

SPORT

Leading Barcelona Sporting daily Newspaper

MARKET POSITION:

Diario Sport was launched in November 1979 and was acquired by Grupo Zeta in 1992. It leads readership in Catalunya, and is the highest seller in Spain. 81% of its readership is composed of men, and 67% of the total readership is from the High, Medium High and Medium social class.

For effective penetration in the Catalunya market, Sport is ideal. Other high circulation sporting titles (Marca, AS) cover the Madrid area and reach a market focused upon the Real Madrid supporter.

	Sport
National circulation (2009)*	99 067
National readership (2009)*	690 000

Source: EGM 3rd cum. 2009; OJD jul.2008-jun.2009

EDITORIAL PROFILE:

Diario Sport has a large coverage of Football, reflecting the Spanish passion for the game. It focuses in particular on the news for Barcelona, the most popular team in Spain (Especially in Catalunya). Full coverage is given to all other teams and leagues too, and the next section of the paper covers other popular sports and all major events, including other Spanish favourites like Motor Racing, Cycling, Basketball, Tennis and Golf... The back pages cover television schedules for sports coverage, and a stop press section for all latest results.

TECHNICAL SPECIFICATIONS:

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