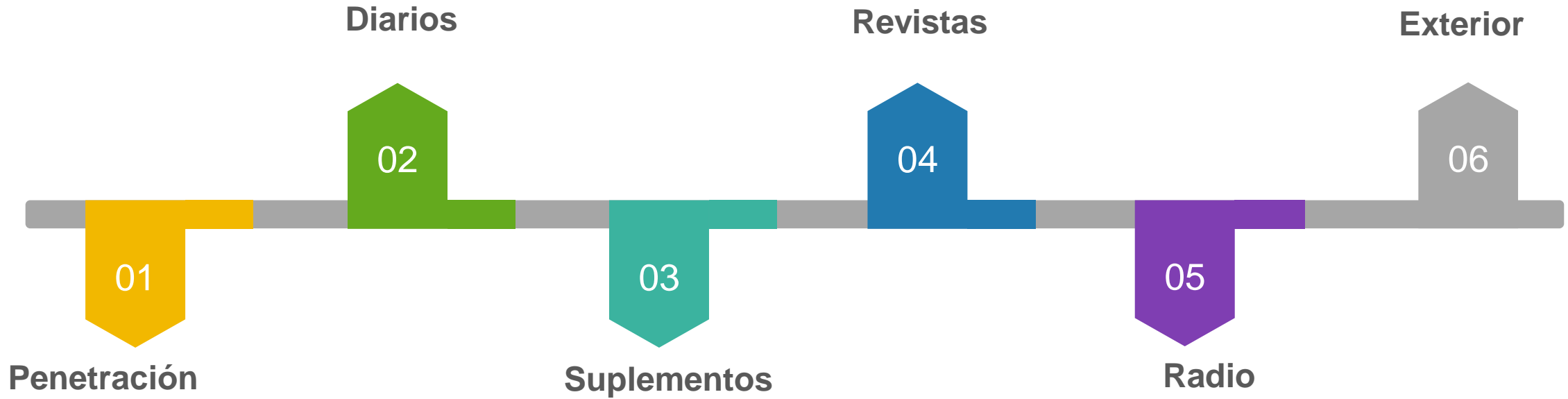
**Audiencia
general de
medios 2019**

26 de junio de 2019

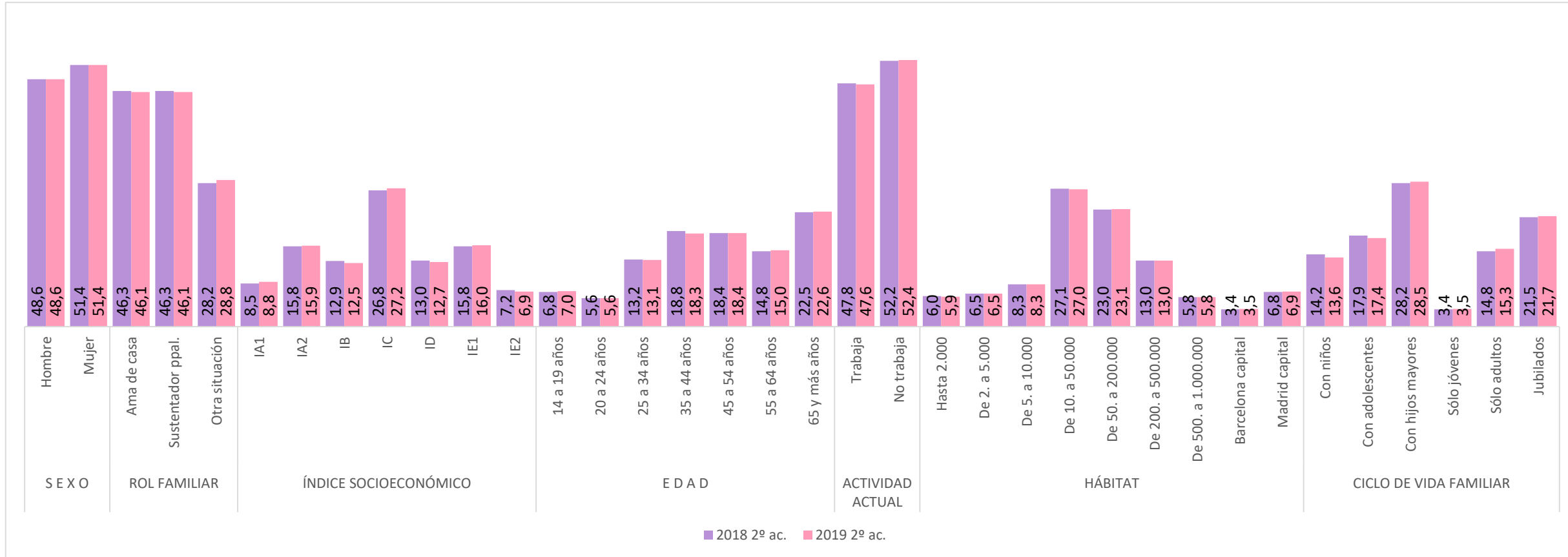
Índice

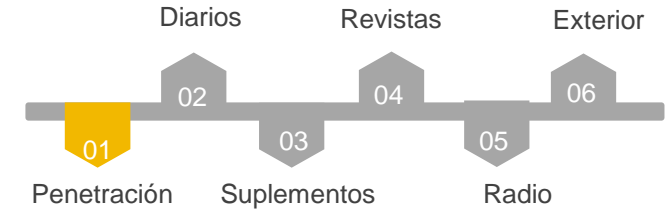
PENETRACIÓN
DIARIOS
SUPLEMENTOS
REVISTAS
RADIO
EXTERIOR

Panorama de medios 2019

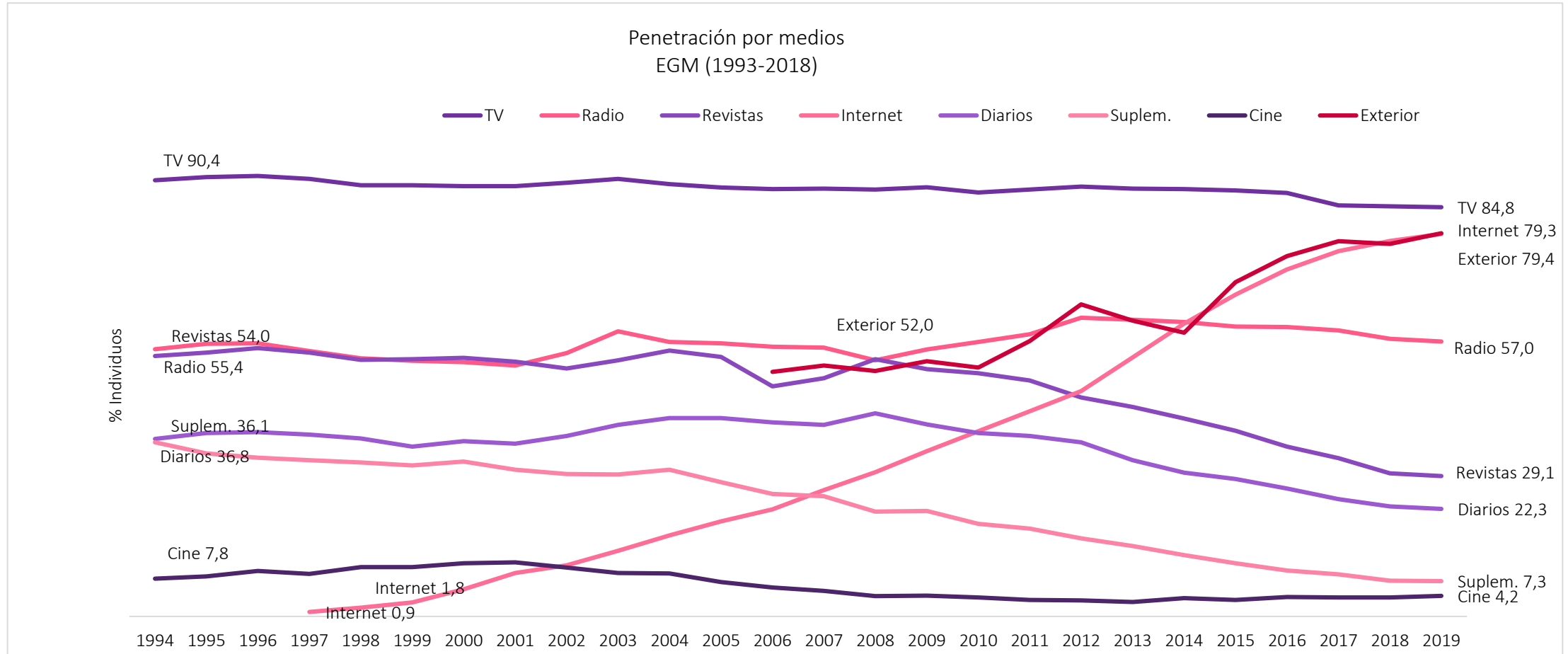


