

news

EL PAÍS



PRISA MEDIA IN SPAIN

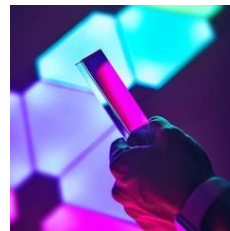
100 years of leadership and innovation.



Fuente: EGM.224. GFK promedio mensual Ene-May 2024

32,8_{MM}

OF MONTHLY
AUDIENCE.



14,7_{MM}

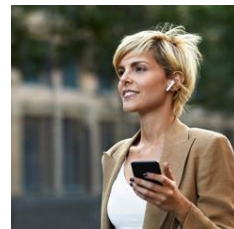
AVERAGE DAILY
AUDIENCE.

+350.000

SUSCRIPTORS

+25_{MM}

UNIQUE DIGITAL
USERS/MONTH.



+1.500

NEW NEWS EVERY
DAY.

+9_{MM}

REGISTERED
USERS.

PRISA RANKING

We are the leading publishing group in Spain.

WE ARE THE ONLY PARTNER TO DEVELOP A MULTIMEDIA STRATEGY WITH A REACH OF 32.8 MILLION MONTHLY.

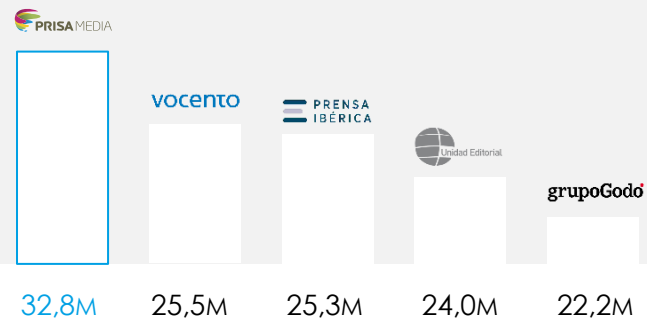
Fuente: EGM.224. GfK promedio mensual Ene-May 2024

+32

MILLIONS OF PEOPLE CONNECT WITH US EVERY MONTH.

29%

MORE THAN THE SECOND PUBLISHING GROUP IN SPAIN.



→ EL PAÍS

A LEADING GROUP COMPOSED OF
LEADER BRANDS.



We are EL PAÍS ↗

A REFERENCE FOR
INFORMATION IN SPANISH-
SPEAKING COUNTRIES AT BOTH
NATIONAL AND
INTERNATIONAL LEVELS.

Fuente: Datos de Print, EGM 224. Datos
N.U. Digital Adobe, IP Mundial, promedio
Ene-May24.

22

COUNTRIES

400

JOURNALISTS AROUND
THE WORLD.

5

DIGITAL EDITIONS:
SPAIN, AMERICA, MEXICO,
BRAZIL, ELPAÍS.CAT.

55MM

UNIQUE BROWSERS
PER MONTH.

+350.000

SUBSCRIBERS



→ EL PAÍS

A PLACE TO FIND

THE MOST RELEVANT INFORMATION

TO DISCOVER EVERYTHING AROUND YOU, TO THINK ABOUT IT AND UNDERSTAND IT, **AT A TIME WHEN BEING WELL INFORMED IS MORE IMPORTANT THAN EVER, EL PAÍS IS WITH YOU EVERY DAY.**



At any time, in any place, and for all types of consumption.



I READ THE EL PAÍS NEWSLETTER WHILE HAVING BREAKFAST.

ON MY WAY TO WORK, I LISTEN TO HOY POR HOY.

DURING THE COFFEE BREAK, I BROWSE THE EL PAÍS WEBSITE.

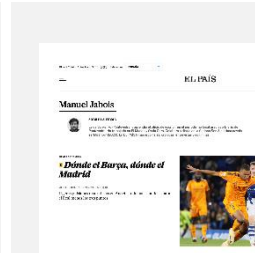
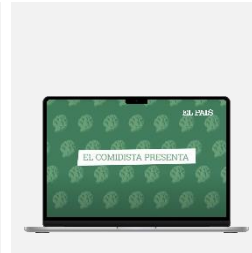
I READ EL PAÍS ON X.

OR I WATCH EL PAÍS ON TIKTOK.

I SEARCH FOR A COOKING VIDEO RECIPE FROM EL COMIDISTA FOR DINNER.

I RECEIVE THE ADELANTO OPINIÓN NEWSLETTER.

I READ THE COLUMN BY MANUEL JABOIS.



07.20h

08.40h

11.25h

18.15h

20.35h

22.30h

22.45h

EL PAÍS in Spain



Global audience

16,7MM

NET REACHED PEOPLE ON
AVERAGE PER MONTH.

COVERAGE

40%

VS TT POB.

+14,8MM

UNIQUE USERS MONTHLY

PRINT

2,8MM

MONTHLY
READERS

Fuente: Interna a partir de datos de EGM 224 y
GfK MAYO'24. España. RRSS dato junio'24.



EL PAÍS 

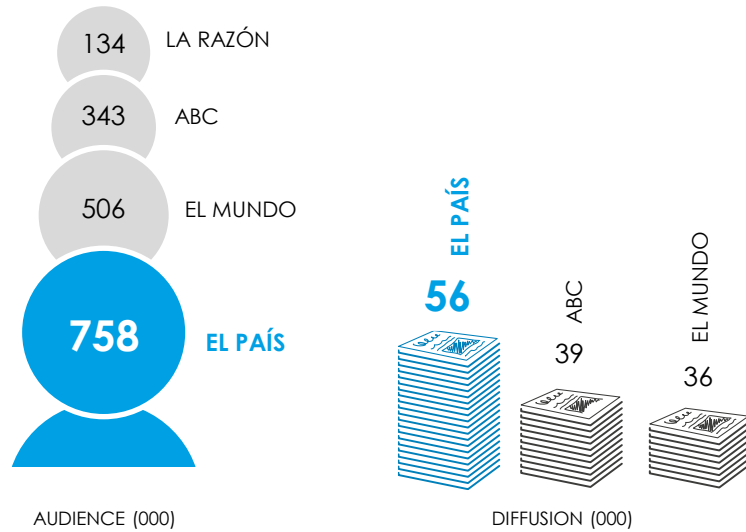
Nº1 in sales for more than 40 years



An **EXCLUSIVE AUDIENCE** that you won't find in other newspapers.

