



MUNDO DEPORTIVO



A sport newspaper of reference – 111 of history



- ✓ Mundo Deportivo is the sport newspaper pioneer in Spain
- ✓ A reference in Spain and the second sports newspaper published in the world.
- ✓ Leader in readers of the Barcelona sport press

NATIONAL
READERSHIPS
466.000
Readers

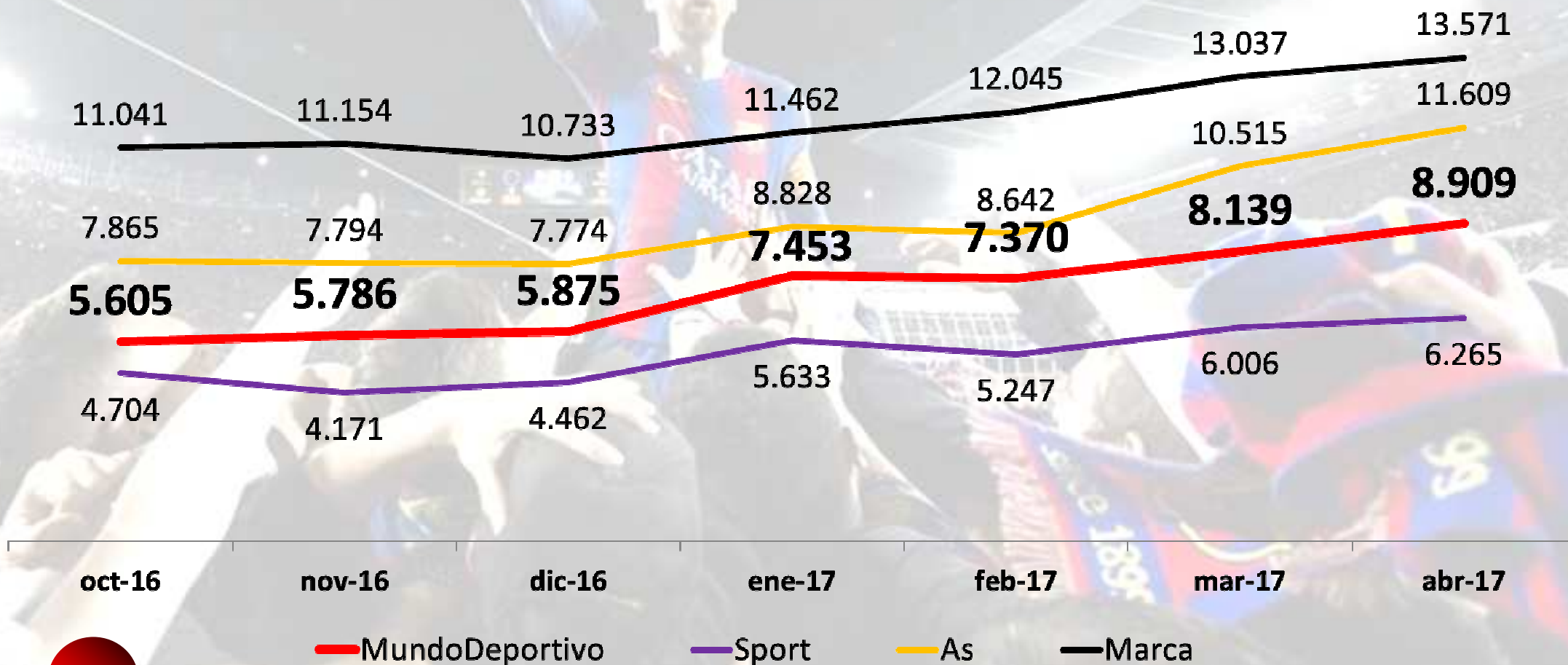
NATIONAL
CIRCULATION
55.678
copies

NATIONAL
UNIQUE
USERS
8,9 MM
readers



BENCHMARK DIGITAL NEWSPAPER

¡WE HAVE GROWN MORE THAN ANY OTHER!



