



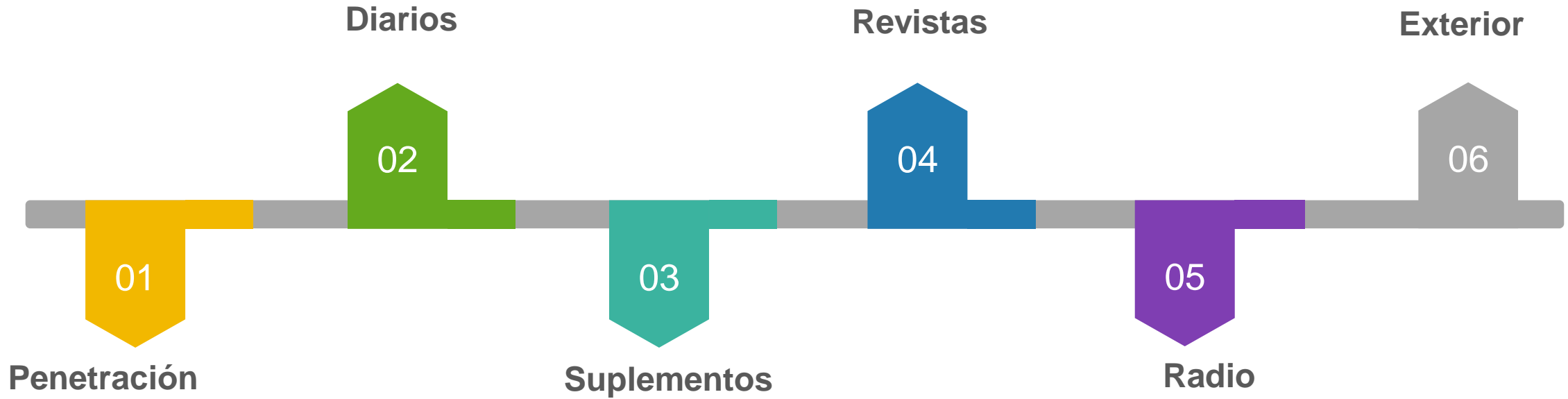
Audiencia general de medios 2018

29 de noviembre de 2018

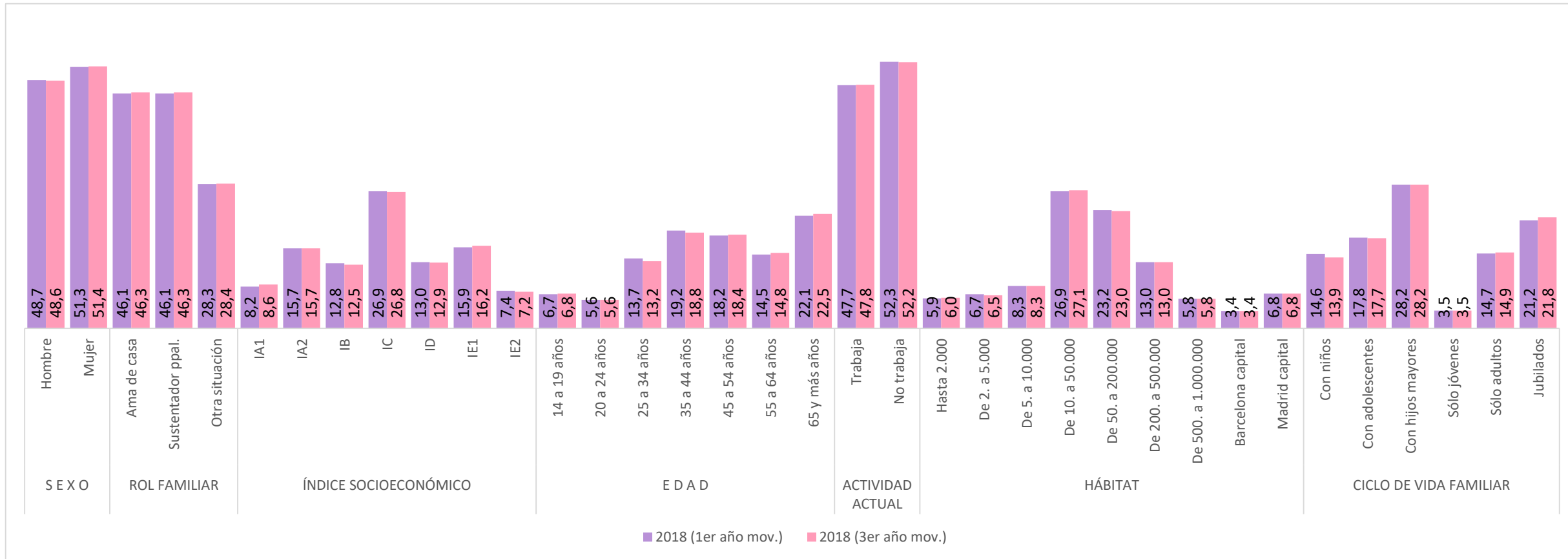
Índice

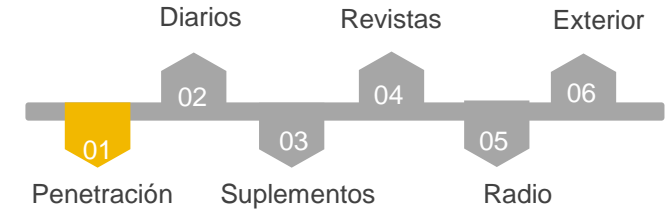
PENETRACIÓN
DIARIOS
SUPLEMENTOS
REVISTAS
RADIO
EXTERIOR

Panorama de medios 2018