70%

Fuente: Datos solo de Print. EGM 224. Lectores exclusivos sobre el resto de diarios incluidos en el gráfico. OJD OJD Ene-Dic '23



28 minutes of daily average
19% higher than EL MUNDO.

PAPEL

MÁS DE

758.000

LECTORES AL DÍA



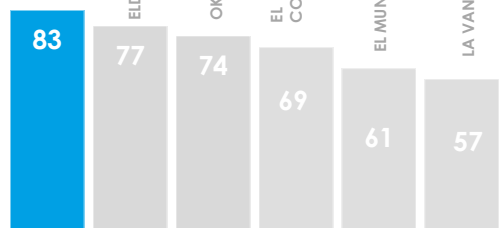


We have the
longest reading
time. ↗

Thanks to valuable, relevant, and high-quality content that keeps readers engaged for longer, even in digital formats.



EL PAÍS



DURACIÓN / PV (S)

83

SECONDS
PER PAGE
VIEW.

Fuente: GfK mayo'24. España.

36%

ABOVE EL
MUNDO.

DIGITAL 

MORE THAN

14,8MM

UNIQUE USERS

MORE THAN

201MM

MONTHLY
VIEWED
PAGES

ALMOST

514K

USERS ON APP. THE LEADING
APP ACCORDING TO GfK.

EL PAÍS 

A
community
of millions. 

17.5MM


OF FOLLOWERS ON OUR SOCIAL
MEDIA EL PAÍS.

(+0.86 MILLION IN THE LAST 6
MONTHS)

Fuente : datos instagram+X+facebook+tiktok enero
-septiembre 2024

 **8,8MM**

 **6,9MM**

 **1,7MM**

 **500K**

20MM

REACH

MORE

5MM

INTERACTIONS

+3.000

MONTHLY
POSTS

EL PAÍS 

With
successful
verticals. 

4.5MM

OF FOLLOWERS ON THE
SOCIAL MEDIA OF OUR
VERTICALS.

Fuente : Seguidores instagram+twitter+facebook+tiktok
en marzo 2024.

45K
FOLLOWERS

EL PAÍS GASTRO

89K
FOLLOWERS


EL PAÍS BOOK


625K
FOLLOWERS

EL PAÍS CULTURA

678K
FOLLOWERS

EL PAÍS DEPORTES

1,14MM
FOLLOWERS

EL PAÍS TECNOLOGÍA

84K
FOLLOWERS

EL MOTOR

394K
FOLLOWERS

EL VIAJERO

238K
FOLLOWERS

BABELIA

1,2MM
FOLLOWERS

EL COMIDISTA

→ EL PAÍS

CONNECT TO THE PRESCRIPTION,
TO PRESTIGE, TO CREDIBILITY.

THAT COMES FROM PARTNERING WITH EL PAÍS.



Get connected. ↗

PRESTIGE

32,2%

CONSIDER EL PAÍS A REFERENCE FOR INFORMATION.

30,3%

LINK EL PAÍS TO PRESTIGIOUS BRANDS.

26,9%

THEY PERCEIVE IT AS QUALITY JOURNALISM.

PRESCRIPTION

Names we all know build EL PAÍS.

ELVIRA LINDO
MANUEL JABOIS
KIKO LLANERAS
LUZ SANCHEZ MELLADO
ELSA GARCIA DE BLAS
FLAVITA BANANA
EL ROTO
ANTONIO MUÑOZ MOLINA
BERNA GONZALEZ HARBOUR
PABLO CANTÓ
AND MORE.



CREDIBILITY

EL PAÍS is a leader in satisfaction, NPS, and in the number of readers with a high likelihood of subscribing.

It is the most cross-sectional newspaper, serving as a reference among citizens from a broad ideological spectrum.

→ EL PAÍS

¿What are the people like who

fall in love
entertain themselves
find inspiration
reflect
trust
support EL PAÍS?
grow
enjoy
get informed
communicate
get surprised

1 DEMANDING

94% BELIEVE IT IS IMPORTANT TO BE **WELL-INFORMED** ABOUT THINGS.

2 YOUNGS

32% EL PAÍS READERS BELONG TO GENERATION Z OR THE MILLENNIAL GENERATION.

3 INFLUENTIAL

32% PEOPLE **SEEK ADVICE BEFORE PURCHASING NEW THINGS.**

THEY HAVE A **HIGH PROBABILITY OF CONVICTION, ESPECIALLY IN TRAVEL (25%) AND POLITICS (28%).**

THEY TALK TO THEIR COMMUNITY ABOUT:
CARS/MOTOR 43% | MOBILE PHONES AND TABLETS 63% | FINANCIAL SERVICES 44%.

What are the people like who **support EL PAÍS?**

4 COMPROMISED

FOR **83%**, ECOLOGY HAS BECOME A NECESSITY FOR OUR SOCIETY.

79% ARE CONCERNED ABOUT CAR POLLUTION, AND **83%** TAKE MEASURES TO REDUCE ENERGY CONSUMPTION.

74% ARE WILLING TO CHANGE THEIR HABITS.

5 SUBSCRIBERS

WE HAVE OVER **350,000 USERS** WHO PAY TO CONSUME OUR CONTENT, AND IT'S GROWING.

IN ADDITION, IT IS THE NEWSPAPER **WITH THE HIGHEST PERCENTAGE OF READERS** WHO REPORT A HIGH LIKELIHOOD OF SUBSCRIPTION.

