

as

**PASSION FOR SPORT, A SPORTS REFERENCE IN SPAIN AND THE
FOURTH LARGEST PAID DAILY NEWSPAPER IN THE COUNTRY.**

AS newspaper, a sport referent



IN SPORTS ACTUALITY

With 14M of unique users/monthly
TOP 1 GFK

PRINT

With 434.000 readers, occupying the
second place in the ranking of its closest
competitors (**).

READING TIME

Maintaining a 65 seconds advantage in
reading time over the 55 seconds of the
competitor's

+19% regarding the closest competitor

**With more than 250K downloads of
audio content**

(**) Half direct competition: MARCA and Mundo Deportivo. Source: Datos GFK
abril '24. RRSS dato mayo '24. AIMC Marcas 2024.

OUR COMMUNITY



3,3M



501K



3,8M



1,1M

AS.COM READER PROFILE



61%

Men

39%

Women

47%

25-54 years

43%

AB status (*)

They are a point of reference. People ask them for advice before buying new technology (39%).

Socially active. 29% have paid to attend a sporting event. 51% willing to pay more for a good wine. 64% pay gladly pay for a good a good meal in a restaurant. 64% are passionate about travelling.

In addition of being sports fan. 75% follow sports news on the internet. 48% like to spend time to their personal appearance. 47% only use only good quality products.

Passionate motorists. 71% enjoy driving. 37% interested in electric cars.

Videogames fans. 54% has video consoles.

(*) Increasing to 45% in print.