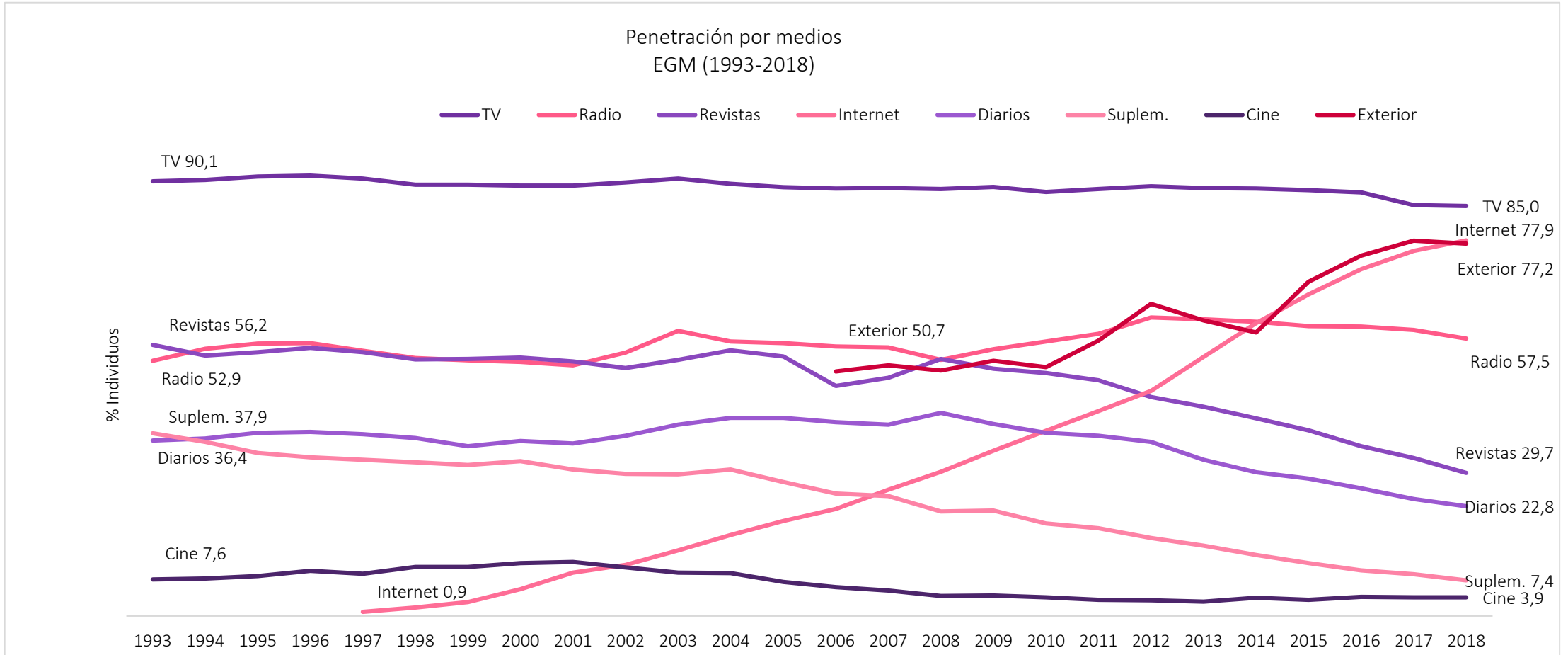


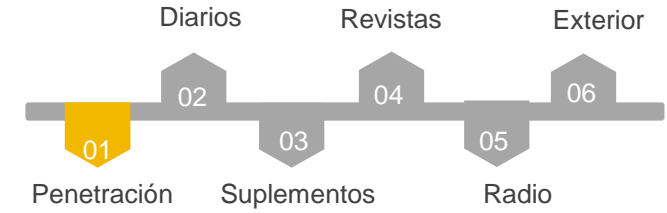
Perfil sociodemográfico de la población



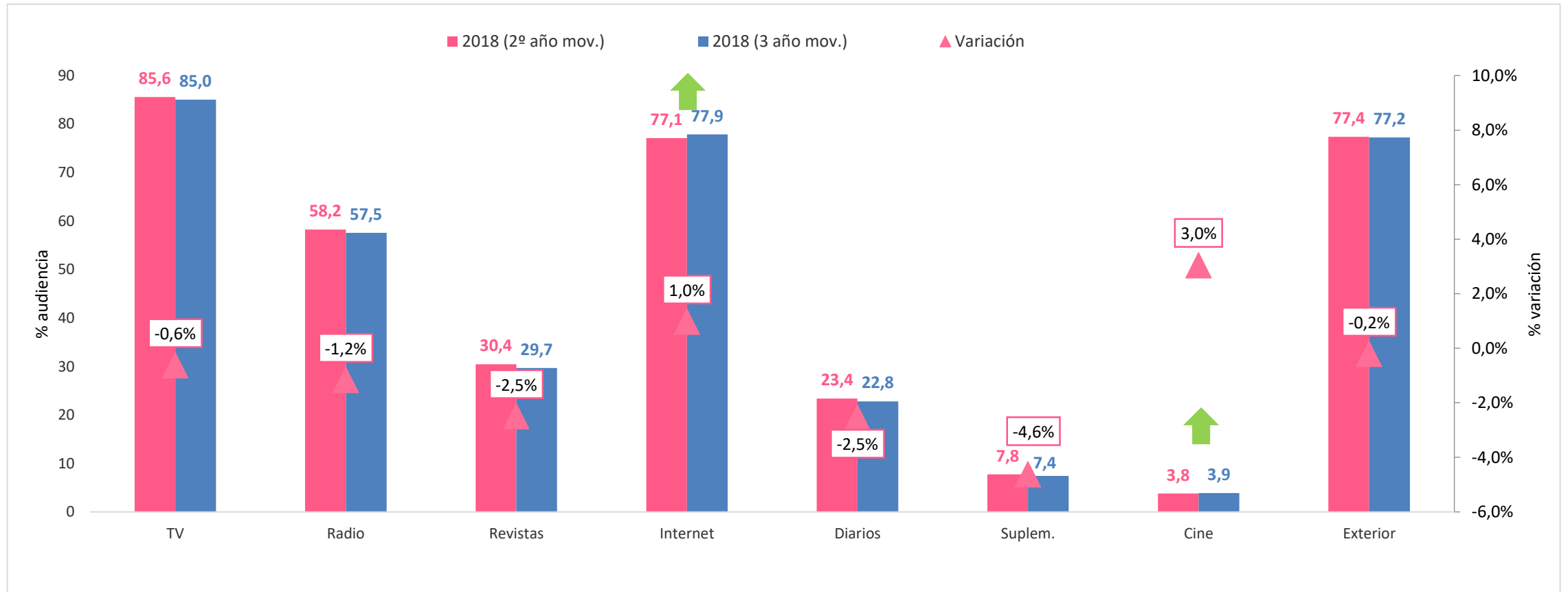


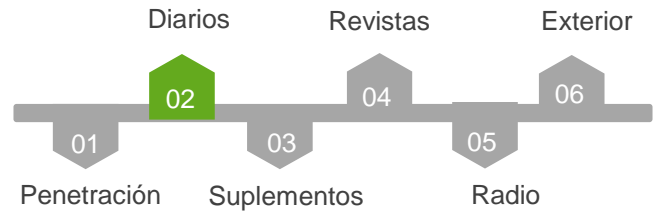
Evolución de los medios





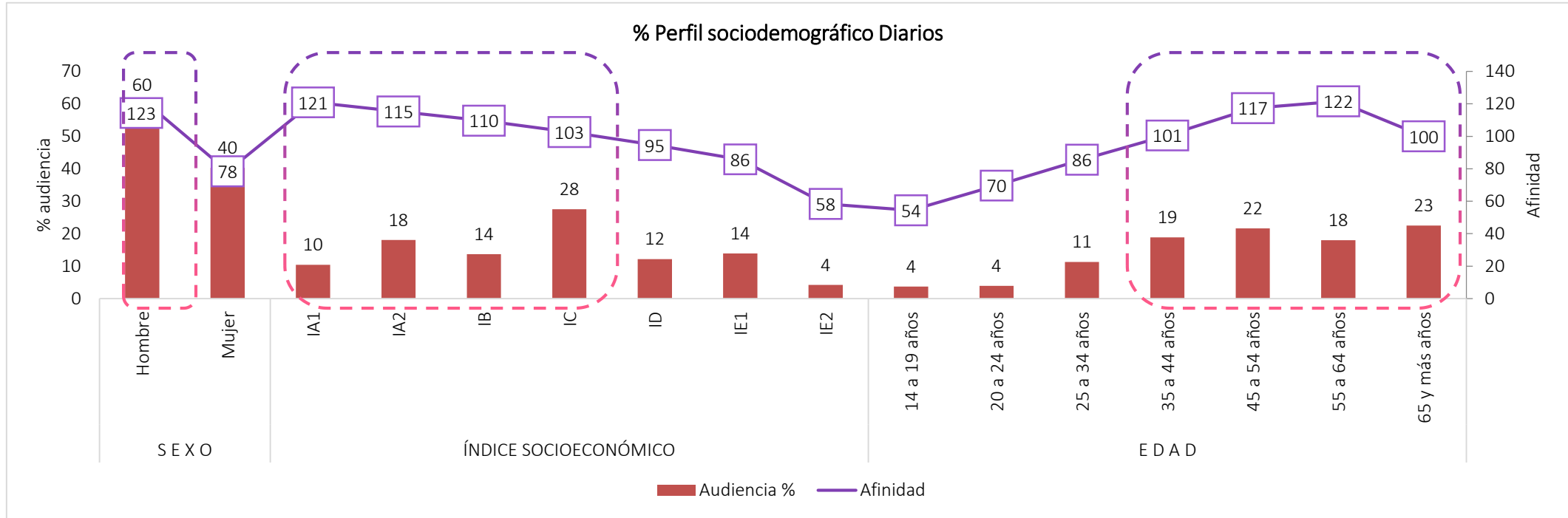