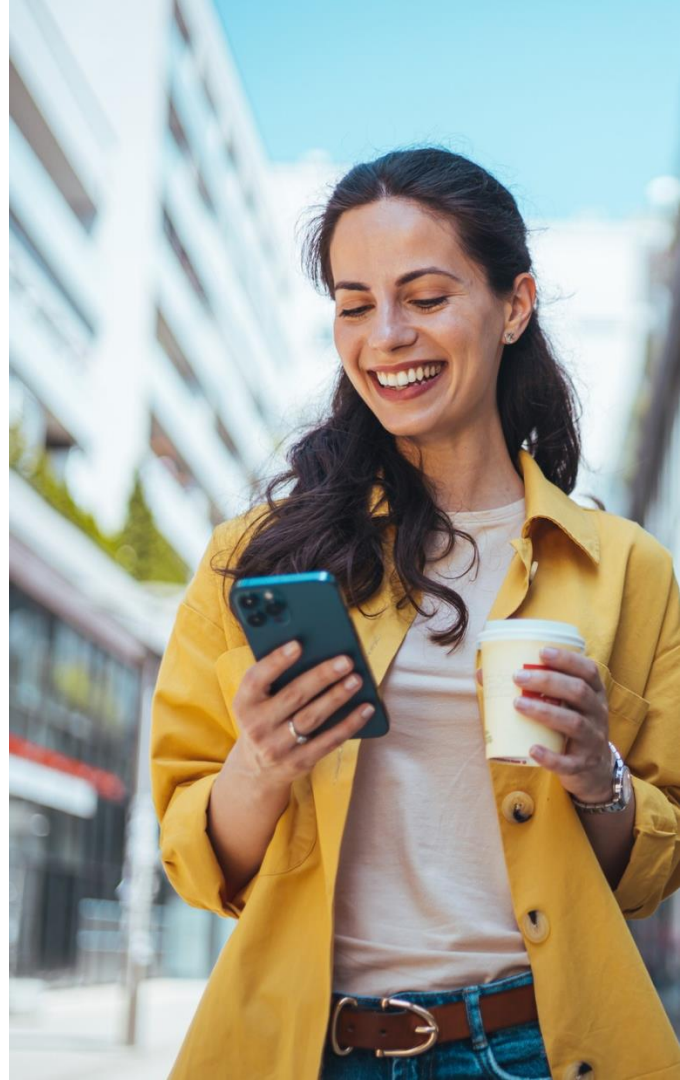
EL PAÍS

**For the curious,
adventurers,
discoverers,
decision-
makers.** ↗

ALL OF THEM SHARE SOMETHING
VERY NECESSARY: **THEIR CRITICAL
SPIRIT AND A DESIRE TO NEVER
STOP LEARNING.**

We develop impactful,
innovative, distinctive, and
useful products to enhance
the experience of our
audience and attract new
information consumers.

With formats that **adapt to all
types of people** and all types
of consumption.



EL PAÍS 

EL PAÍS Vídeo

A WINDOW THROUGH WHICH
TO KNOW THE WORLD.

EL PAÍS offers the most impactful
videos of current events, as well
as in-depth interviews with the
most influential figures.

Additionally, it provides live
coverage of major national and
global events, supported by its
own production company, PRISA
Vídeo.

Fuente: Omniture Video On Site + YouTube Ene-May'24. IP España.
TOP Videos de ejemplo dato Omniture.

13,1MM

VIDEOS EACH MONTH



**RESULTADOS ELECCIONES
GENERALES 23J**

955k

VIDEO PLAYED



**ABASCAL Y TAMAMES,
LA MOCIÓN DE CENSURA DE VOX**

547k

VIDEO PLAYED



**DISCURSO DE INVESTIDURA
DE FEIJÓO EN EL CONGRESO**

514k

VIDEO PLAYED

LA NOCHE ELECTORAL
DEL 23 DE JULIO TUVO

1,5MM

DE VISUALIZACIONES
SOLO EN YOUTUBE



EL PAÍS 

Hoy en EL PAÍS

For 20 minutes every morning, HOY EN EL PAÍS brings its audience closer to the most relevant current topics. The goal is to inform and explain the stories from the perspective of the journalist closest to the action, with a calm and approachable tone.

"EL PAÍS will continue to be read, is being seen more and more, and now it can also be listened to."

Pepa Bueno, EL PAÍS director

3,3MM

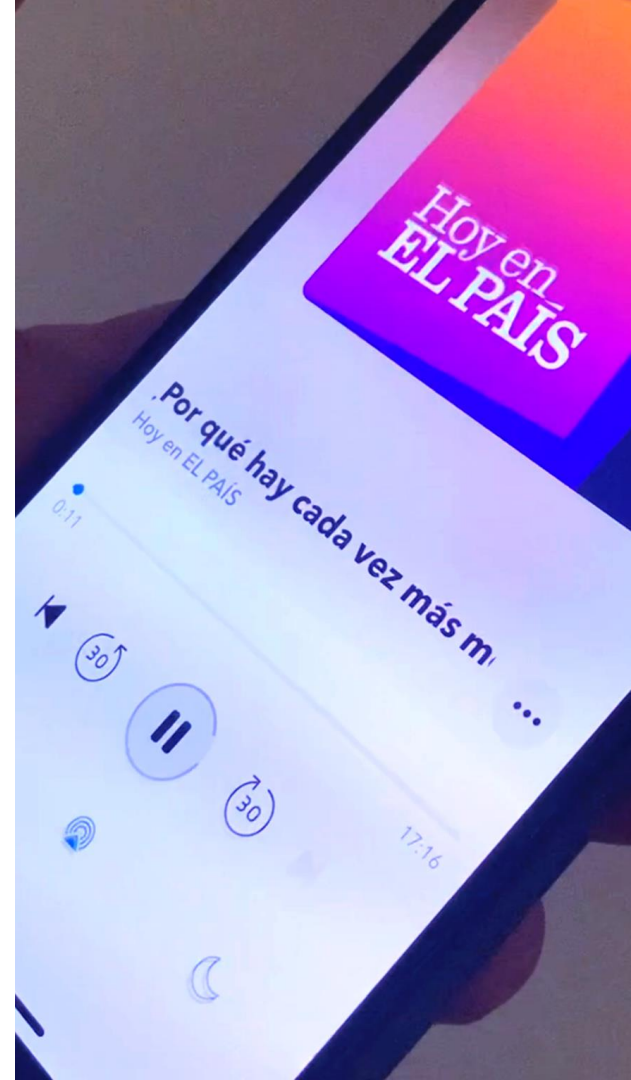
LISTENS PER MONTH.

