

# ABC

## NACIONAL



# 1. OUR IDENTITY



*EVERY DAY IN ABC...*

The most complete and diverse  
offer in daily press

In ABC, we recover our identity with the best partners  
and the most prestigious names of the publishing  
market

*ABC*, the widest editorial  
offer of the weekend

*ABC* offers full color

# 2. CIRCULATION:

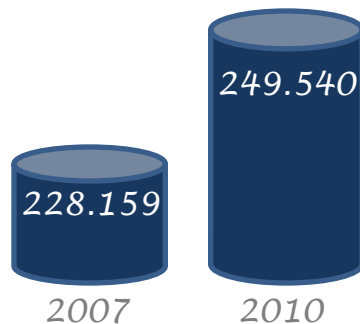
Overcoming every year

The growth of ABC is not a punctual fact. For three years it has been growing steadily over our competitors



+9,4%

2010 vs 2007



-14,9%



El País

-15%



El Mundo

-22,5%



La Razón

# 3. READERSHIP



660.000  
*Readers*

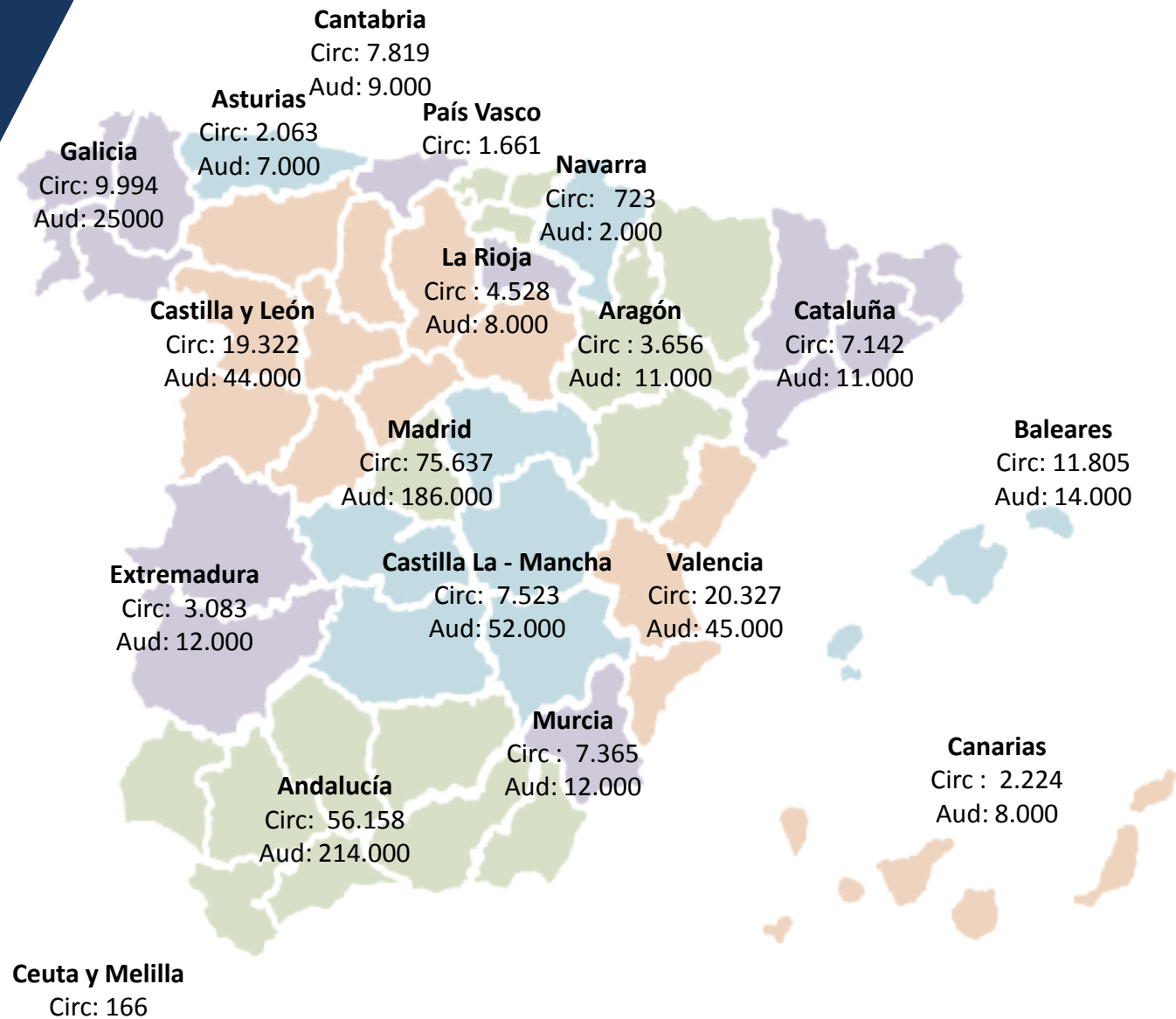


*ABC*, obtains an exclusivity\* of **67%**  
over its competitors

# 4.

## READERSHIP & CIRCULATION

*ABC DISTRIBUTION*  
*660.000 readers*  
*242.154 issues*



SOURCE: EGM 3º AC 2011; OJD Jul'10 Jun11

# 5. PROFILE focused on consumption



**660.000** readers out of  
which **463.000** are  
exclusive readers

**59%** Men

**51%** between 24-54 y.o.

**61%** Married

**47%** Upper-Middle Upper class

**65%** with a degree

**65%** live in cities of +50.000 inhabitants and capitals

# 6. SUPPLEMENTS

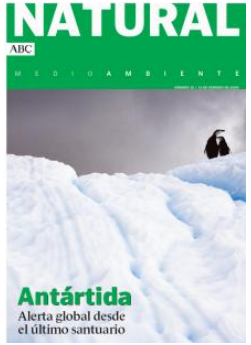
*A product for the needs of each advertiser.*



*We offers weekly and monthly supplements with a great level of affinity for advertisers.*



**Sailing.**  
Every last Wednesday.



**Green.**  
Every Second Friday



**Health.**  
Every Second Saturday.



**Culture and Arts.**  
Every Saturday.



**Financial.**  
Every Sunday.



**Travelling.**  
Every third Friday.



**Motor.**  
Every last Friday.

# 7. OUR IDENTITY

OPINION LEADERS  
ON CONSERVATIVE  
SECTOR



ABC  
45,2%



EL MUNDO  
24,1%



EL PAÍS  
1,0%



For the conservative sector of population, ABC is their reference daily, against the rest of national dailies

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