Evolución 2018



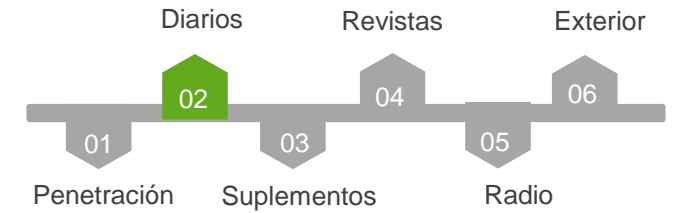


Diarios 2018

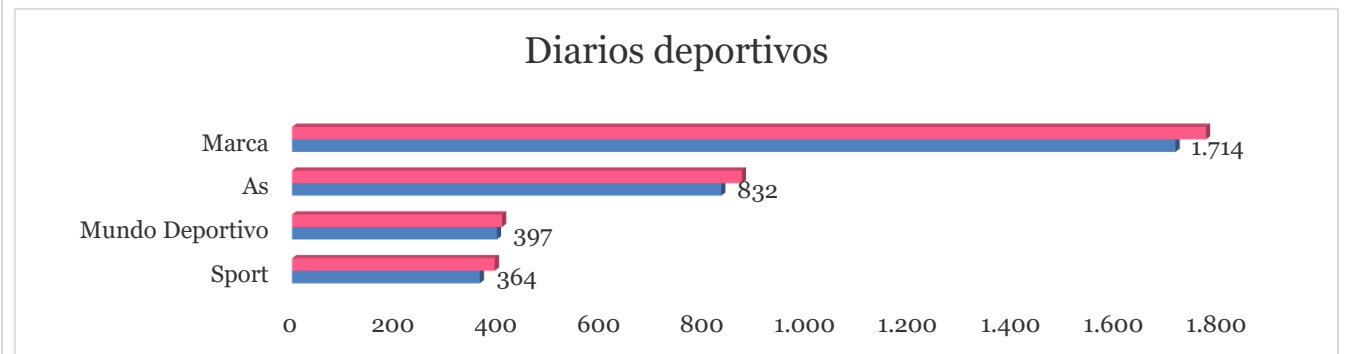
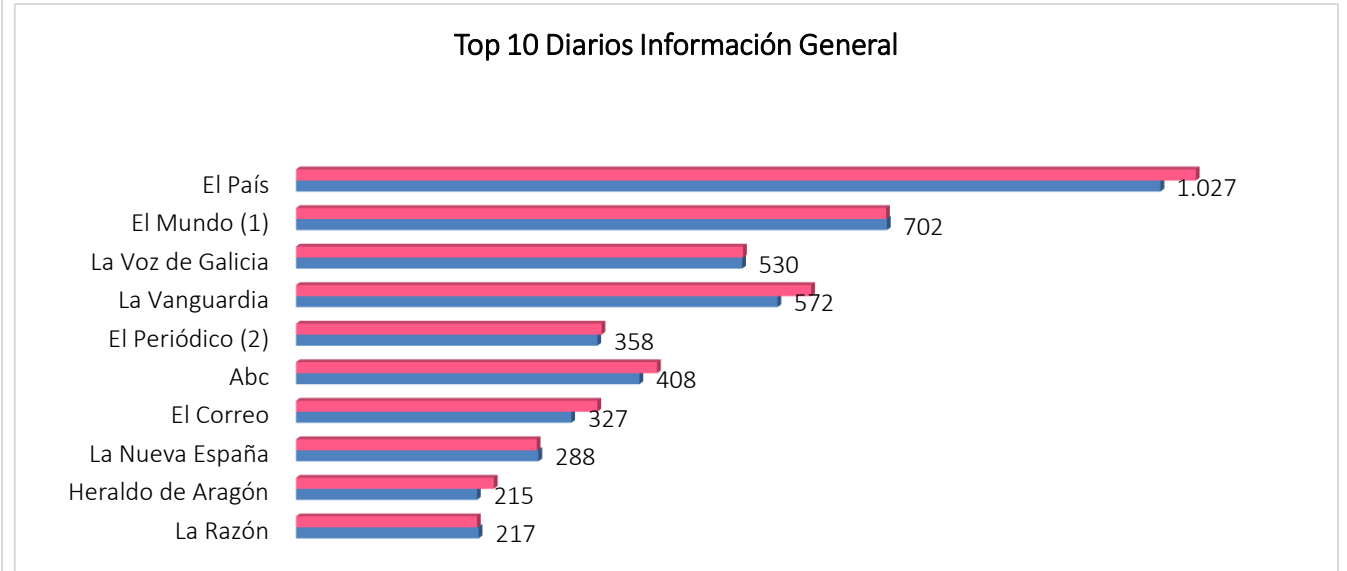
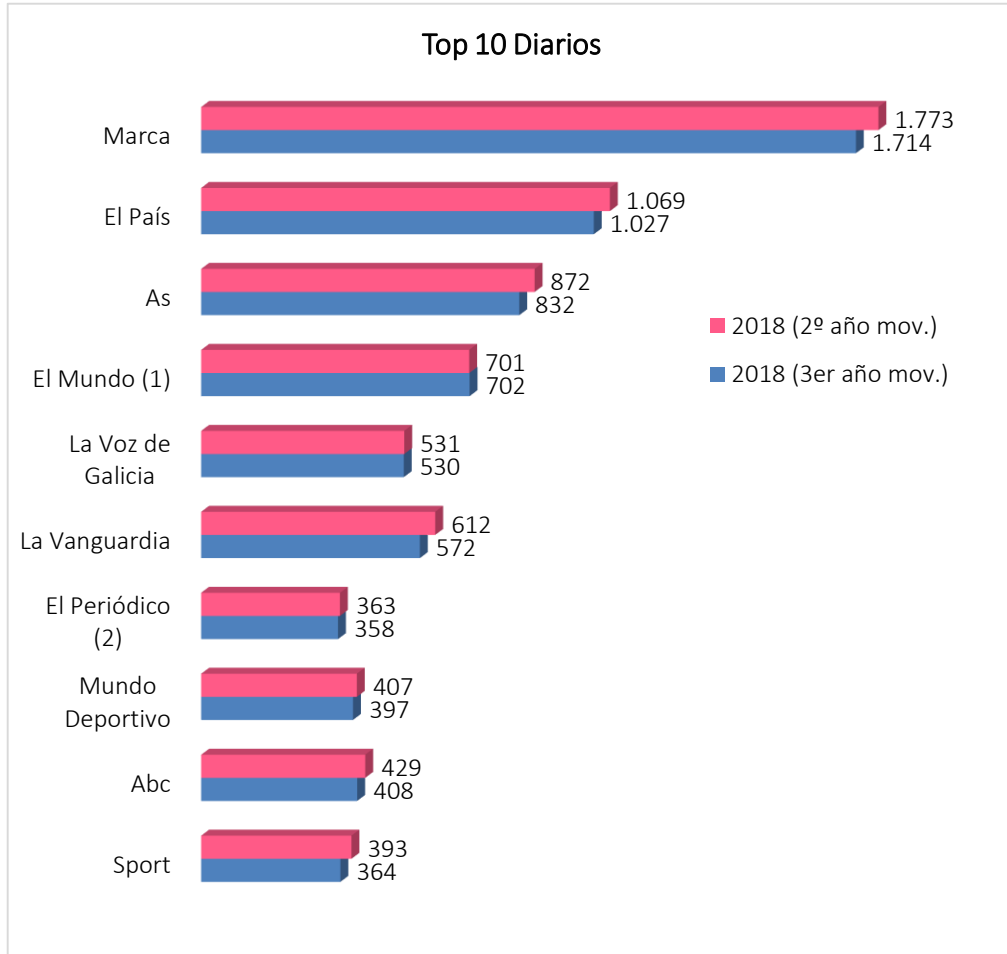
Lectores (ooo)	
2º 2018	3er 2018
9.321	9.085
-2,5%	