100%

AUDIOABILITY

40%

OF INTERNET USERS IN SPAIN HAVE LISTENED TO A PODCAST IN THE LAST MONTH.



EL PAÍS 

EL PAÍS Exprés

THE NEW WAY TO GET KEY NEWS AT A GLANCE.

From 5 to 7 selected topics that are briefly analyzed to provide the reader with context and the crucial details of the day's highlights.

An **instant, dynamic, and high-quality format** that revitalizes the communicative experience and inspires younger audiences accustomed to native and rapid consumption.

SELECTED PUBLIC

350k SUSCRIBERS OF EL PAÍS

ALWAYS ACCESSIBLE WITH DIRECT ACCESS FROM THE NAVIGATION MENU.

MULTIPLATFORM

MOBILE



APP



DESKTOP

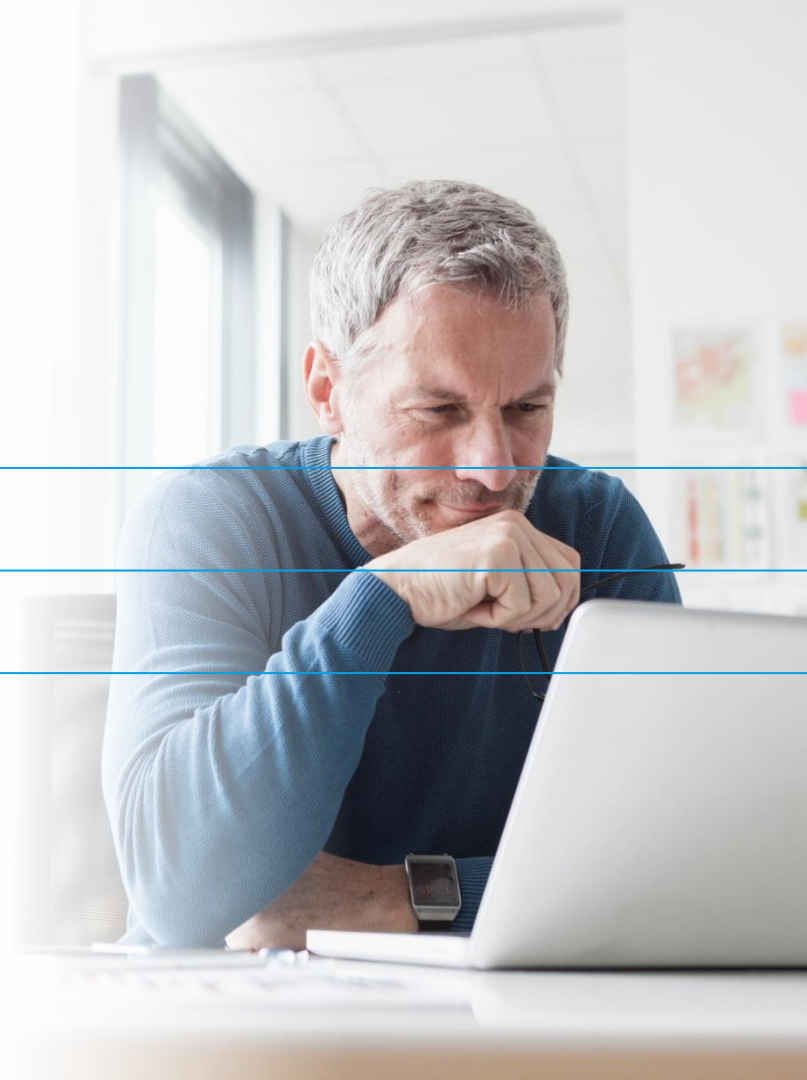


→ EL PAÍS

WHATEVER YOUR **TERRITORY** IS
WE HAVE A SOLUTION FOR YOU

WITH SPECIALIZED MAGAZINES AND SUPPLEMENTS THAT
PROVIDE THE BEST, SPECIALIZED, AND ACCURATE
INFORMATION.

SO THAT EVERYTHING OF INTEREST TO OUR AUDIENCE IS IN ONE
PLACE: EL PAÍS.



EL PAÍS

We connect with our readers based on their tastes and interests.

WE ARE CREATORS OF CONTENT AND EFFECTIVE ADVERTISING SOLUTIONS.

OUR TERRITORIES





“Queremos ayudar al lector a llevar una vida más saludable según la evidencia científica disponible”

EL PAÍS

HEALTH

Discover the world of health with thousands of quality contents: nutrition, sports, psychology, and the latest advances in research.

In collaboration with the best specialists.

ALMOST

1M VIEWED PAGES
MONTHLY

Fuente: Datos usuarios únicos y PV Omniture ene-may 2024.

Connect with an audience committed to their pursuit of a healthier life.

[DISPLAY](#) | [BRANDED CONTENT](#) | [PATROCINIO](#)
[NEWSLETTER](#) | [SPECIALS](#) | [BRAND WEEK](#)



EL PAÍS HEALTH

EL PAÍS GASTRO

EL PAÍS CULTURA

EL PAÍS SOSTENIBILIDAD

EL PAÍS ECONOMÍA

EL PAÍS TECNOLOGÍA
E INNOVACIÓN

EL PAÍS EDUCACIÓN

EL PAÍS AUTOMOCIÓN

EL PAÍS VIAJES

EL PAÍS LIFESTYLE



*The gastronomic epicenter for
all tastes and generations.*

EL PAÍS

Gastro

EL COMIDISTA | RECIPES | RESTAURANTS
DRINKS | ACTUALITY | EL PAÍS GASTRO

Alongside top-tier influencers:

[MIKEL ITURRIAGA](#) | [ANDONI ADURIZ](#) | [AMAIA CERVERA](#) | [JOSE CARLOS CAPEL](#)

Displayed in a wide range of

FORMATS

Sponsored and Display
Branded Content
VÍdeo
Newsletter
RR.SS.

