

La Voz de Galicia

Leading Spanish Newspaper in Galicia

MARKET POSITION:

La Voz de Galicia has twice as many readers as its closest competitor. **La Voz de Galicia** is the most important daily newspaper in Galicia (western Spain), and is the leading title in the Spanish daily press with 100,664 copies sold every day and 588 000 readers. It has 56,6% male readers and 43,4% female readers. This title is highly regarded by both the sexes. It is aimed at the educated upper-middle social class of Galicia. And 68% of its readership is graduates. This daily newspaper is also the leader in the "A Coruna" area with 362,690 readers.

	Voz de Galicia	Faro de Vigo	El Mundo
Circulation (OJD 2009-2010)	100,664	39,154	n.a
Readership (EGM 2010)	588,000	266,000	n.a

EDITORIAL PROFILE:

La Voz de Galicia offers a wide range of news from all over Spain and the rest of Europe and also includes a large quantity of local information. All the events taking place in Galicia are listed and explained. As a daily newspaper, **La Voz de Galicia** deals with different topics, such as society, economy, technologies, culture and much more. In addition to the usual horoscopes and TV listings, an opinion section is also available, which gives the readers a voice and a way to express themselves.

TECHNICAL SPECIFICATIONS:

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