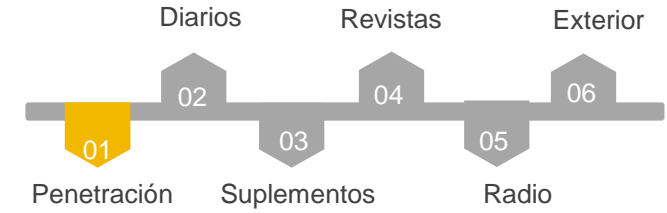
Perfil sociodemográfico de la población



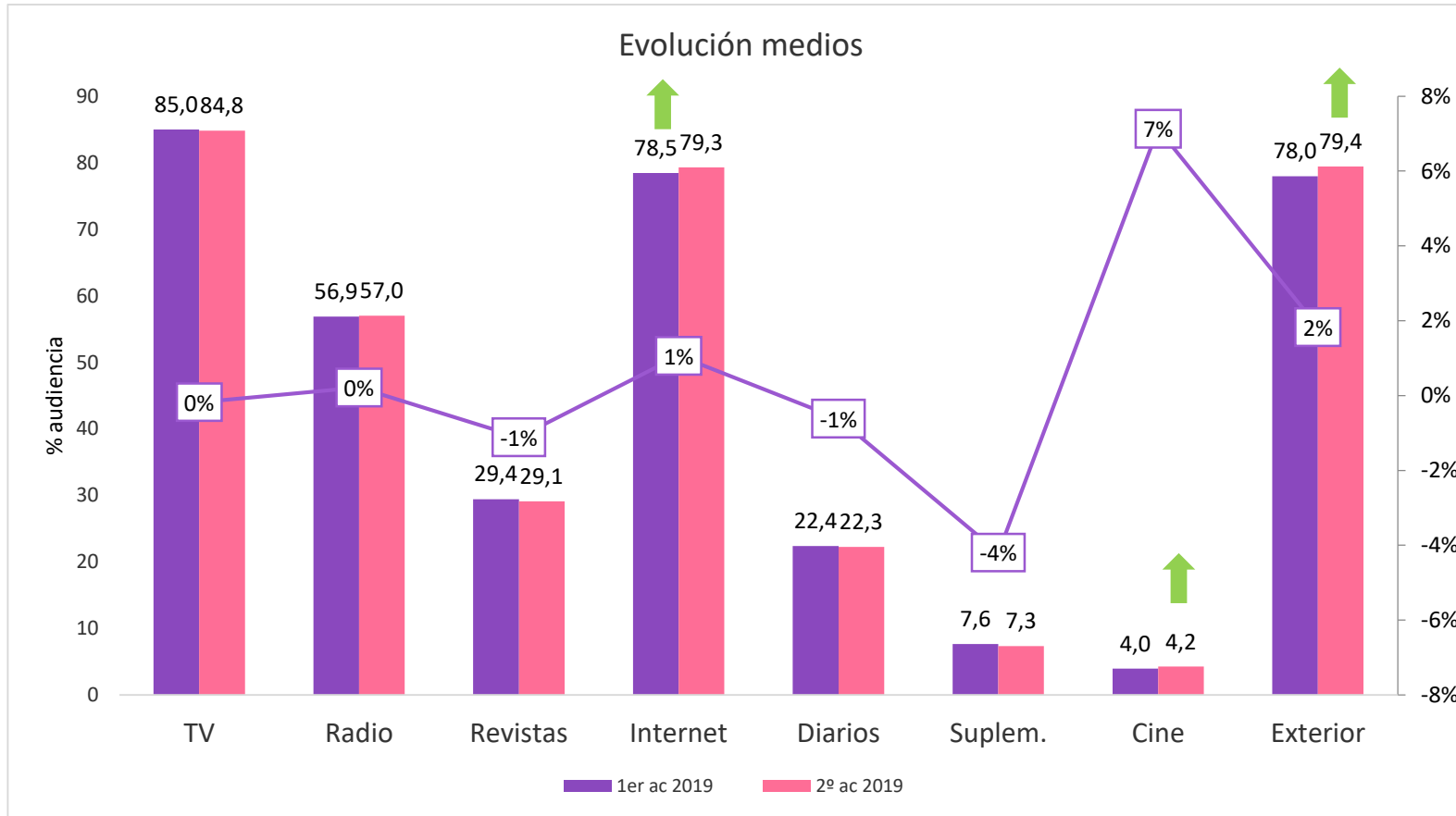


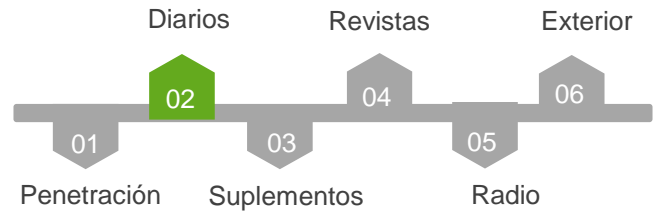
Evolución de los medios





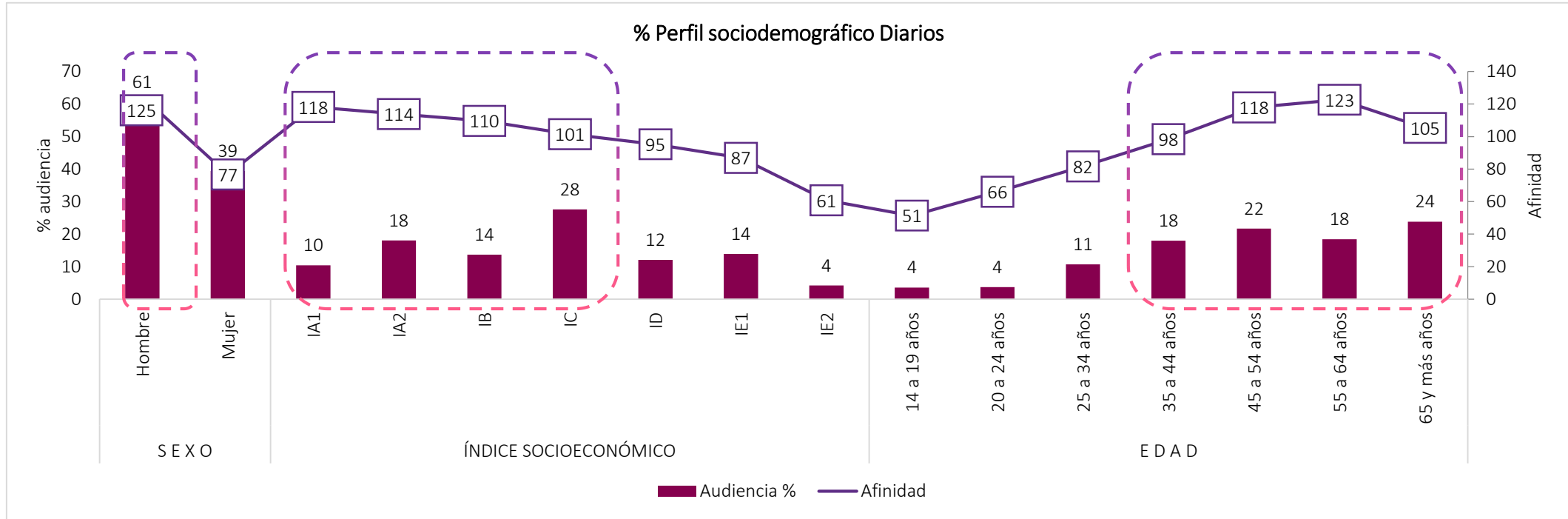
Evolución



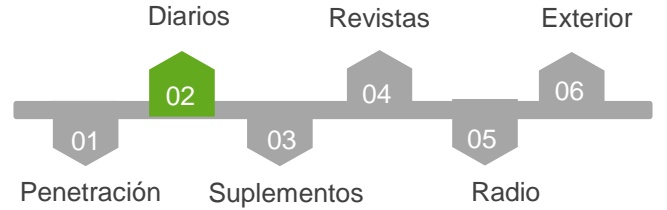


Diarios

Lectores (ooo)	