CHANNELS

Web
Youtube
Mobile
App
Twitter
Instagram

EL PAÍS SALUD



EL PAÍS GASTRO

EL PAÍS CULTURA

EL PAÍS SOSTENIBILIDAD

EL PAÍS ECONOMÍA

EL PAÍS TECNOLOGÍA
E INNOVACIÓN

EL PAÍS EDUCACIÓN

EL PAÍS AUTOMOCIÓN

EL PAÍS VIAJES

EL PAÍS LIFESTYLE



SABORES QUE
NARRAN CULTURAS.
El punto de encuentro
para informívoros

EL PAÍS GASTRO

Gastro

Section dedicated to information and current events about gastronomy, featuring recipes, types of cuisine, restaurants, beverages, and food.

+3,4MM

Viewed pages
monthly

+1,7MM

U.U. Monthly

OUR COMMUNITY

 **53,7k**  **4,7k**



Global culinary exploration

A journey through culinary cultures from around the world, from traditional cuisine to the most innovative gastronomic trends.



Interviews with chefs

Conversations that reveal the secrets behind their culinary creations, their inspirations, and their visions for the future of gastronomy.



Restaurant reviews

A journey through diverse culinary cultures from around the world, from traditional cuisine to the most innovative gastronomic trends..



Creative recipes

Classic and avant-garde dishes crafted by experts in the field for all skill levels and tastes.



Trends and news

Nutrition, innovative ingredients, revolutionary restaurant concepts, and much more.

Fuente: RSS data jun'24. Datos usuarios únicos y PV Omniture ene-may 2024.

EL PAÍS SALUD



EL PAÍS GASTRO

EL PAÍS CULTURA

EL PAÍS SOSTENIBILIDAD

EL PAÍS ECONOMÍA

EL PAÍS TECNOLOGÍA
E INNOVACIÓN

EL PAÍS EDUCACIÓN

EL PAÍS AUTOMOCIÓN

EL PAÍS VIAJES

EL PAÍS LIFESTYLE



Innovation and tradition
to strengthen your brand.

EL PAÍS

Culture ↗

EUROVISION | BOOKS | ART | CINEMA | MUSIC
| THEATRE | DANCE | HISTORY | ARCHITECTURE
| COMIC | VIDEOGAMES | TOROS | BABELIA

Everything you are passionate about in one place,
where culture is experienced through multiple formats:

VIDEO

In the library of...
The series list.

SS MM

591.6k X
37k Facebook

SUPPLEMENTS

BABELIA

NEWSLETTER

The Art Mail
Cinema: a very
original version

ESPECIALES

Babelia Special: The
Best of the Year
Arco Special

GREAT COVERAGE

Red Carpet
Coverage

Fuente: RRSS dato jun'24

EL PAÍS SALUD

EL PAÍS GASTRO



EL PAÍS CULTURA

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EL PAÍS TECNOLOGÍA
E INNOVACIÓN

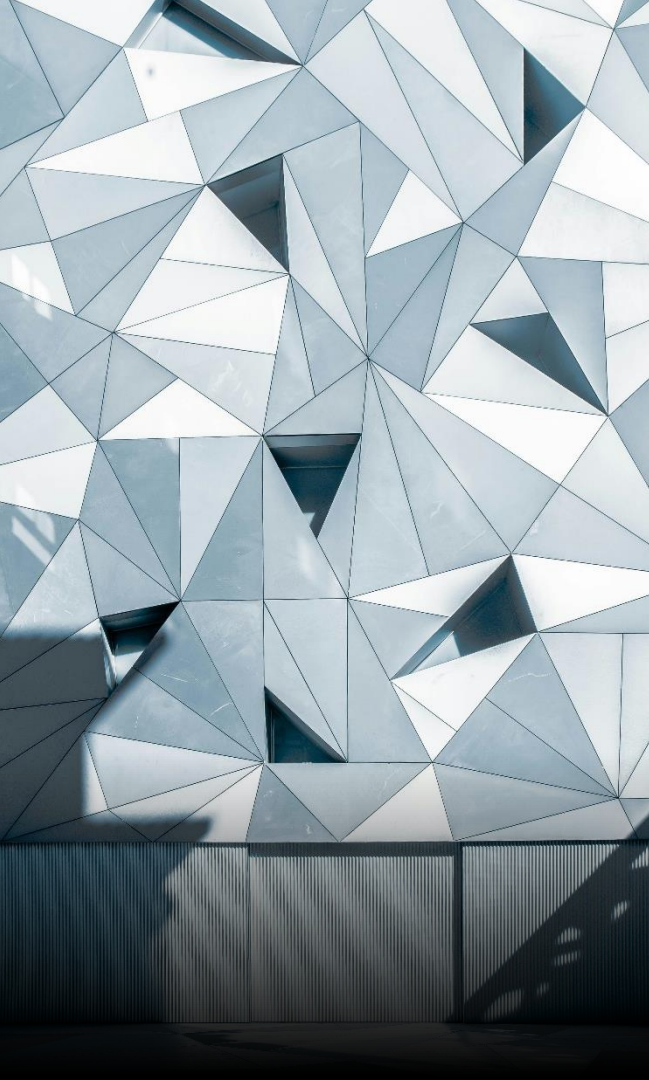
EL PAÍS EDUCACIÓN

EL PAÍS AUTOMOCIÓN

EL PAÍS VIAJES

EL PAÍS LIFESTYLE

< 1 2 >



EL PAÍS CULTURE

Babelia

The supplement where we cover literature, art, music, theater, cinema, and more.

+789K

Viewed pages
monthly

+435K

U.U. monthly

798K

Readers every
Saturday

47.562

copies

OUR COMMUNITY

f 102k **X 135,8k**



Exclusive interviews

Conversations with renowned international authors, artists, filmmakers, and musicians.



International coverage

Perspectives and cultural news from around the world, providing a global view of the arts and culture.



Specialized criticism

Reviews and critiques of books, films, exhibitions, and cultural events conducted by recognized experts.



Reports and essays

In-depth articles that explore cultural trends, artistic movements, and social phenomena.

Fuente: RRSS dato jun'24. Datos usuarios únicos y PV Omniture ene-may 2024. EGM.224. OJD 2023.

EL PAÍS SALUD

EL PAÍS GASTRO



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EL PAÍS AUTOMOCIÓN

EL PAÍS VIAJES

EL PAÍS LIFESTYLE



In EL PAÍS, sustainability is news.

