

el Periódico de Aragón

Spanish Newspaper - Aragon

MARKET POSITION:

El Periódico de Aragon was launched in 1990 and is the second leading daily newspaper in Aragon. Fourteen years later, the figures of audience and distribution endorse *El Periódico de Aragon* as an indispensable title in the economic and social reality of Aragon. It has the second highest readership in Aragon after *Heraldo*. Its readership is remarkably strong for a regional paper in a country where only one in ten people read a newspaper.

	El Periodico de Aragon	Heraldo	Alto Aragon
Circulation (OJD 2009)	10,958*	55 550	not studied
Readership (OJD 2009)	52,200*	270 000	36 000

*Source: Publisher Stat 2010

EDITORIAL PROFILE:

El Periódico de Aragon is a regional paper with a national perspective. Its large readership underlines the success with which it combines high quality regional and national reporting. In addition to breaking news the regular daily features include politics, economics, social issues, culture, people and sport. *El Periódico de Aragon* constitutes a real place of exchange for companies and all executives.

TECHNICAL SPECIFICATIONS:

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