BENCHMARK DIGITAL NEWSPAPERS

3rd Sports Site in España



The third online newspaper in Spain



**Total
Desktop+
Mobile**



Unique users

1,96 MM

8,91 MM



Views / Month

48 MM

127 MM



Minutes / Visit

8,5 Min

4,2 Min



Views/Visit

3,8

2,7



Visit/User

6,4

5,4

REFERENCE ON MOBILE



Top1



84% UU

74% VISITS

62% PV

OUR TARGET

MASCULINO
U
ÚNICO
D
JOVEN

68%  32% 

D
EXPERTO

P
ACTIVO

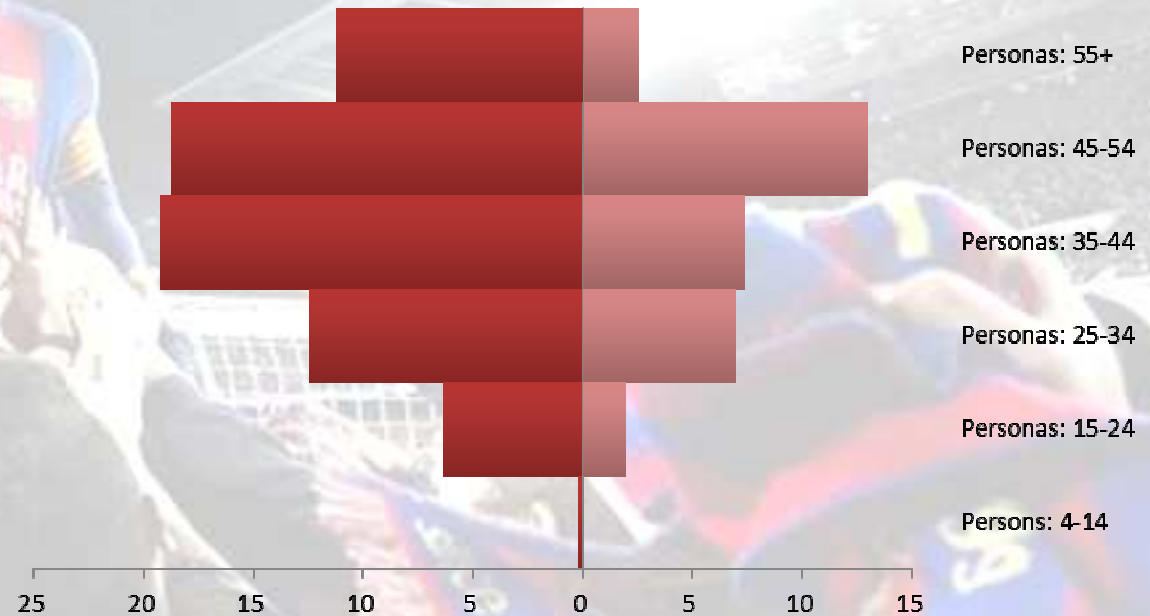