1er ac 2019	2º ac 2019
9.024	8.969
-0,6%	

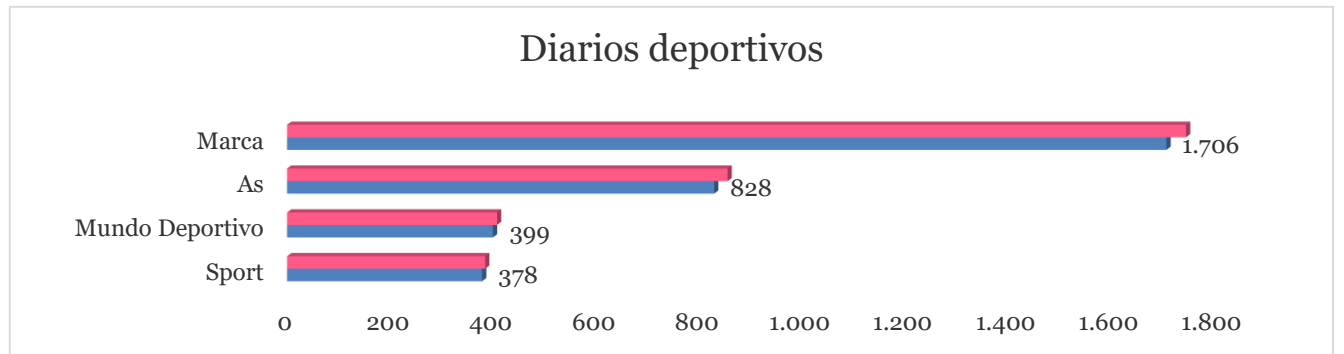
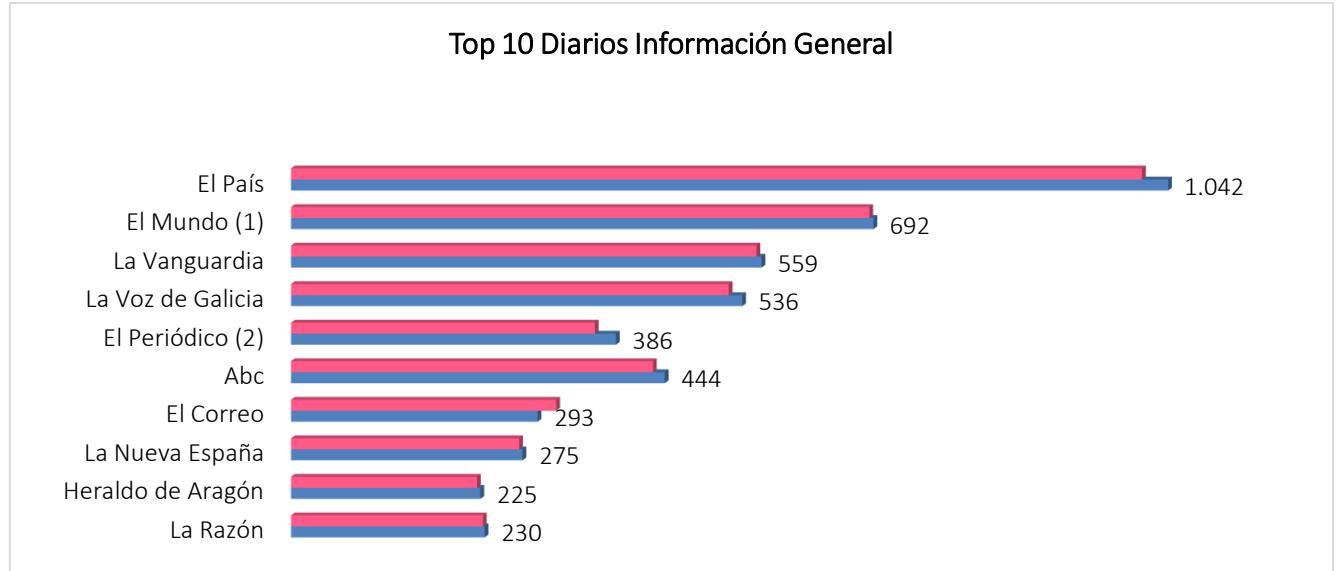
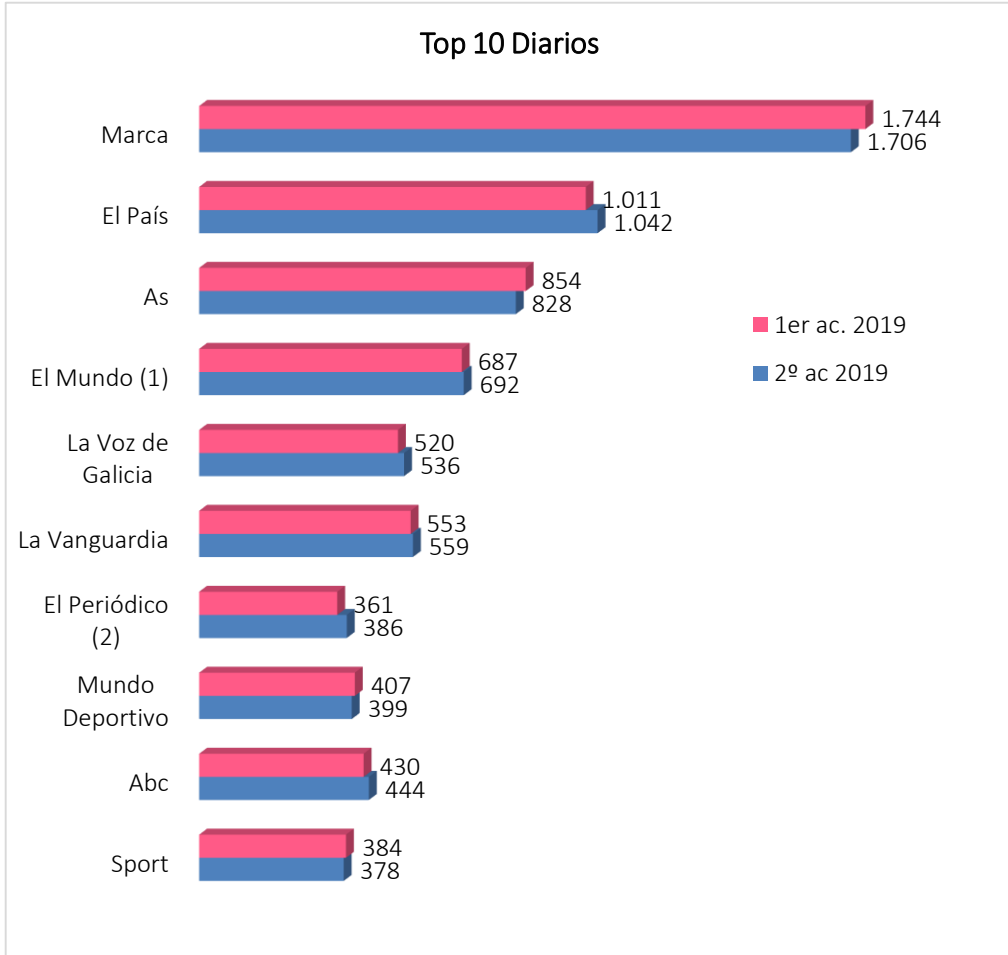


El perfil del lector de Diarios es principalmente **masculino**, de clase **Alta, media-alta y media** y con edad superior a los 35 años.



