



Spain's Leading Weekly Newsmagazine  
Issued on Mondays – cover dated the following Monday  
Cover Price: € 3.5



### **MARKET POSITION:**

**Tiempo** has the highest circulation and readership of all serious weekly newsmagazines in Spain. This ensures that **Tiempo** remains by far the most cost-effective choice for advertising. It has a homogeneous readership: men and women with an average age of 46 years, with a high percentage of High and Upper Medium class readers (79%), making it just as effective as a straight business magazine to reach businessmen. No parallel title exists on the English market.

\* Source: Publisher

		<b>Tiempo</b>
Circulation	(OJD 2015)	<b>19,211</b>
Readership	(EGM 3 <sup>rd</sup> wave 2015)	<b>110,806</b>

### **EDITORIAL PROFILE:**

**Tiempo** is considered the reference for Spanish journalism. It answers the needs of its readers by supplying regular in-depth coverage of both national and international news. The best articles and the best interviews are written by the best journalists. It also comments on economic, social and cultural developments. Its editorial content is carefully constructed to maintain a balanced audience of affluent young male and female readers (67% men). EGM has also found that the graduate readers of newsmagazines chose **Tiempo**, there are 153,000 compared with 67,000 who read Cambio 16. Special Supplements in 2002 include Cars, Holiday Destinations, B2B and Lifestyle.

### **ADVERTISING RATES 2016:**

#### **TECHNICAL SPECIFICATIONS:**

Please contact us for details.

#### **COPY DEADLINE:**

Copy deadline: 3 weeks prior

If you would like to receive copies, a media pack or coverage rankings, please contact  
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