



Website of the Spain's Leading Weekly Newsmagazine

MARKET POSITION:

Tiempodehoy.es is the official website of the famous Spanish weekly newsmagazine. *Tiempo* has the highest circulation and readership of all serious weekly newsmagazines in Spain. This ensures that *Tiempo* remains by far the most cost-effective choice for advertising. It has an homogeneous readership: men and women with an average age of 46 years, with a high percentage of High and Upper Medium class readers (50%), making it just as effective as a straight business magazine to reach businessmen. No parallel title exists on the English market.

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|------------------------|---------------|
| | Tiempo |
| Unique Visitors | 19,179 |
| Page Views | 281,448 |

Source: Publisher 09

EDITORIAL PROFILE:

Tiempo is considered the reference for Spanish journalism. It answers the needs of its readers by supplying regular in-depth coverage of both national and international news. The best articles and the best interviews are written by the best journalists. It also comments on economic, social and cultural developments. Its editorial content is carefully constructed to maintain a balanced audience of affluent young male and female readers (67% men). EGM has also found that the graduate readers of newsmagazines chose *Tiempo*, there are 153,000 compared with 67,000 who read Cambio 16. The website contents are split into 14 topics: Zoom, Confidence, Focus, News, Interview, Economy, World, Culture, History, Society, Automobile, Blogs, and Photos.

TECHNICAL SPECIFICATIONS:

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