RRSS

TARGET COMERCIAL

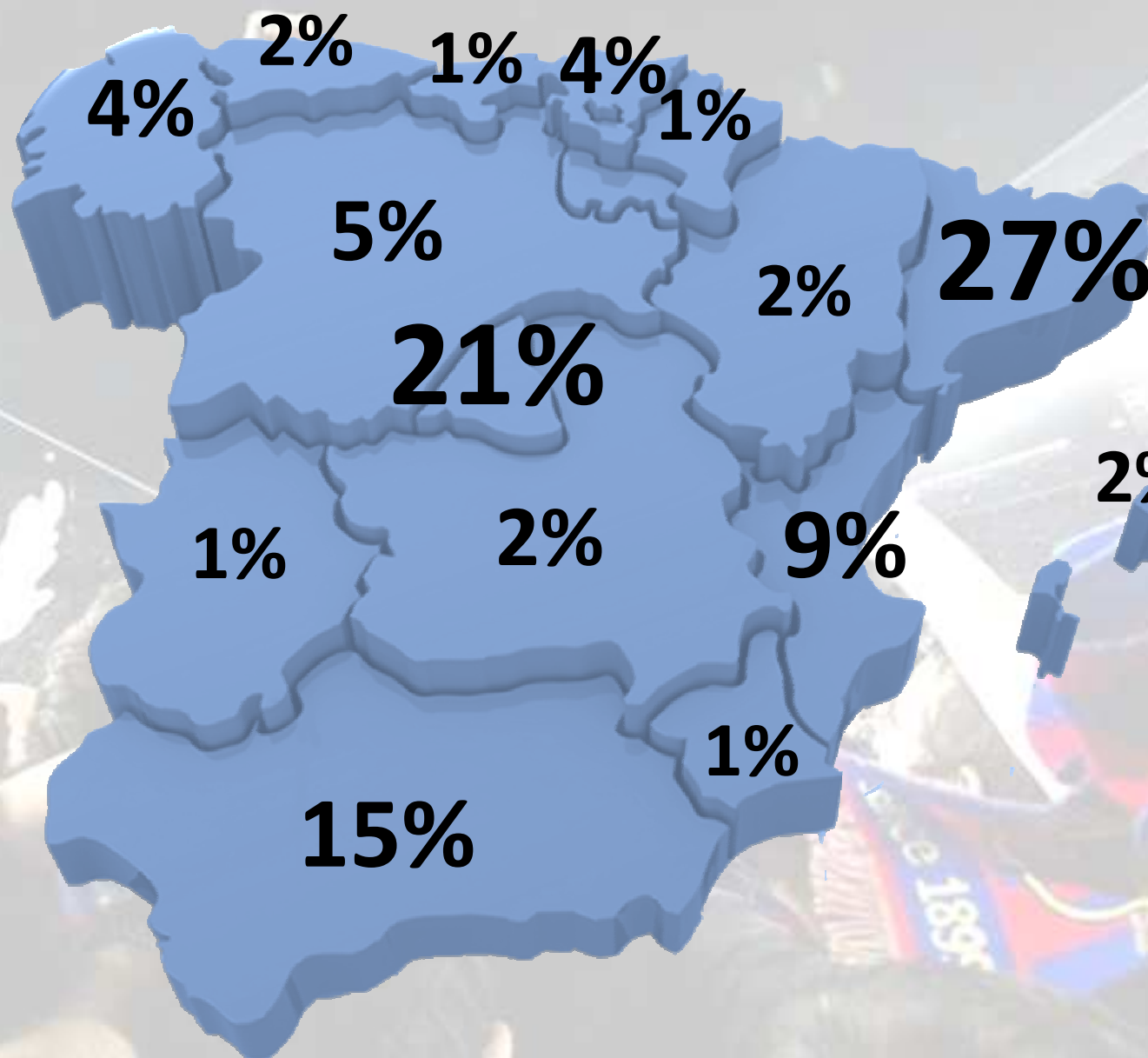
I

V

MOBILE



NATIONAL COVERAGE



LEADER IN CATALONIA AND F.C.BARCELONA AUDIENCE



* Millones de UU



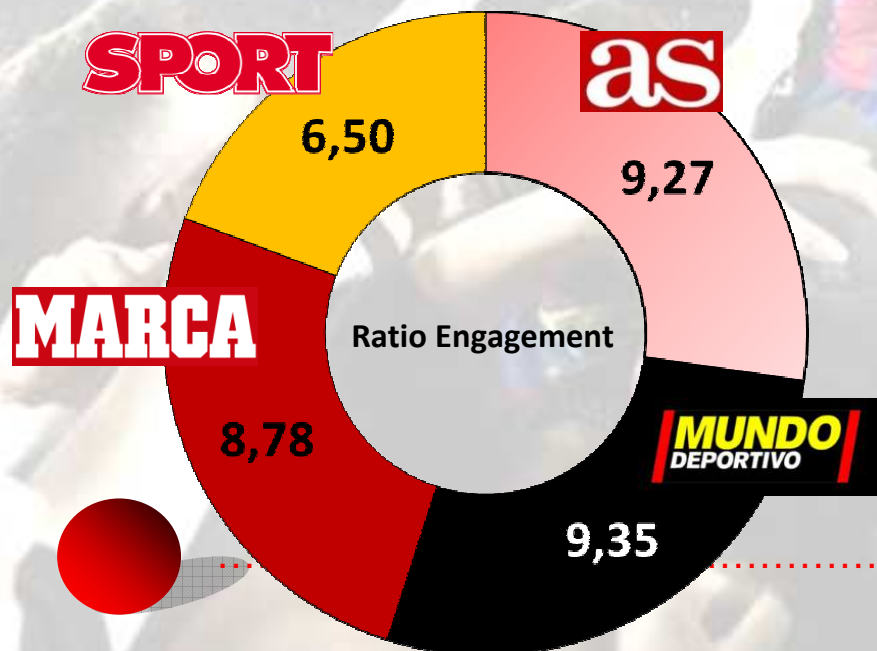
WE ARE MULTISPORTS

Beisbol Natacion Ciclismo Vela NFL MLS
WWE MLS Regional Running
Tenis Champions Vela Mundo
Euroliga Futbol Boxeo NFL
Golf WWE Baloncesto NBA
Fichajes Motor + Deporte
MotoGP Fichajes Canales
UFC Fichajes Rugby UFC