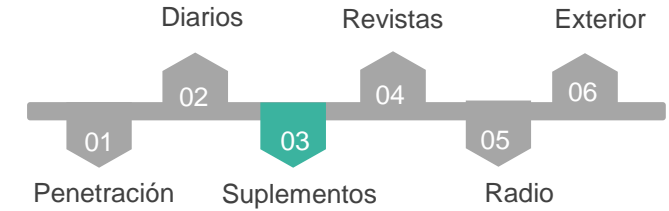
Soportes Diarios

Lectores (ooo)	
1er ac 2019	2º ac 2019
9.024	8.969
-0,6%	

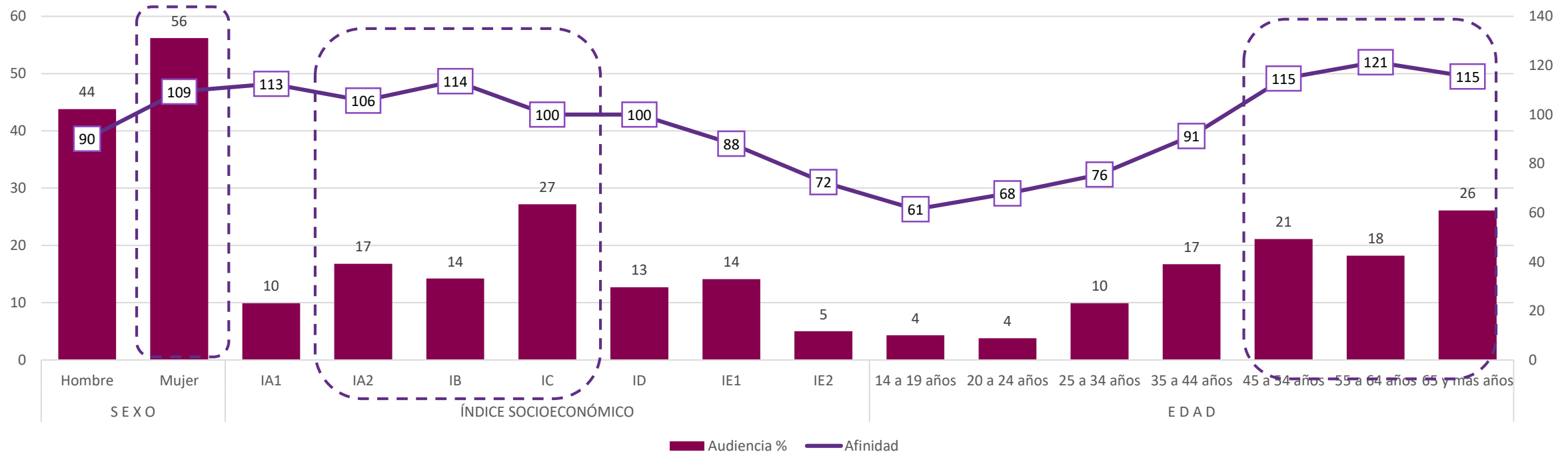


Suplementos

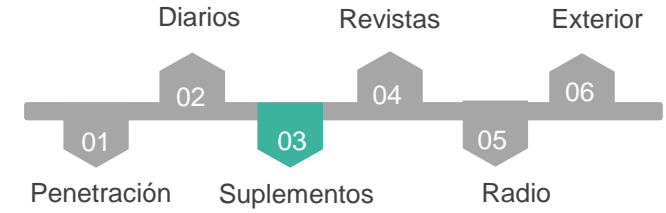
Lectores (ooo)	
1er ac 2019	2º ac 2019
3.080	2.951
-4%	



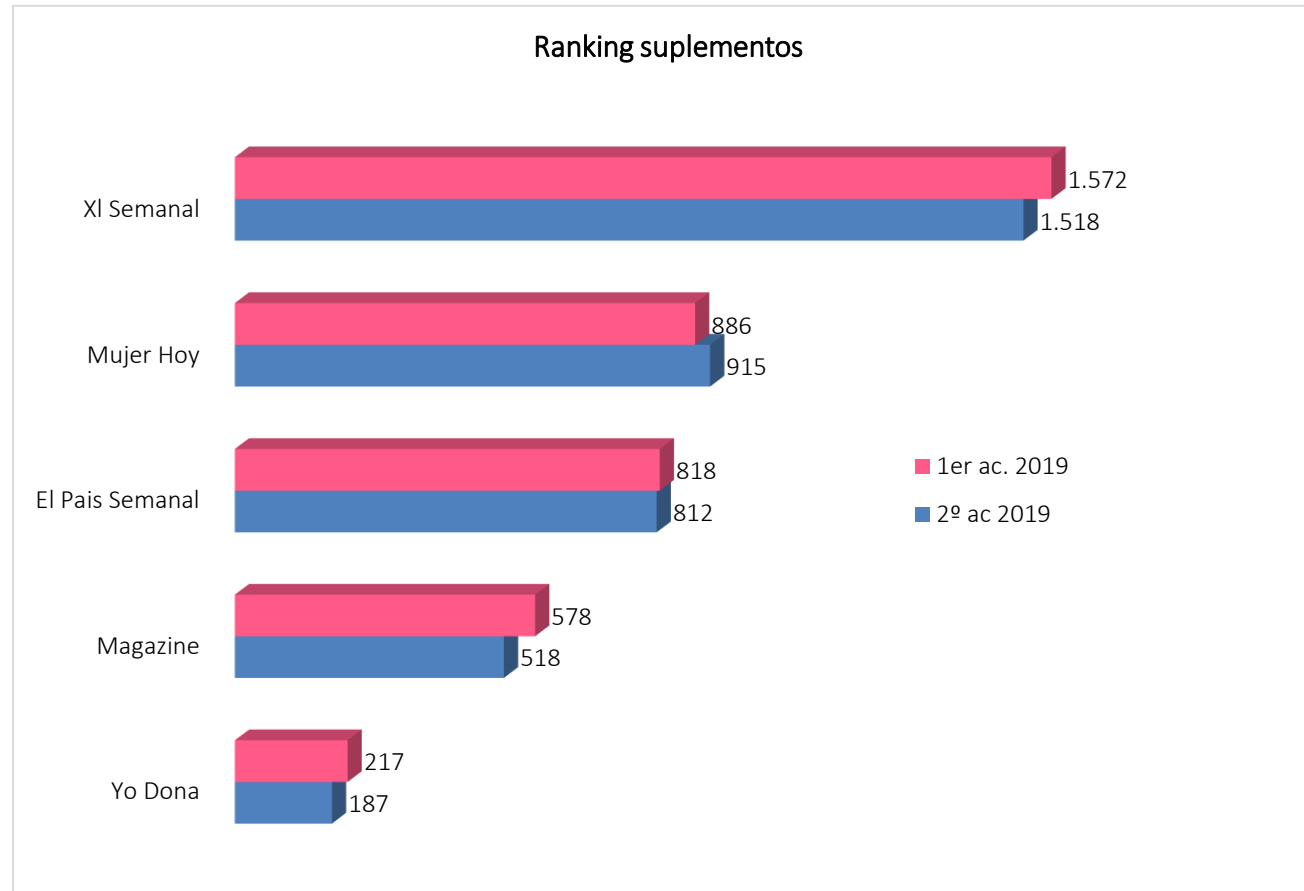
% Perfil sociodemográfico

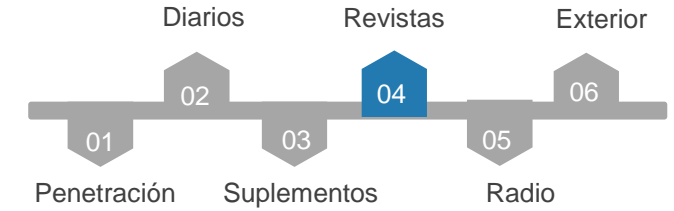


Mujeres, mayores de 45 años e índice socio económico **alto y media-alto** son las principales lectoras de Suplementos. Ellas concentran la mayoría de la audiencia y presentan el mayor índice de afinidad.