EL PAÍS

Sustainability

Exclusive section with the latest news on Climate and the Environment.

SUCCESS CASE | NEWSLETTER | WIDE VARIETY OF SPECIALS THROUGHOUT THE YEAR

SPECIALS

FEBRUARY

Energy I

MARCH

Day of the Forest and Water

APRIL

Funds against climate change

MAY

Energy II

JUNE

World Environment Day

OCTOBER

Renewable energies

NOVEMBER

RSC

OUR COMMUNITY

 4k

El País Clima y Medio Ambiente

 33k

@elpais_eco

Fuente: RRSS dato jun'24.



EL PAÍS SALUD

EL PAÍS GASTRO

EL PAÍS CULTURA

 EL PAÍS SOSTENIBILIDAD

EL PAÍS ECONOMÍA

EL PAÍS TECNOLOGÍA E INNOVACIÓN

EL PAÍS EDUCACIÓN

EL PAÍS AUTOMOCIÓN

EL PAÍS VIAJES

EL PAÍS LIFESTYLE



EL PAÍS

Economy

MARKETS | HOUSING | TRAINING | MY RIGHTS
BUSINESS | CINCO DÍAS | LATEST NEWS

IMPACT AND REACH

+557k

PAGE VIEWS PER DAY OF
EL PAÍS ECONOMY

SPECIALS TROUGH THE YEAR


BONDS AND LOANS.
INFRASTRUCTURES.
INVESTMENTS IN AMERICA.
XXL COMPANIES.

CINCO DÍAS


AN ESSENTIAL PLATFORM. Coverage of breaking news on the economy, markets, SMEs and entrepreneurs, companies, finance, technology, etc.


SSMM PRESENCE

@elpais_economia @CincoDiascom @CincoDiascom @negocios_elpais

 **215k**

 **348k**

 **170k**

 **16,4k**

Fuente: RRSS dato jun'24. Datos usuarios únicos y PV Omniture ene-may 2024.

High-level economic coverage

EL PAÍS SALUD

EL PAÍS GASTRO

EL PAÍS CULTURA

EL PAÍS SOSTENIBILIDAD



EL PAÍS ECONOMÍA

EL PAÍS TECNOLOGÍA
E INNOVACIÓN

EL PAÍS EDUCACIÓN

EL PAÍS AUTOMOCIÓN

EL PAÍS VIAJES

EL PAÍS LIFESTYLE

CincoDías

45 years being a reference among executives.

1 in 4 executives

Spaniards consult CINCO DÍAS daily in any of its versions (ON/OFF).

TOP 5 ECONOMY SITES

With 3 million unique users each month.




IN PRINT

With 50,000 readers.

READING TIME

Around 1 minute.

OUR COMMUNITY

 170k  348,7k  68k

PROFILE CINCODÍAS.COM

65%

MEN

35%

WOMEN

57%

35-64 YEARS

47%

STATUS AB



Decision Makers

68% are responsible for purchasing cars or home insurance (40%).



Have University Degrees

54% of the readers (online/offline) of Cinco Días have attended university



With Purchasing Power

49% have savings above €50,000 at home.



Influencers

60% are well-informed on financial matters;

47% have discussed cars/motors with their peers;

Additionally, 1 in 4 readers of El País Economía are asked for advice before making new purchases.

Fuente: GfK mayo'24. Perfil digital GfK mayo'24. RRSS jun'24. AIMC. MARCAS 2024. * Target Directivos

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EL PAÍS VIAJES

EL PAÍS LIFESTYLE



Driving the future

EL PAÍS

Tech and innovation



EL PAÍS TECH

Coverage of news and analysis on technology, cybersecurity, privacy, artificial intelligence, the internet, major tech companies, and the latest news

1MM

PAGE VIEWS PER MONTH IN THE TECHNOLOGY SECTION OF EL PAÍS

AI SPECIAL 2024

Special paper and digital issue on Artificial Intelligence: analysis and reports on AI, the impact of AI on various industries, recent innovations in AI.

EVENTS: 2024 TRENDS

An **innovative two-day event featuring an analysis of 10 key trends** (such as the disruption of AI, energy transition, future of health, etc.), along with discussions, interviews, presentations, and multimedia coverage throughout the year.

Fuente: Datos usuarios únicos y PV Omniture ene-may 2024

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EL PAÍS TECNOLOGÍA E INNOVACIÓN

EL PAÍS EDUCACIÓN

EL PAÍS AUTOMOCIÓN

EL PAÍS VIAJES

EL PAÍS LIFESTYLE



Where knowledge is a
priority

EL PAÍS

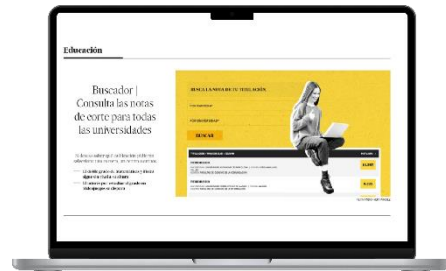
Education

Exclusive section:

CHILDREN AND PRIMARY | CHILDREN AND PRIMARY |
UNIVERSITIES SCHOOL CALENDAR | LATEST NEWS

A wide variety of special print editions throughout the year:
Schools in Madrid, Business Schools and Training, Training I
and II, Choose Your Career, SIMO Education.

Special initiatives



EL PAÍS SALUD

EL PAÍS GASTRO

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EL PAÍS EDUCACIÓN

EL PAÍS AUTOMOCIÓN

EL PAÍS VIAJES

EL PAÍS LIFESTYLE



Liderando la información
automotriz

EL PAÍS

Motor



EL MOTOR

Our cross-platform that encompasses all the information in the automotive sector across the group's media.

Integral coverage

NEWS | REPORTS | NEW DEVELOPMENTS | MODEL ANALYSIS
COMPARATIVE TESTS | NEW TECHNOLOGIES
SPORTS COMPETITIONS | ENERGY EFFICIENCY

Multimedia presence

- Exclusive test and analysis videos.
- **From 0 to 100** Podcast: the weekly space dedicated to the world of automobiles and new mobility.
- Opinion articles by industry experts.

