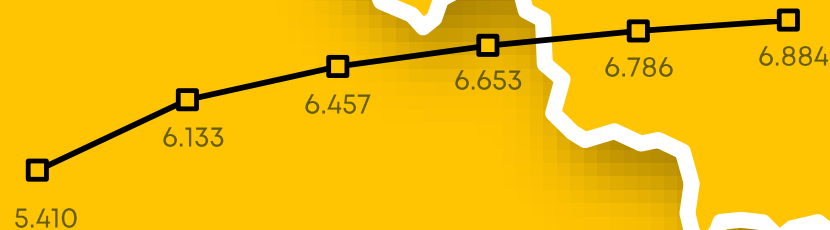


HIGHER REACH THAN EVER NP TOTAL BRAND

TOTAL BRAND PER DAY

REACH × 1000



1

2

3

4

5

6

18+

COVERAGE

5.410.000/DAY

60%



18+

62%



18-54
SG 1-4

6.885.000/WEEK

76%



18+

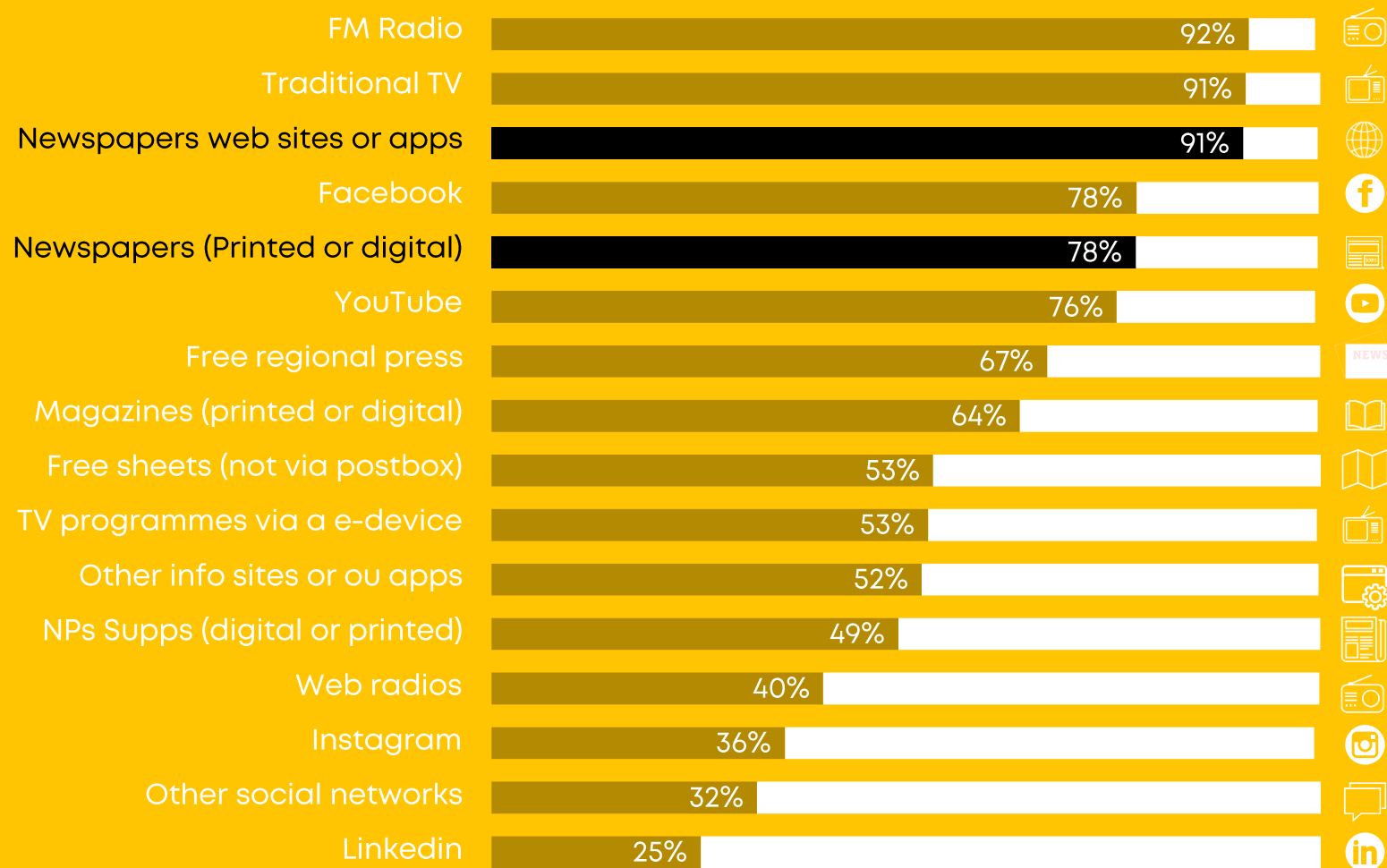
80%



18-54
SG 1-4

TOP 3 OF MASSIVE REACH

Consumption of these media at least X / month



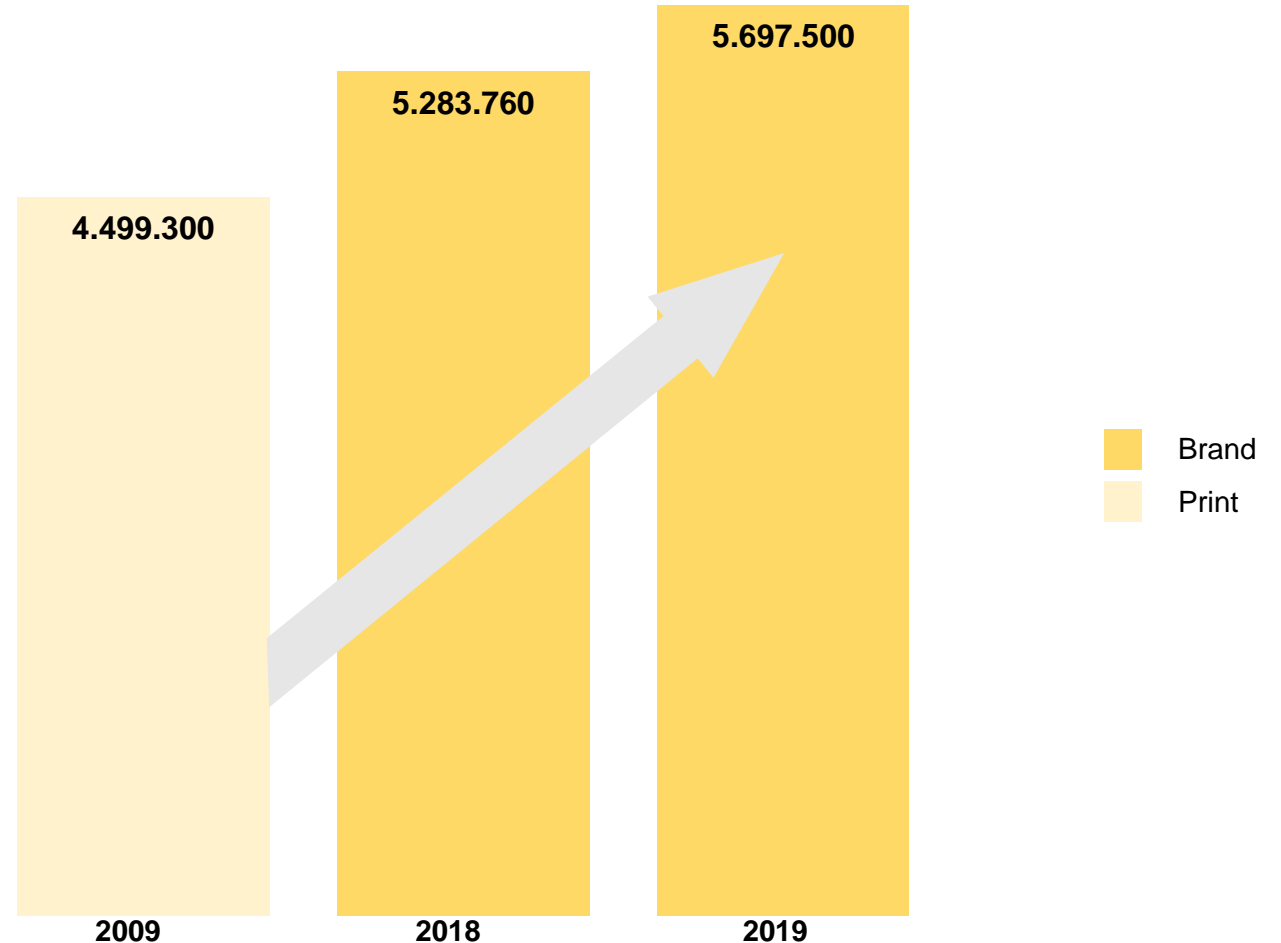