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

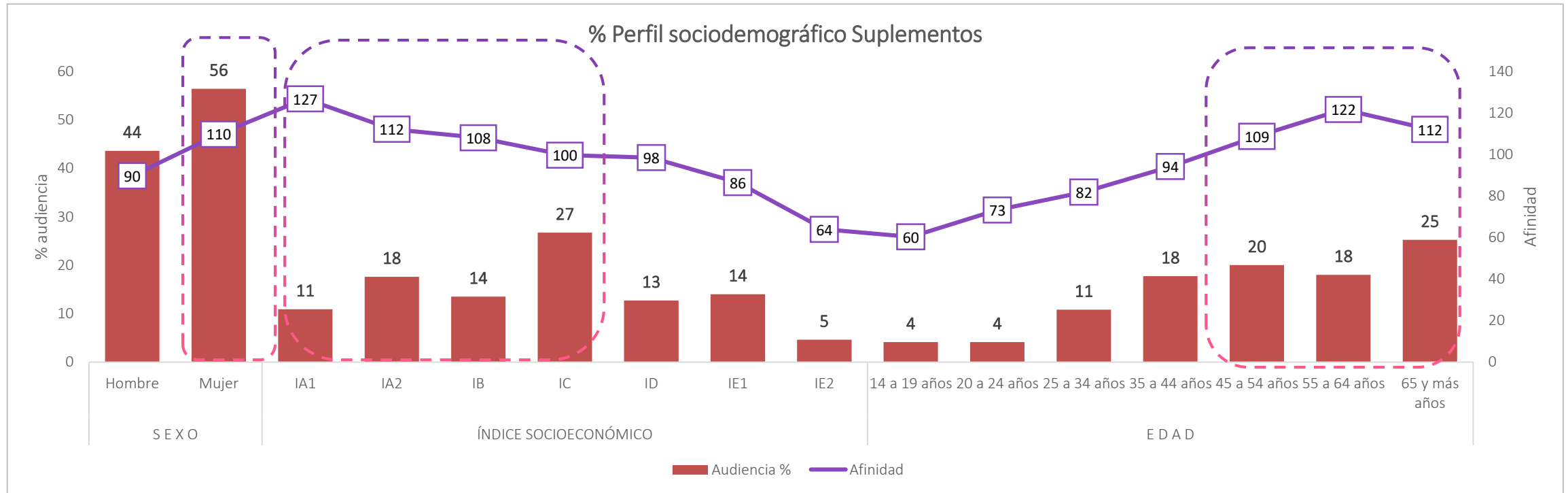
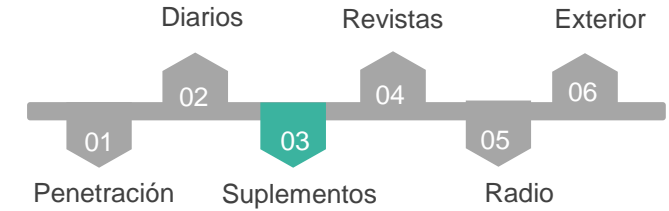


Soportes Diarios 2018

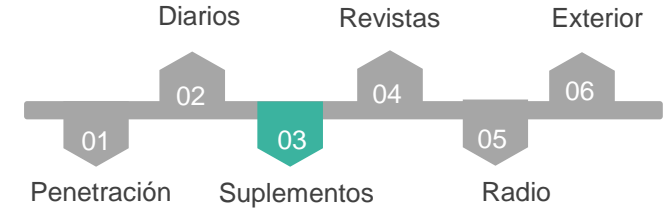


Suplementos 2018

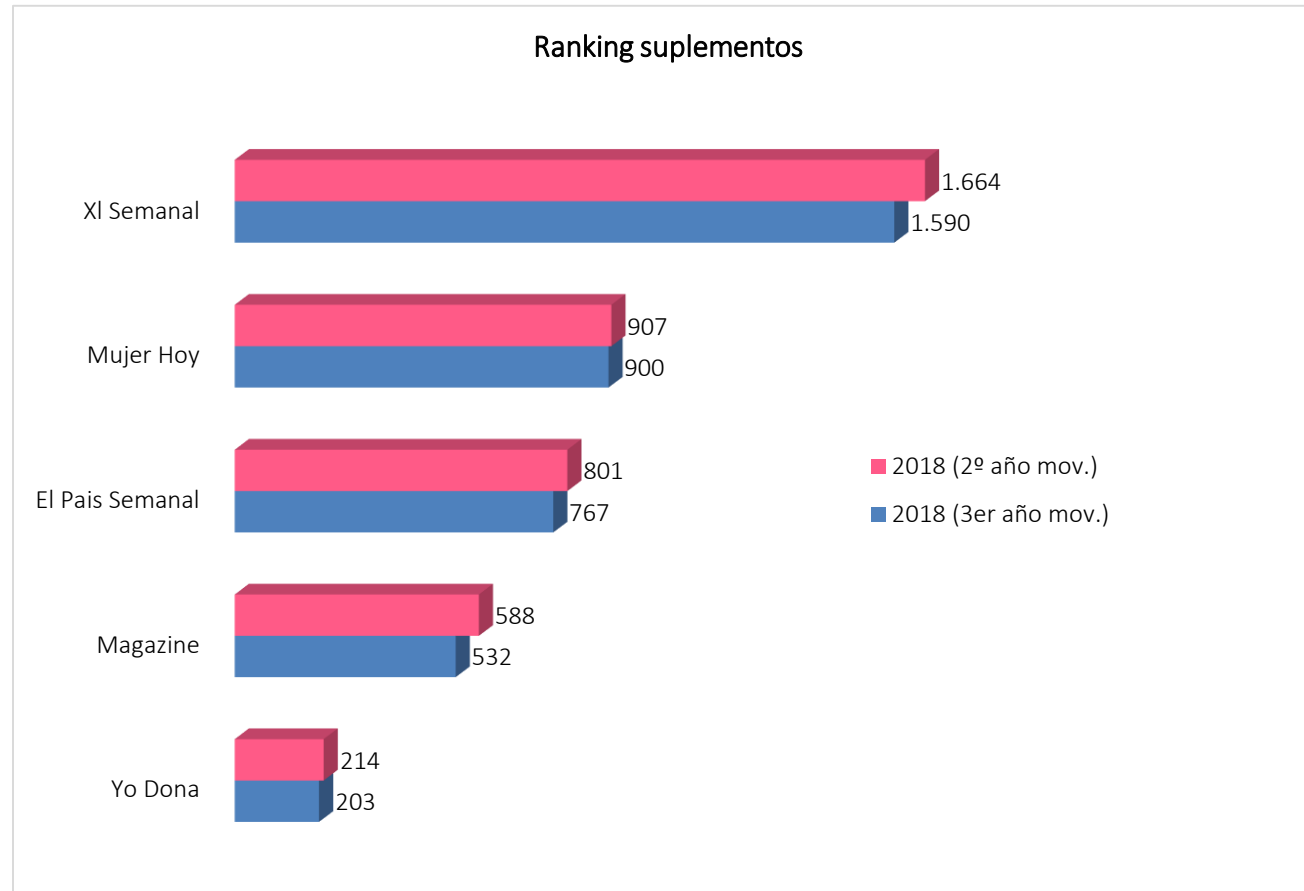
Lectores (ooo)	
2º 2018	3.092
3er 2018	2.949
-4,6%	



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.