Ciclismo E-Sports Padel Rallies

2nd Social Media – Sports newspapers



LEADERS IN ENGAGEMENT



- ✓ More viral = More profitable
- ✓ More traffic to the web
- ✓ Fresh, current and attractive posts
- ✓ Current videos



The ideal channel to reach a
YOUNG AUDIENCE

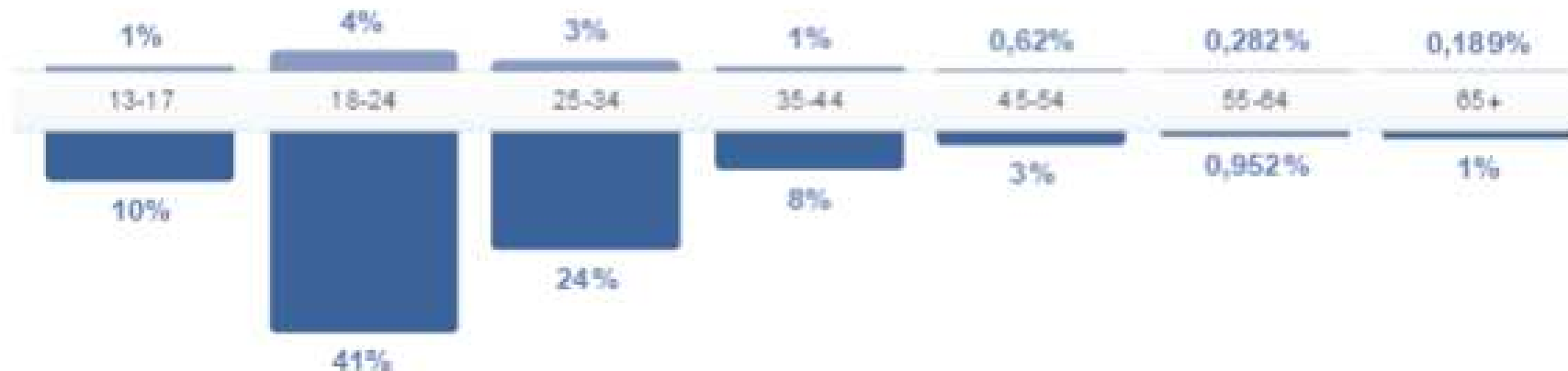
3.333.000
fans

Mujeres

■ 11%
Tus fans

Hombres

■ 89%
Tus fans





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