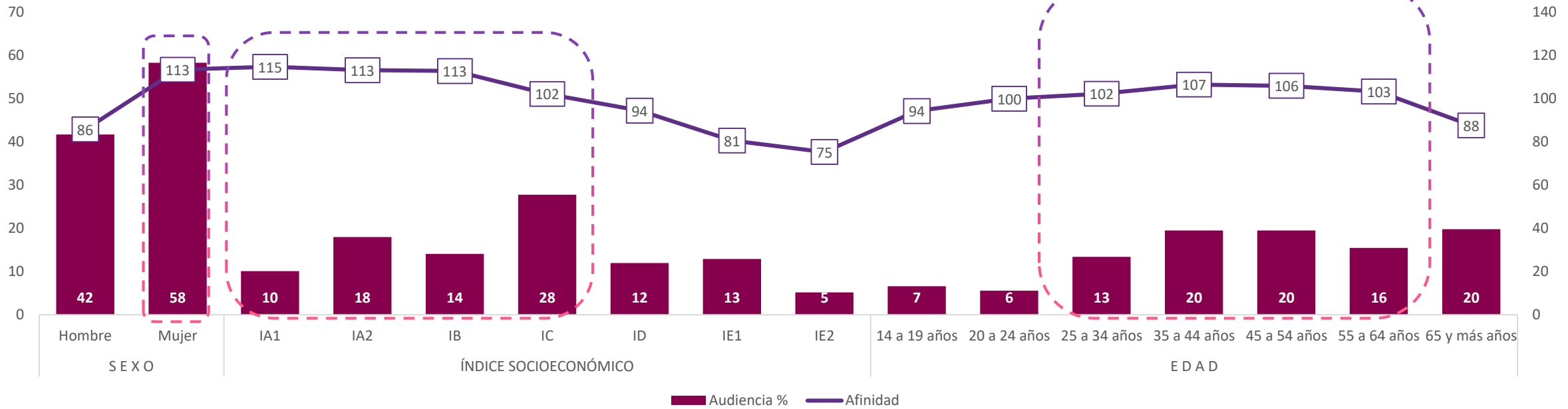
Soportes Suplementos





Revistas

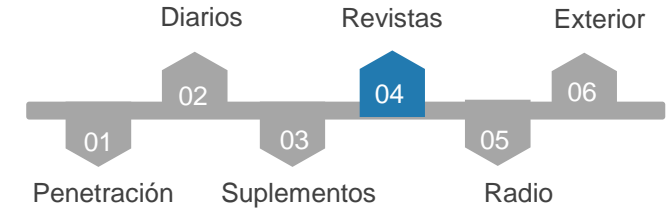
% Perfil sociodemográfico



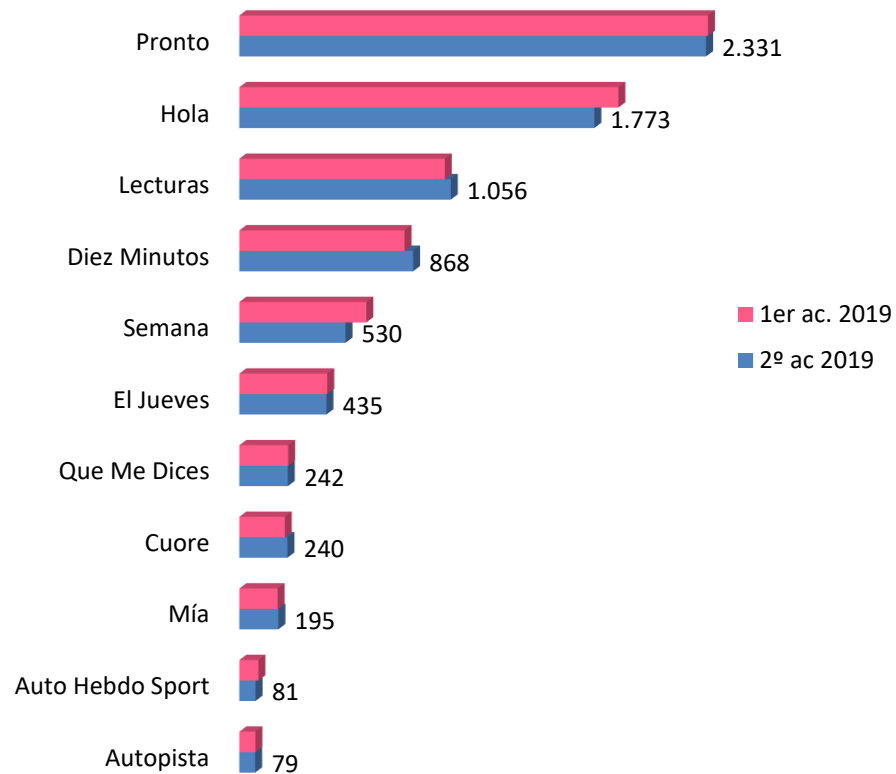
La mayoría de la audiencia de Revistas son **Mujeres**, de clase **Alta, Media-alta y media** y **entre 25 y 64 años**.

Soportes Revistas

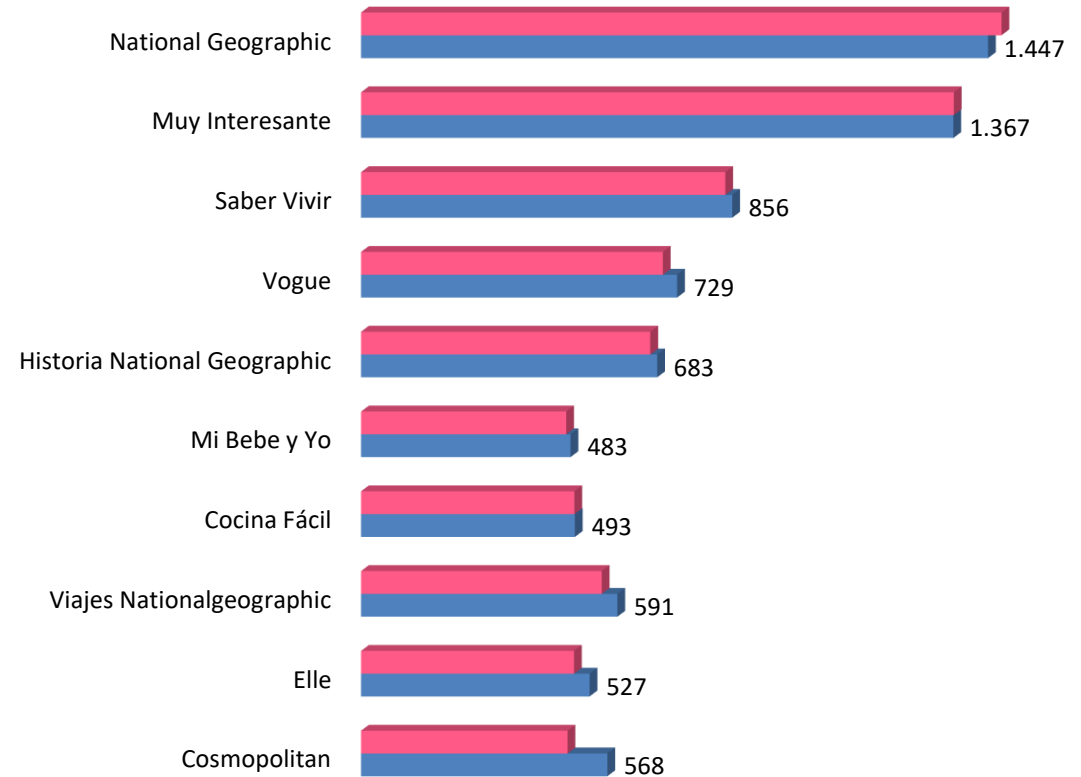
Lectores (ooo)	
1er ac 2019	2º ac 2019
11.853	11.722
-1,1%	