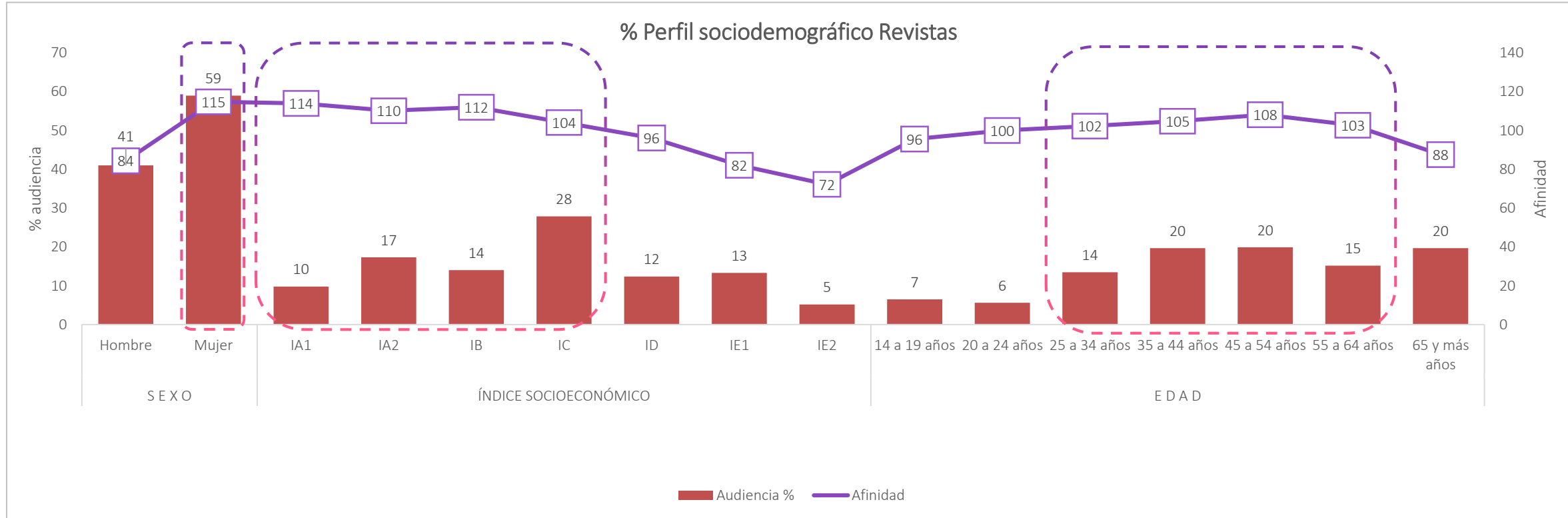
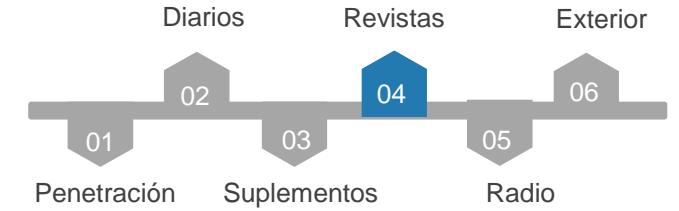


Soportes Suplementos 2018

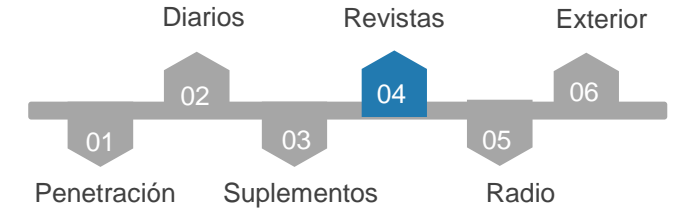


Revistas 2018

Lectores (ooo)	
2º 2018	3er 2018
12.128	11.825
-2,5%	

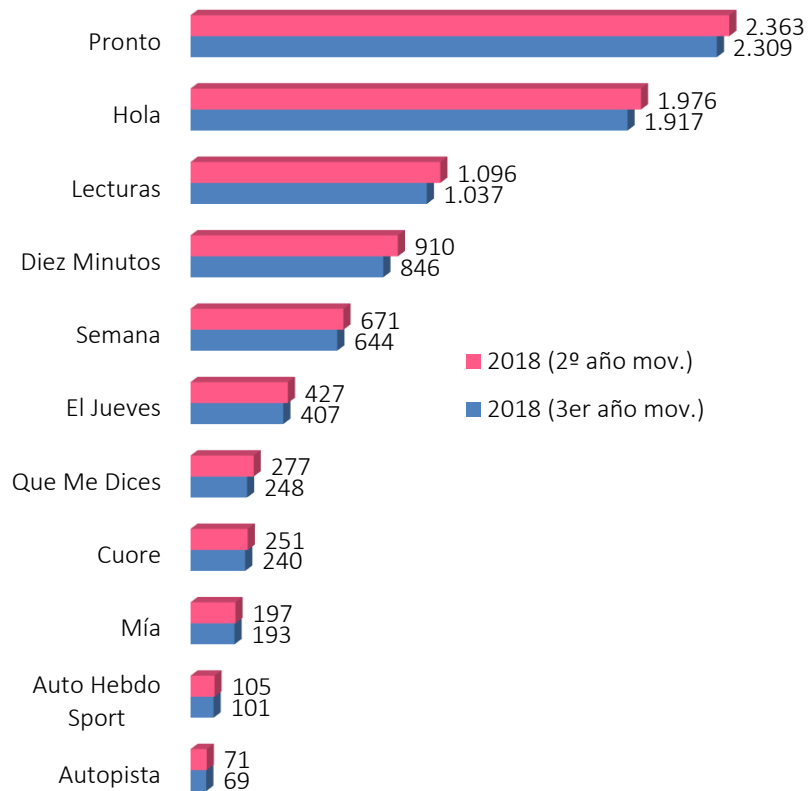


La mayoría de la audiencia de Revistas son **Mujeres**, de clase **Alta, Media-alta y media** y entre **25 y 64 años**.