Source: NP Media Barometer Nov '18

STRUCTURAL PROGRESS, PAST DECADE

NP REACH EVOLUTION

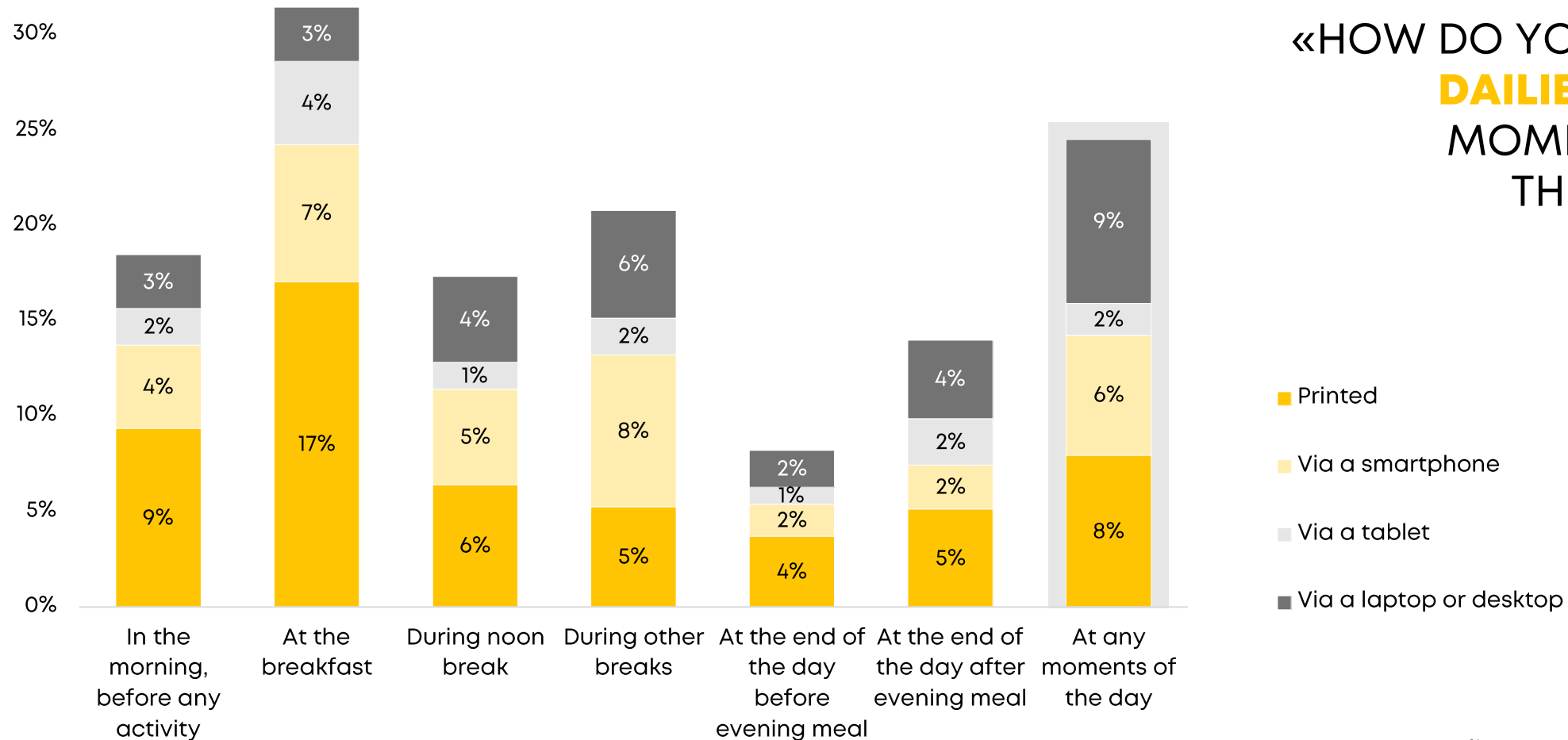
+1.198.200
READERS

+27 %



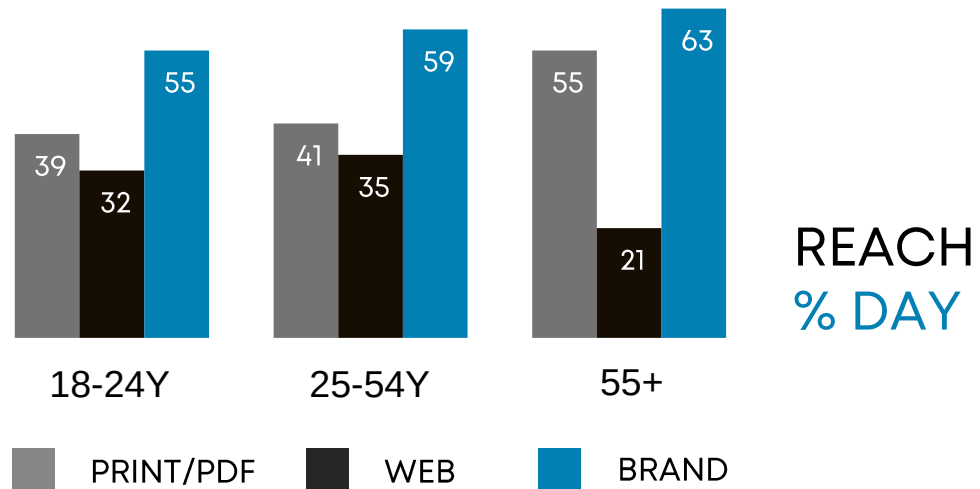
POST-DIGITAL AGE: ATAWAD OF THE DAILIES

«HOW DO YOU **READ DAILIES** UPON MOMENTS OF THE DAY?»



Source: NP Media Barometer Nov '18

EVERY LIFE STAGE HAS ITS PREFERRED ACCESS TO NEWSPAPERS



Source: CIM Press & Cinema Audience Study 2018-2019



WOMEN ARE ALSO NEWSPAPERS READERS

HIGH REACH ON
WOMEN

55%

/DAY

72%

/WEEK

2.736.350 **EACH DAY**

3.601.730 **EACH WEEK**

Source: CIM Press & Cinema Audience Study 2018-2019



BROAD AUDIENCE OF NEWSPAPERS

ALSO HIGH REACH ON
SOCIAL GROUP 1-6
106

62% **79%**
/DAY | /WEEK

4 461 420 EACH DAY
5 685 010 EACH WEEK