Ranking Revistas semanales

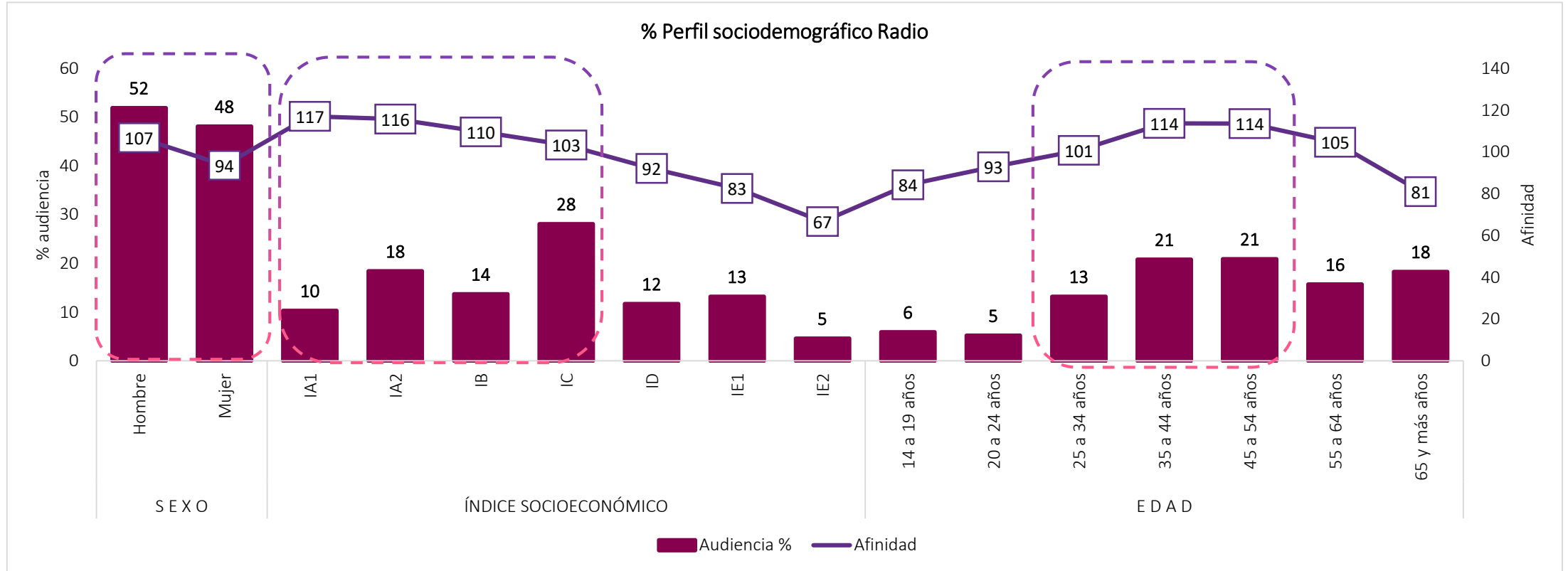
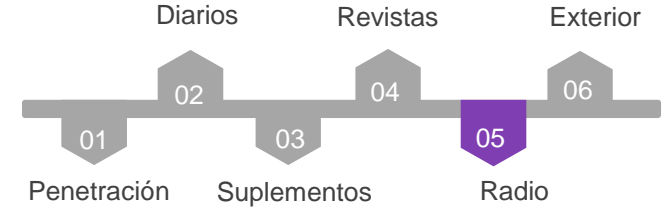


Top 10 Revistas mensuales



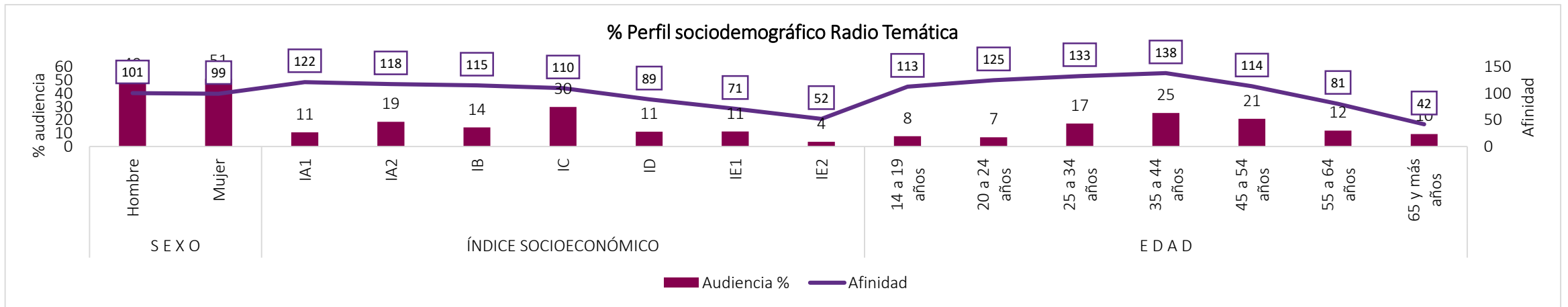
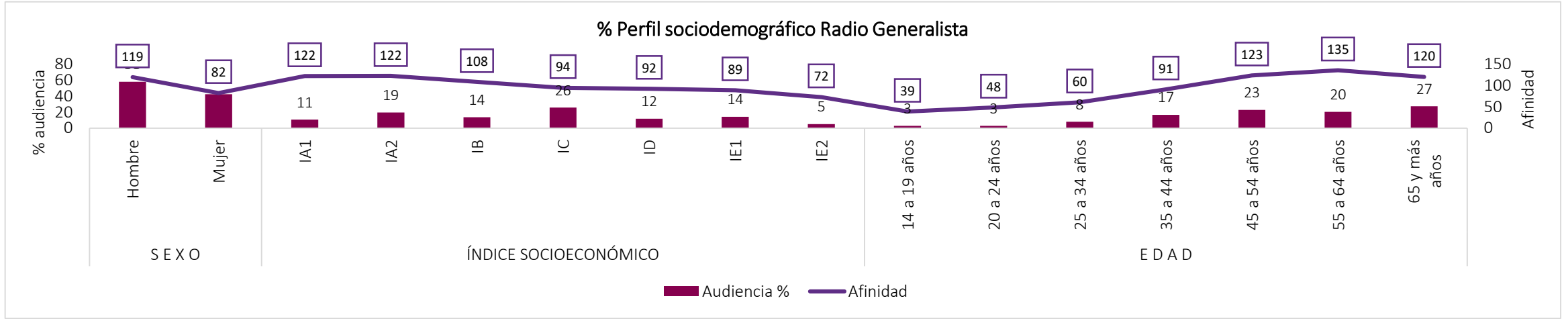
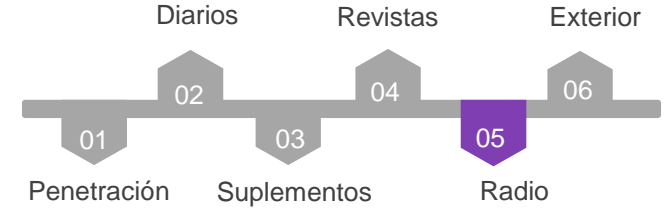
Radio

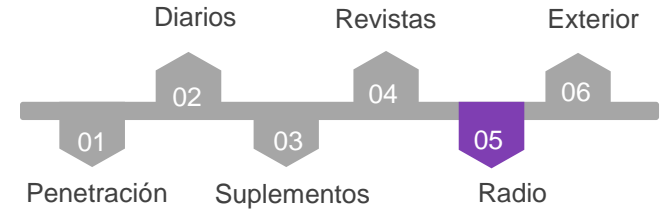
Oyentes (ooo)	
1er ac 2019	22.914
2º ac 2019	22.965
0,2%	