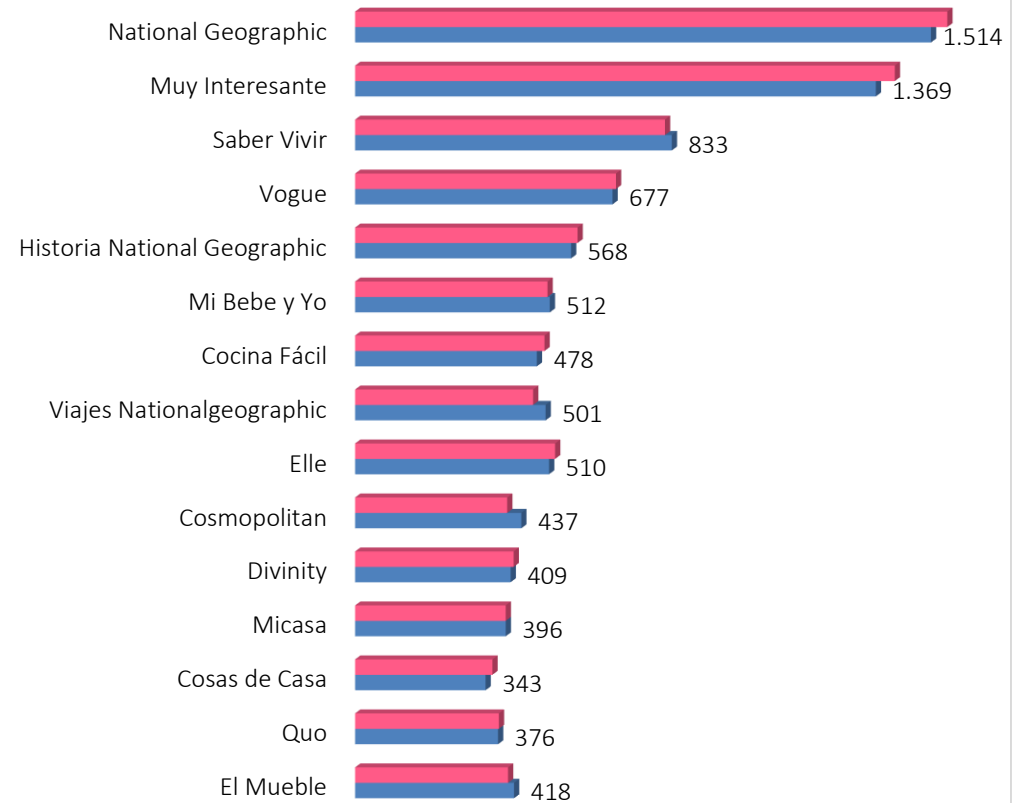


Soportes Revistas 2018

Ranking Revistas semanales

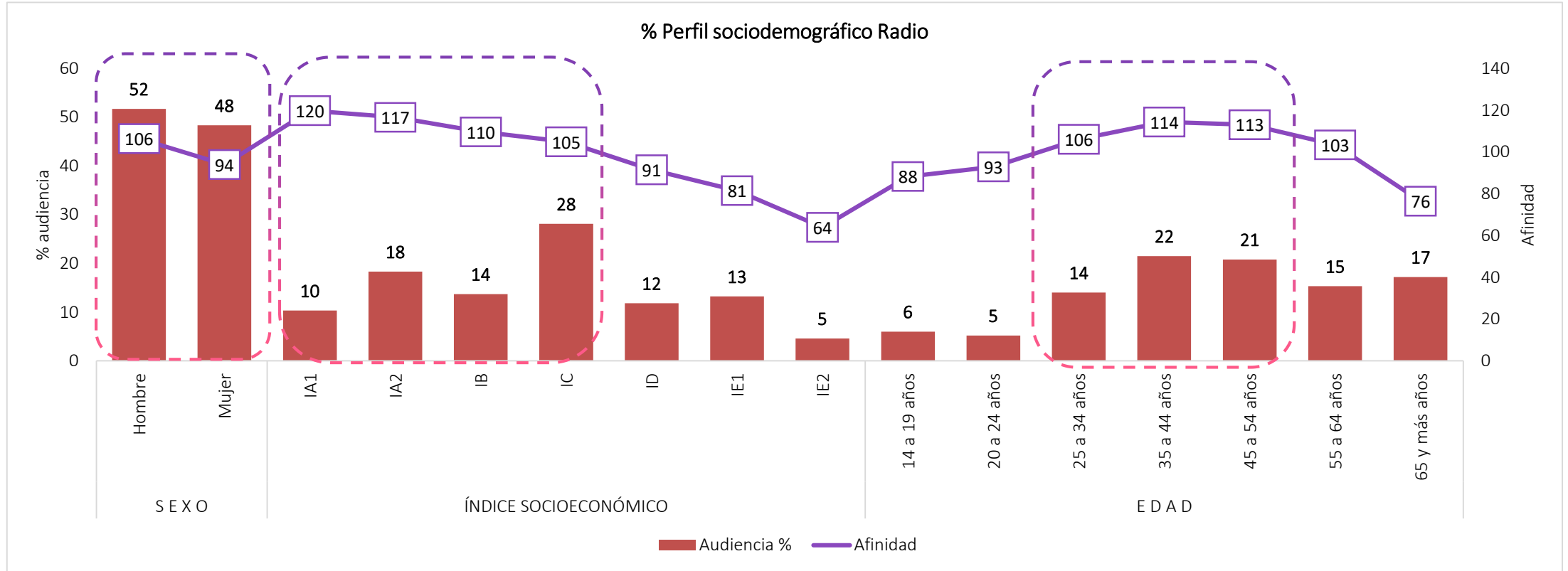
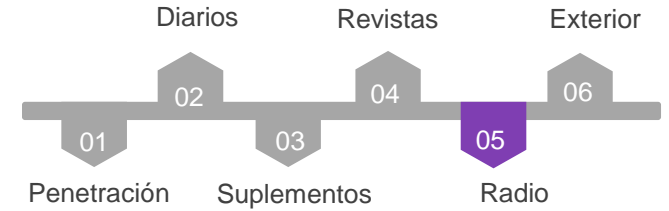


Top 10 Revistas mensuales

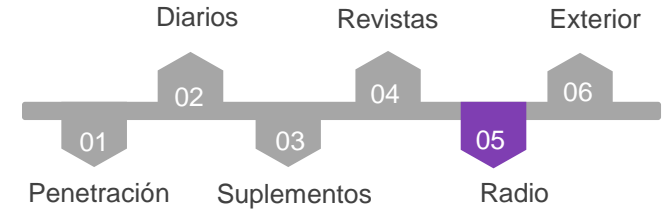


Radio 2018

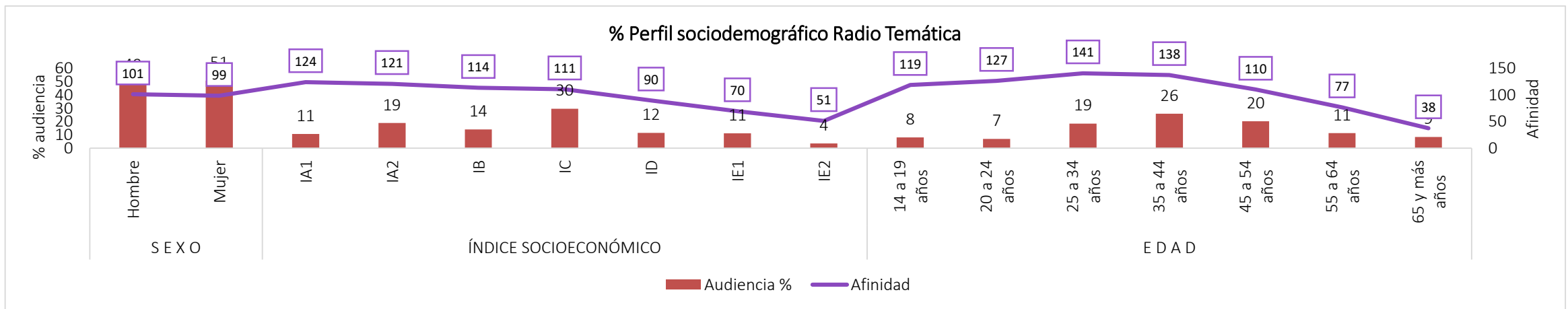
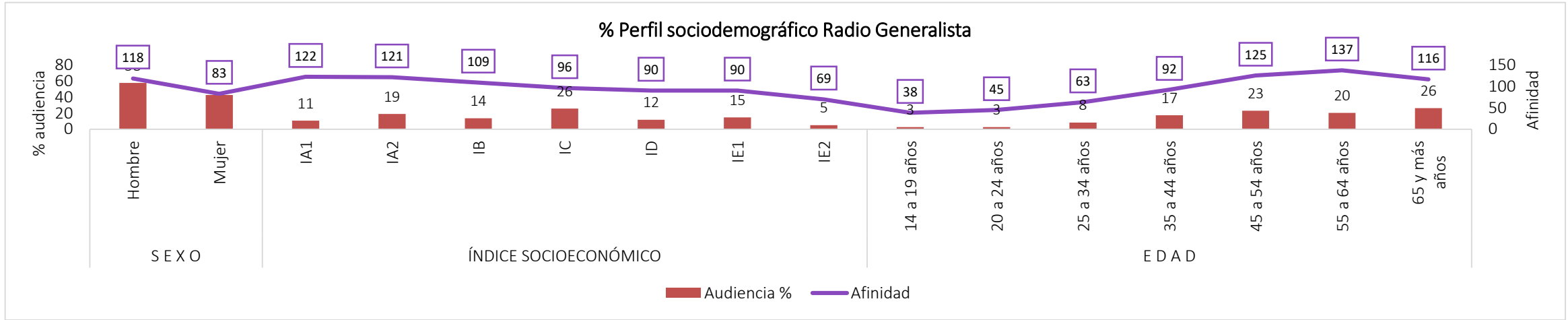
Oyentes (ooo)	
2º 2018	3er 2018
23.201	22.930
-1,2%	

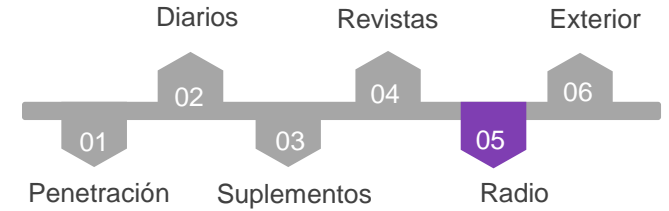


Los oyentes de radio son **hombres y mujeres**, los hombres presentan una afinidad mayor que la mujeres, y la mayoría de la audiencia es de **clase, media-alta y media** en una edad comprendida entre los **25 y 54 años**.

