

interviú

The Leading Spanish Newsmagazine
Issued on Mondays
Cover Price: € 2.50



MARKET POSITION:

Interviú is by far the leader in the market for Spanish weekly newsmagazines. Unlike the British market, the style of articles within the magazine is very diverse even for a general interest title. It has a high proportion of men readers (73%) and an audience's average age of 47 years old, where 66% are ABC1.

* Source: Publisher

| | | Interviú* |
|-------------|---------------------|------------------|
| Circulation | (OJD JUNE14-JULY15) | 36,679 |
| Readership | (EGM 1ST wave 2016) | 533,000 |

EDITORIAL PROFILE:

The reason for *Interviú's* ongoing popularity comes from its continual ability to get exclusive stories and interviews with politicians, artists and personalities from the popular scene. It is split into long cover features, interviews, home news, reports, and culture (which covers Cars, Arts, Cinema and Internet...) and health sections. The range of articles goes from serious political discussion through to popular culture and fashion models, but this is a very successful formula for the Spanish market.

ADVERTISING RATES 2014:

TECHNICAL SPECIFICATIONS:

Please contact us for details

COPY DEADLINE:

3 weeks prior to issue date

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