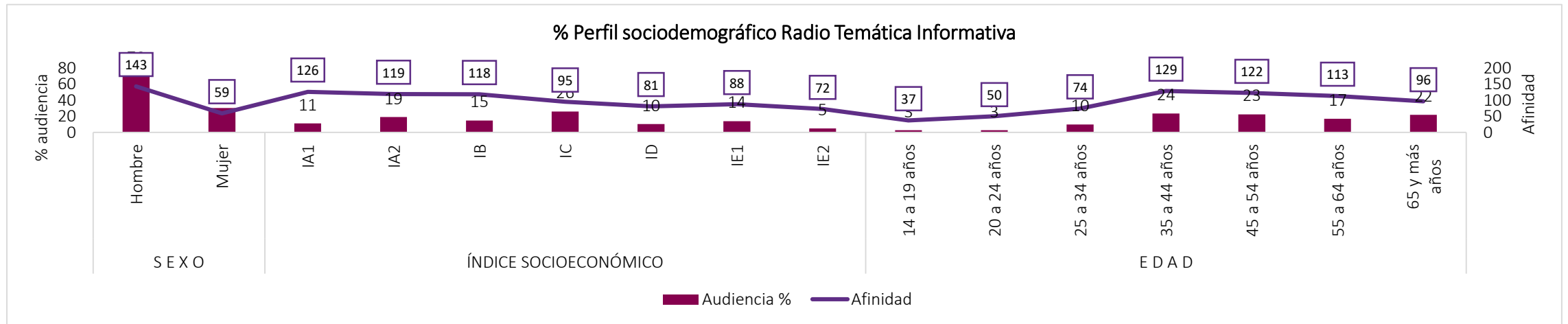
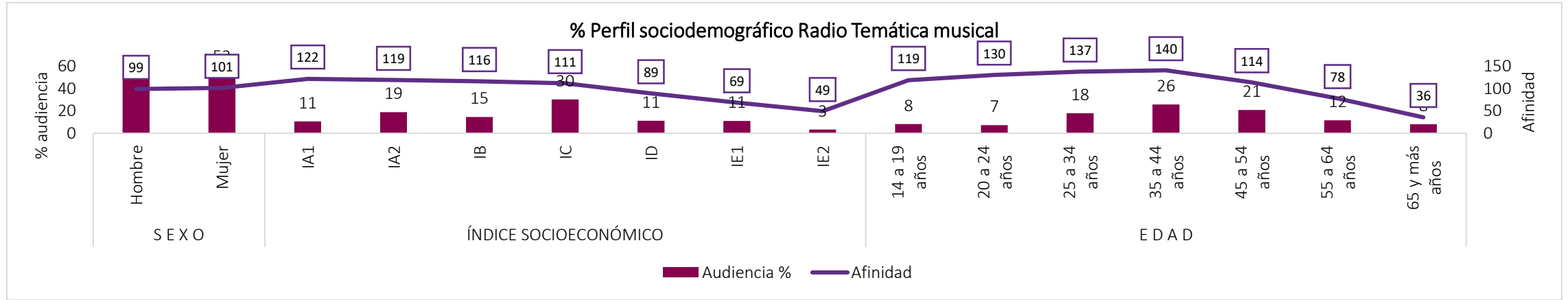
Los oyentes de radio son **hombres y mujeres**, los hombres presentan una afinidad mayor que la mujeres, y la mayoría de la audiencia es de **clase, media-alta y media** en una edad comprendida entre los **25 y 54 años**.