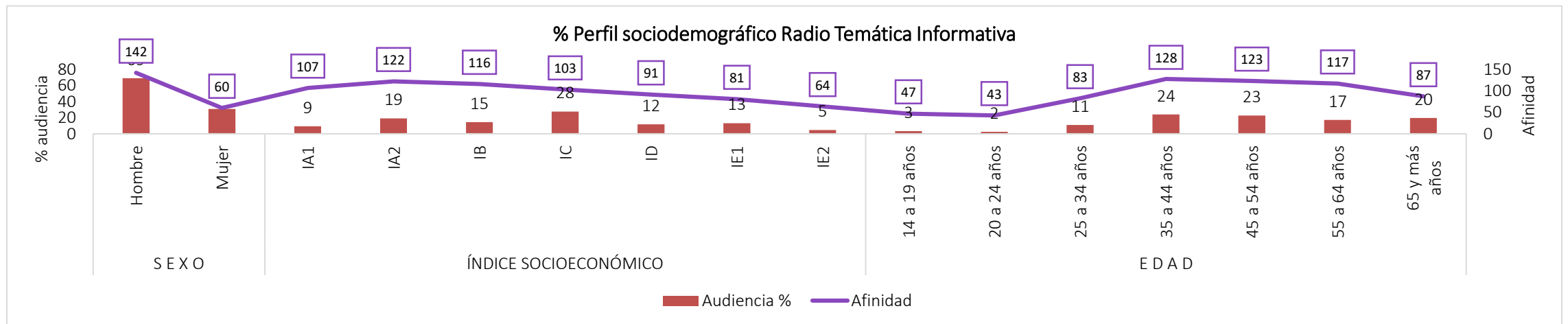
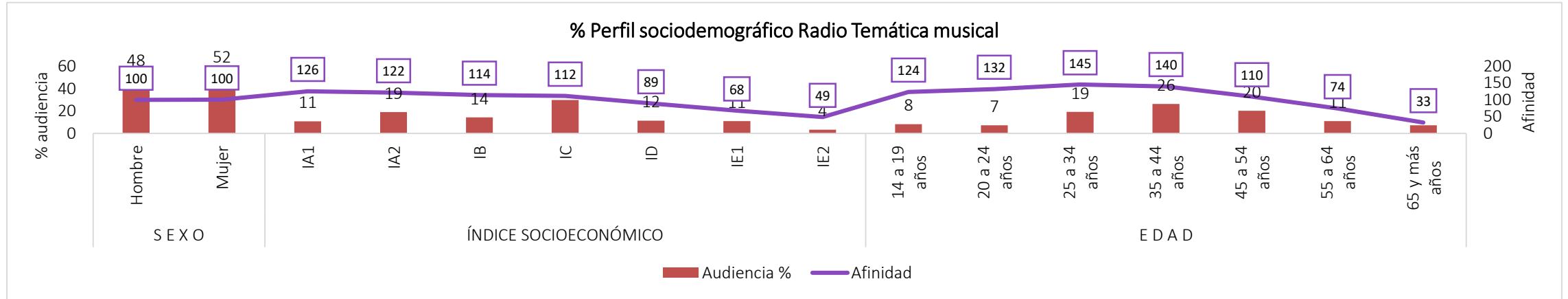