Events and specials

- **Annual Specials: Renting Special**
- **Events: La Fiesta de El Motor**, the benchmark event in the automotive industry.

EL PAÍS SALUD

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EL PAÍS TECNOLOGÍA
E INNOVACIÓN

EL PAÍS EDUCACIÓN



EL PAÍS AUTOMOCIÓN

EL PAÍS VIAJES

EL PAÍS LIFESTYLE

< 1 2 >

EL PAÍS MOTOR

ELMOTOR

THE MOST COMPLETE AND UP-TO-DATE INFORMATION ON THE WORLD OF MOTORING.

THE WEBSITE PORTAL THAT DELVES INTO THE CURRENT EVENTS OF THE AUTOMOTIVE WORLD

With over 4.4 million page views per month and 3.1 million unique users each month.

OUR COMMUNITY

f 54k **X** 8,7k

ig 8k **tk** 17,1k

ELMOTOR.COM PROFILE

81%

MEN

19%

WOMEN

61%

35-64 YEARS

46,7%

STATUS AB



Drivers

86% have a driver's license, and 57% own a car.



Eco-conscious

82% are concerned about car pollution.



Informed

78% search for information on the internet before buying a car.



Sustainable

52% are interested in electric cars.



Enthusiasts

56% enjoy driving.



Motor

66% are responsible for vehicle care at home.

Fuente: RRSS dato jun'24. Datos usuarios únicos y PV Omniture ene-may 2024. GfK perfil digital 2024. AIMC EL PAÍS 2024

EL PAÍS SALUD

EL PAÍS GASTRO

EL PAÍS CULTURA

EL PAÍS SOSTENIBILIDAD

EL PAÍS ECONOMÍA

EL PAÍS TECNOLOGÍA E INNOVACIÓN

EL PAÍS EDUCACIÓN

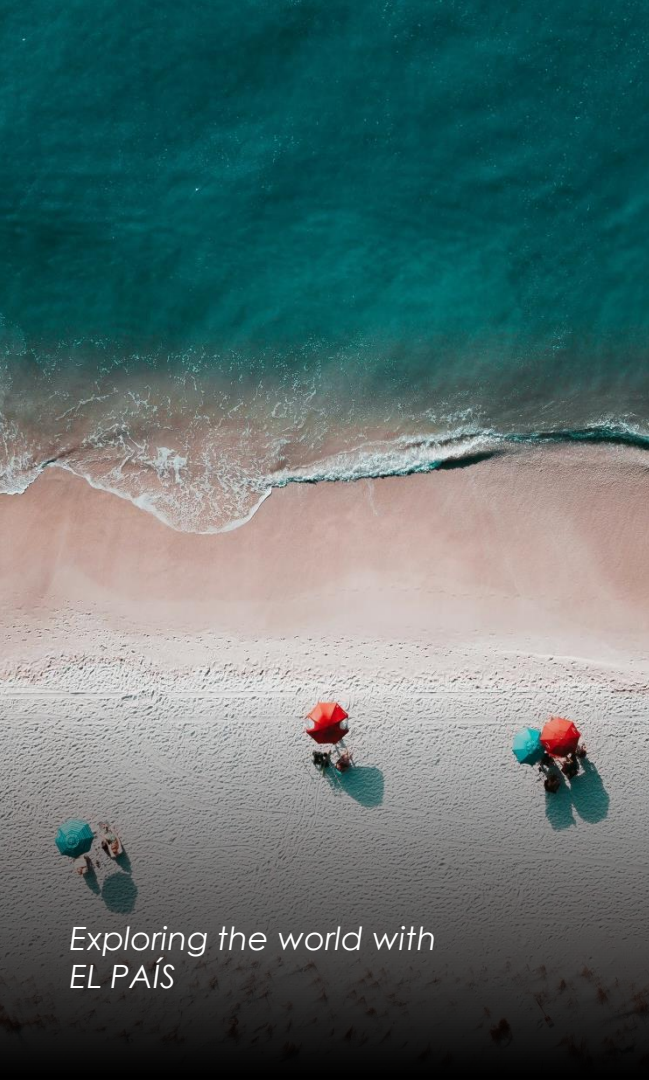


EL PAÍS AUTOMOCIÓN

EL PAÍS VIAJES

EL PAÍS LIFESTYLE

< 1 2 >



Exploring the world with
EL PAÍS

EL PAÍS

Travel ↗

el viajero

LEADER IN AUDIENCE FOR TRAVEL INFORMATION

Inspiration for all types of getaways.
Up-to-date travel information.
25 years as the travel supplement for EL PAÍS.

Comprehensive coverage on travel | Comprehensive
coverage on travel Audience | leader among competitors |
Contests | Social Media



With specials among the year:

- Summer extra
- Otoño – Interior tourism
- El Viajero Guide



EL PAÍS SALUD

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EL PAÍS LIFESTYLE





EL PAÍS

Lifestyle ↗

With specialized magazines



The leading digital men's magazine.



Fashion, beauty and lifestyle in all its formats.



Reports, interviews and analysis on current affairs, culture and lifestyle.



It combines the journalistic rigour of EL PAÍS with the refined aesthetics of ICON, creating a unique magazine on design, architecture and interior design.

And a range of possibilities:

SPECIAL BRAND WEEKS | 360° ACTIONS TAILOR-MADE PRODUCTIONS | EVENTS AD-HOC MICROSITES | SOCIAL NETWORKS | SPECIALS

The perfect scene for your brand

EL PAÍS SALUD

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EL PAÍS TECNOLOGÍA E INNOVACIÓN

EL PAÍS EDUCACIÓN

EL PAÍS AUTOMOCIÓN

EL PAÍS VIAJES



EL PAÍS LIFESTYLE

→ EL PAÍS

SOLUTIONS FOR CLIENTS



Countless options to elevate your brand with editorial products bearing the EL PAÍS seal.



We are experts in producing all types
of formats capable of **projecting**
your message.



PRISA Content

Our Branded Content

embodies quality, creativity, exclusivity, and differentiation. It conveys values, ideas, and emotions through multiple approaches.