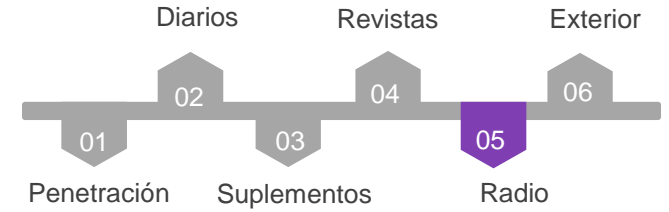
Radio





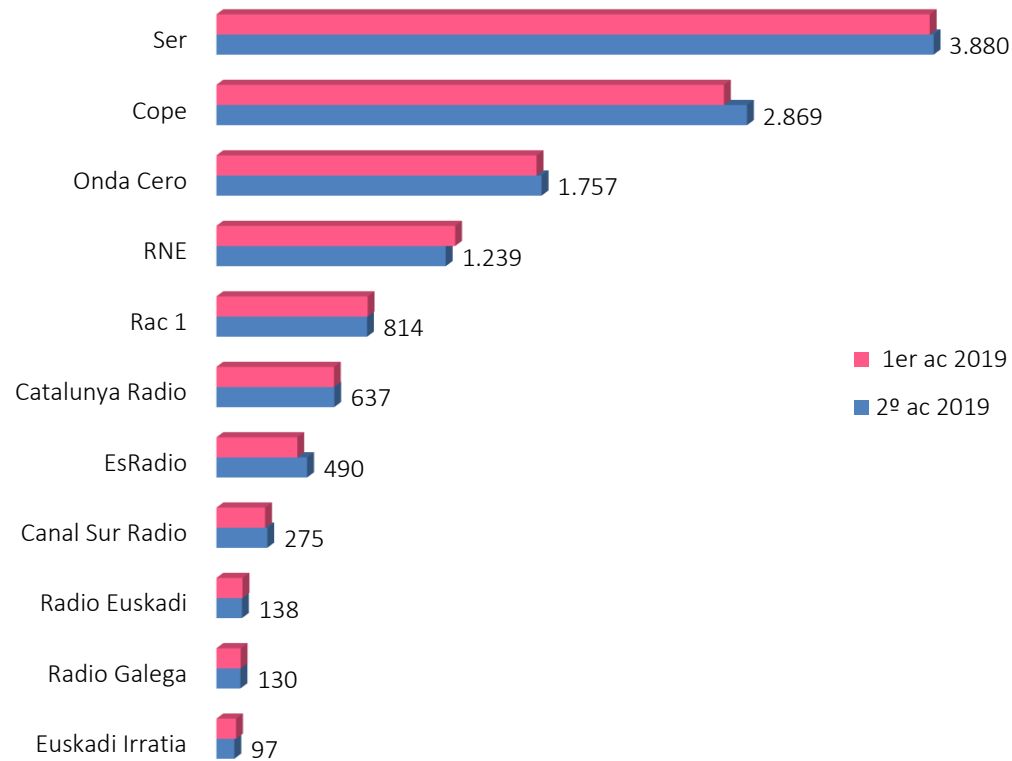
Radio



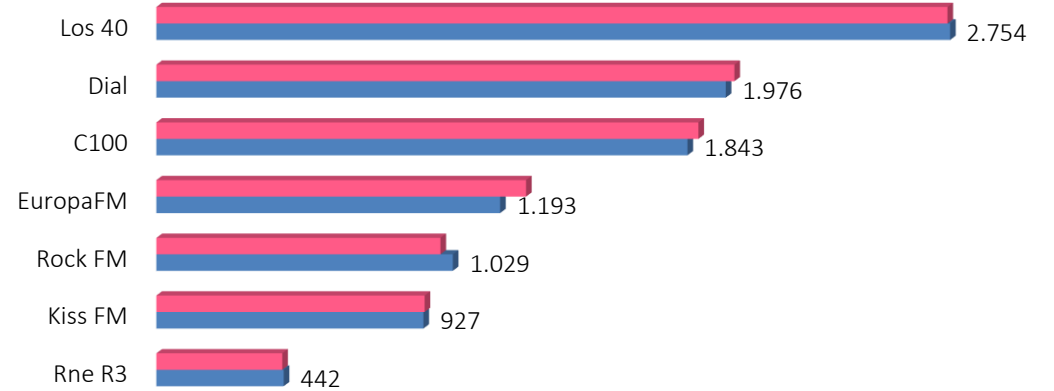


Soportes Radio

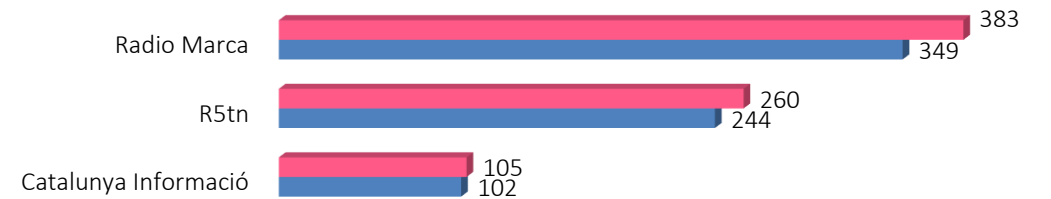
Ranking Radio Generalista



Ranking Radio Musical

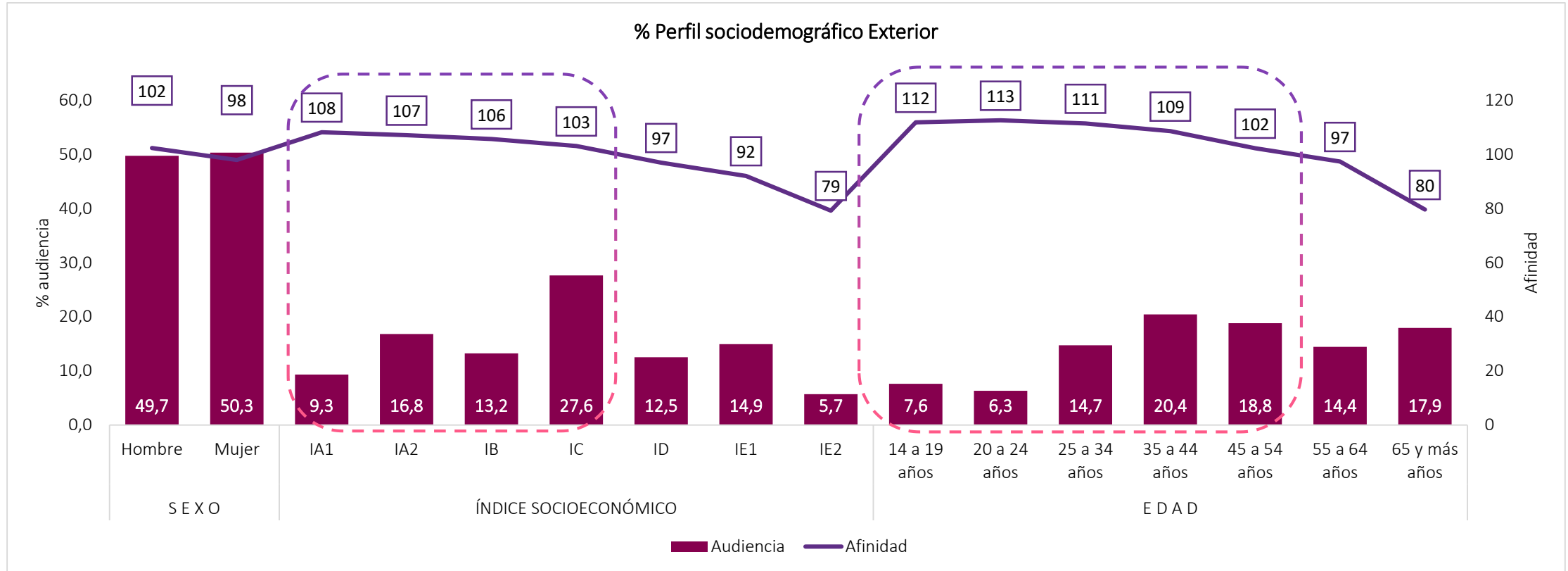
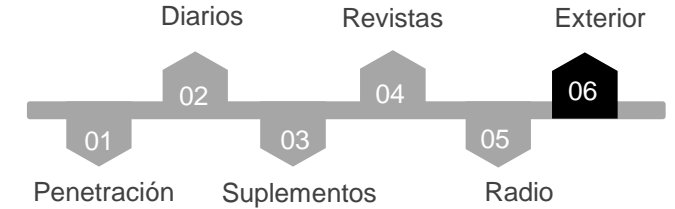


Ranking Radio Informativa

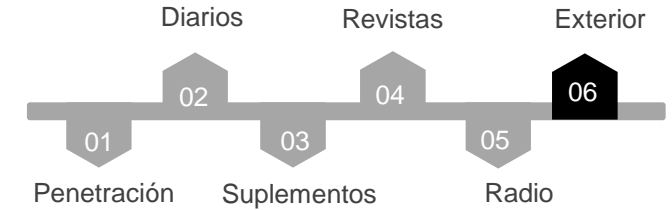


Exterior

Audiencia (ooo)	
1er ac 2019	2º ac 2019
31.417	31.995
1,8%	



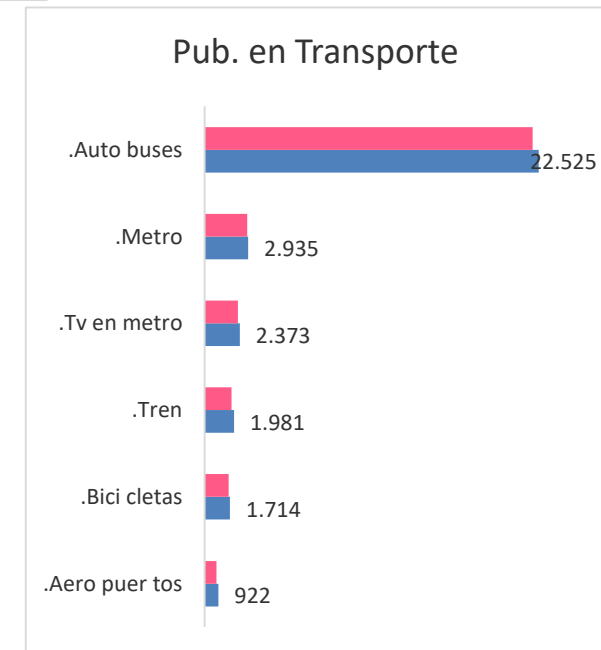
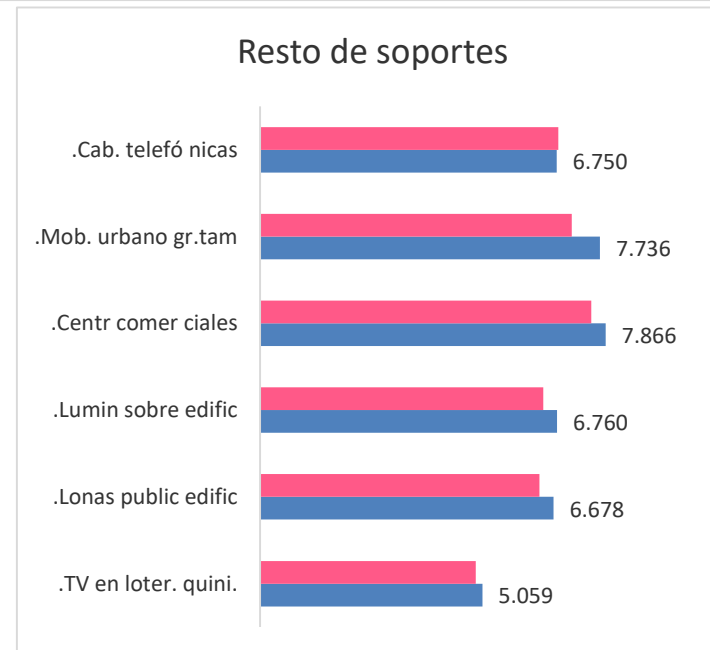
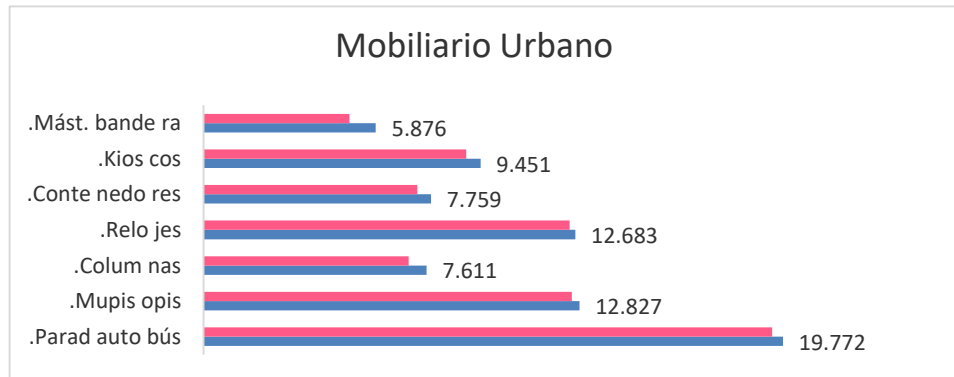
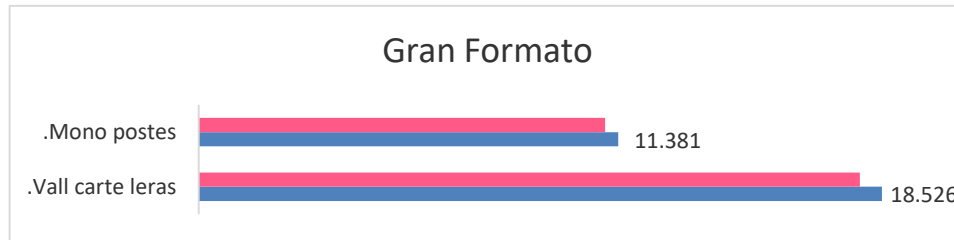
El perfil de la audiencia de Exterior está en las clases **media-alta y medias**, y con edades **hasta los 54 años**



Soportes Exterior



■ 1er ac 2019
■ 2º ac 2019



 **HAGAMOS
JUNTOS ALGO
GRANDE**

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Muchas Gracias



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