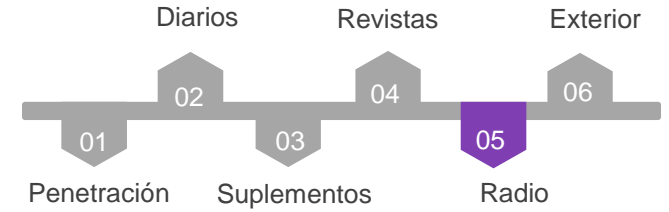
Radio 2018





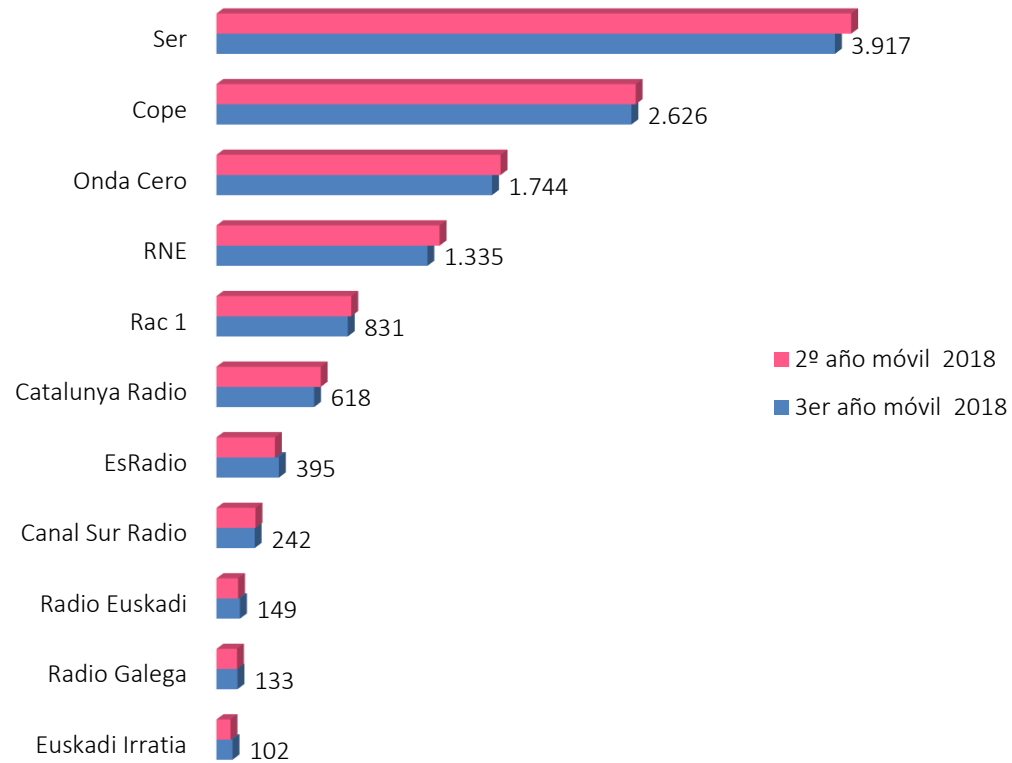
Radio 2018



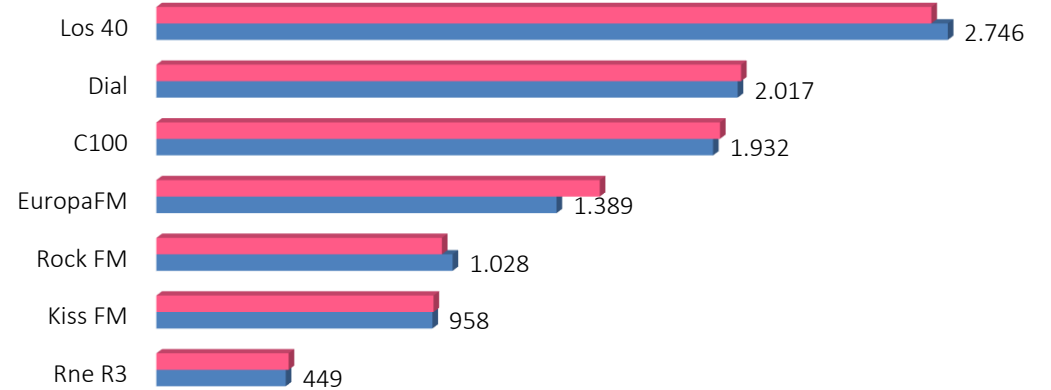


Soportes Radio 2018

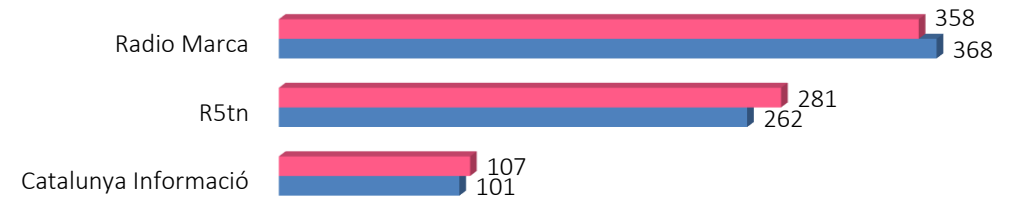
Ranking Radio Generalista



Ranking Radio Musical

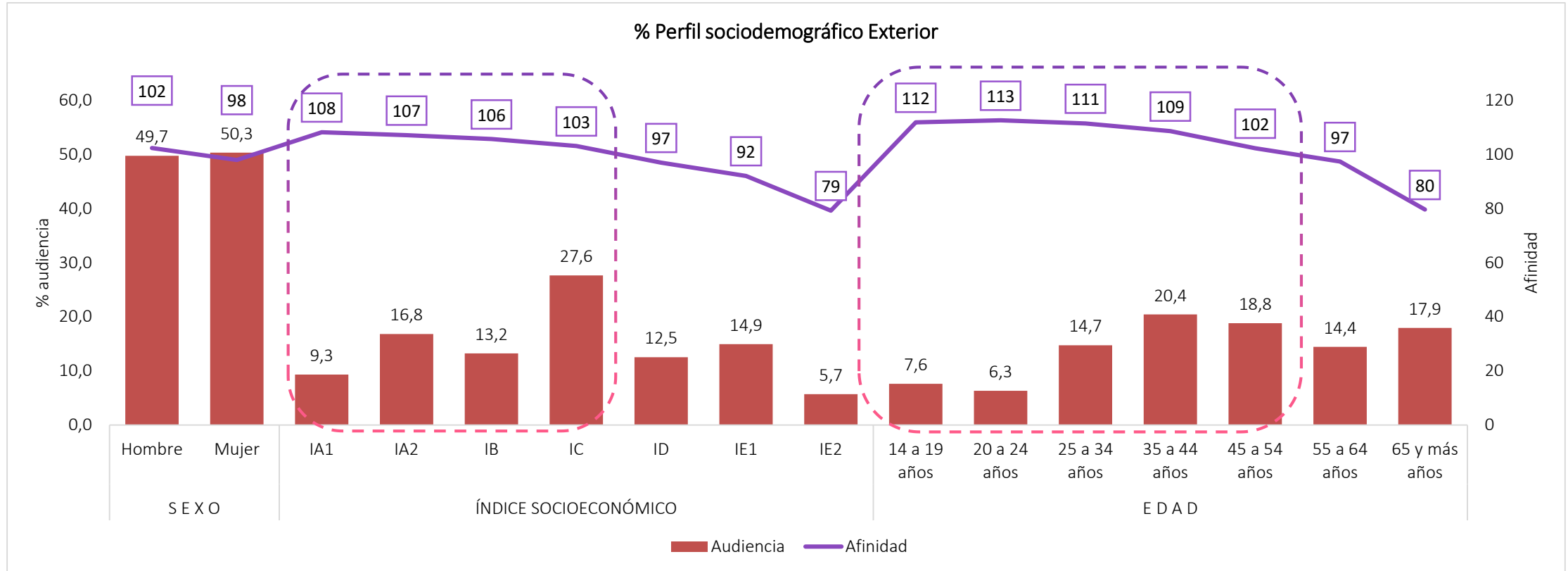
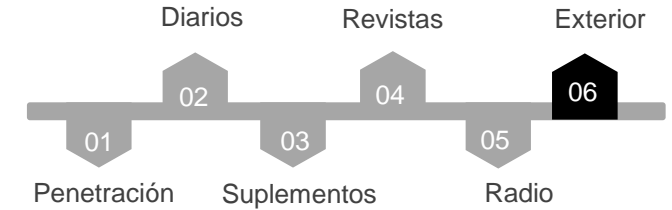


Ranking Radio Informativa

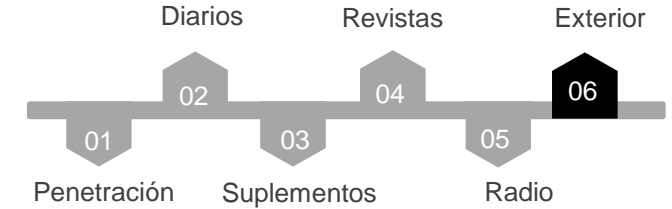


Exterior 2018

Oyentes (ooo)	
1er 2018	3er 2018
30.905	30.772
-0,4%	

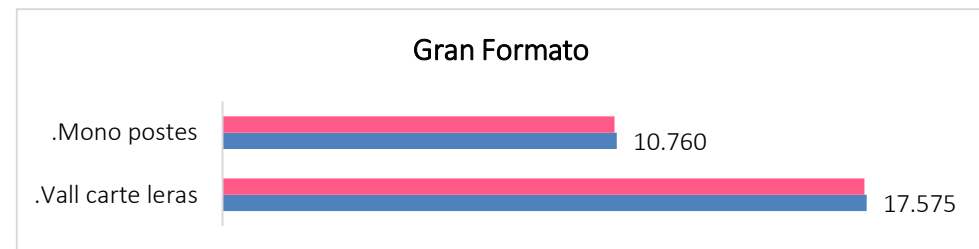
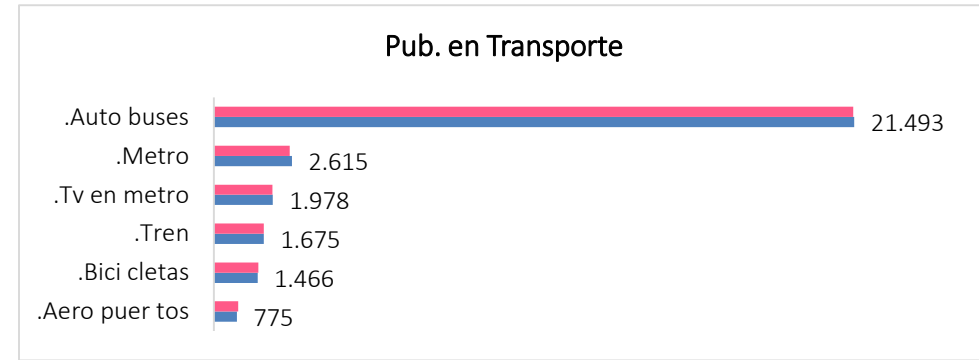
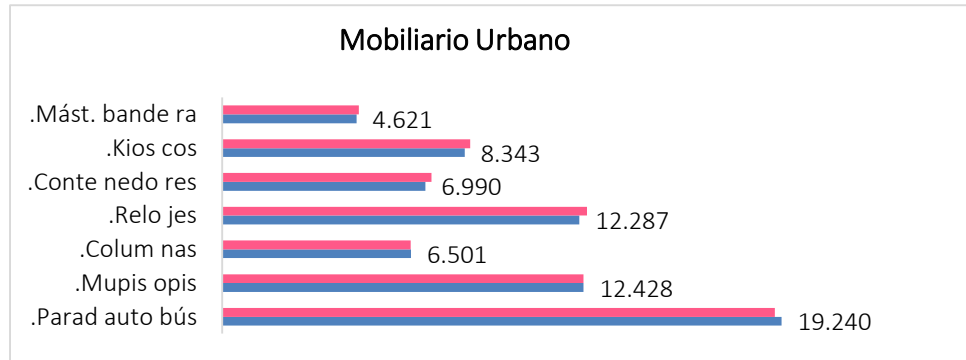


El perfil de la audiencia de Exterior está en las clases **media-alta y medias**, y con edades **hasta los 54 años**



Soportes Exterior 2018

■ 2018 (1er año mov.)
■ 2018 (3er año mov.)



 **HAGAMOS
JUNTOS ALGO
GRANDE**

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Muchas Gracias



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