A GREAT TEAM OF SPECIALISTS DEDICATED TO YOU.

Benefit from the professionalism of over 800 journalists. We help you distribute and amplify the impact of your actions. Committed to results.

MORE

11 YEARS OF EXPERIENCE

MORE

650 STRATEGIC PROJECTS

6.000 TACTIC ACTIVATIONS

2,2 MINUTES AVERAGE READING TIME PER CONTENT

A **PREMIUM** ENVIRONMENT THAT PROVIDES

SECURITY
CREDIBILITY
GREAT COVERAGE
LEADERSHIP
QUALITY
RIGOUR
NOTORIOUSNESS
PRESCRIPTION

OUR KEYS:

KNOW your audience
CONNECT with interests
BUILD relationships
GROW positioning
CONQUER territories

Vídeo

Refers to both content production and the ability to give them visibility and dissemination in our brands.



ORIGINAL FORMATS

LACOproductora is committed to the creation of original content, generating its own library of formats on different subjects: culture, entertainment, sports, music, etc.

LARGE PRODUCTIONS AND BRANDED CONTENT

LACOproductora is committed to the production of turnkey content for AA.EE. and branded content projects.



SPACE, EVENTS AND THE GENERATION OF DIGITAL CONTENT FOR THIRD PARTIES.

At the **Taller de Ideas** we offer our clients the possibility of covering events or generating content for external partners.



VIDEO SOLUTIONS

In/Out video solutions, Stream and special formats. Multi-device environment and exclusive brand presence for advertisers.

NEW MULTI-SCREEN VIDEO SOLUTIONS

Launch of new multi-format and multi-screen video solutions, tailored to advertisers' needs based on kpi's and brand targeting.

Audio

EL PAÍS is also heard.

We are experts in storytelling, and now we give them a voice as well.

Every morning, you can enjoy "Hoy en EL PAÍS."

A few minutes of current events in audio format, without being overwhelmed by them.

All the trending topics are analyzed in a close, calm tone, directly to your ears.



TITANIA

A sound thriller set in a world where technologies have changed the rules of the game.

An example of collaboration between EL PAÍS and a brand in AUDIO format.

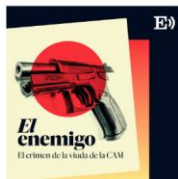
Titania has been awarded Best Branded Podcast at the 2023 Ondas Global Podcast Awards and as the best podcast at the Ondas Awards.



¿WHAT ARE YOU READING?

Berna González Harbour talks with an author to discuss the topic of their new work and recommend books to the listeners. A new episode is released every fifteen days.

MONOGRAPHIC PODCASTS about research, chess, social phenomena, politics...



We also create tailored proposals for your brand

With **creativity, strategy, and media planning**, we **create high-value proposals** to convey your message.

We develop **relevant actions for the audience and aligned with the sectors of present advertisers**, not only in print and digital but also in audio, on social media, and enriched with data...



→ EL PAÍS

SUCCESS

CASES



→ EL PAÍS_SUCCESS CASE

**The best companies have
been trusting us for years with
projects that...**

captivate
impact us
inspire us
enrich us
ppassionate us
inform us
entertain us
each us
conquer us
communicate
surprise us

Generate a content project focused on positioning the brand **in the areas of innovation, sustainability, technology, and design, supporting Made in Spain talent.**

GOAL ↗

A journey always generates expectations. What matters more is not the destination, but the journey itself. This is the foundation of LUCES LARGAS.

It's an intimate and vibrant video project featuring personalities from science, the arts, and the humanities—individuals with established careers yet significant potential for future growth. They share in their own words what their work entails, where they find inspiration, and their future aspirations.

It's an emotional yet tangible journey where each participant gets into a car to visit the places that hold significance in their lives and careers.

STRATEGY ↗

LUCES LARGAS is a transmedia initiative that thrives within EL PAÍS, El Motor, El Viajero, and El País Semanal, complemented by pieces on social media. Each piece of content, in its own circular 360° journey, generates nearly 9 million impacts among the Group's users.

This project achieved an average of over 45K page views and almost 30K reproductions for each piece of content in its first season and is now in its second season.

RESULTS ↗

SUCCESS CASE

Branded Content **Luces Largas**

Renault



Bringing the **technological advancements** being developed by Telefónica closer to the general public.

Some of the areas we focus on include **drone flights powered by 5G networks, women in STEAM careers**, and applications of virtual reality in medicine.

GOAL



Creating videos for social media from scratch, including the script, production, and distribution.

Starting from branded content, **the Branded Content team at El País** developed an approach tailored to the tone of the medium and the short video format. **The Prisa Video team transformed this approach into a script**, which was then recorded and edited to produce the final video published on El País's Instagram and TikTok profiles.

Additionally, **we featured our platform influencers, Alberto Gamero and Ana Rasuero, to lend their voices and faces to Telefónica's project.**

STRATEGY



First time we created a native **branded content for social media.**

We achieved a well-crafted social media product, with content of interest for El País's audience.

- 3 videos, each covering different themes
- 6 social media posts: 1 Instagram and 1 TikTok per video
- Nearly 300,000 global reach from the action

RESULTS



SUCCESS CASE

Social Branded Content

Telefónica



To make an impact on the audience with a notable, innovative, and elegant format on the first day of the year marking **Telefónica's centenary**.

GOAL ↗

In addition to the usual Brand Day placements (Billboard, backgrounds, and banners), **we included an additional position never sold before: the skylight.**

This position was **located below the opening**, after the first news block.

It occupied the entire screen and featured an autoplay video.

STRATEGY ↗

An impactful Brand Day with a carefully crafted design.

A new and **100% visible position** that achieved over 7 million impressions across various mobile and desktop placements.

RESULTS ↗

SUCCESS CASE

Brand Day with Skylight

Telefónica 



EL PAÍS

EL PERIÓDICO GLOBAL

JUEVES 25 DE ENERO DE 2024

www.elpais.com

COMUNICACIÓN EL PAÍS y 'Cinco Días' crean una gran plataforma de información económica

encia

Thank you

hasta pronto