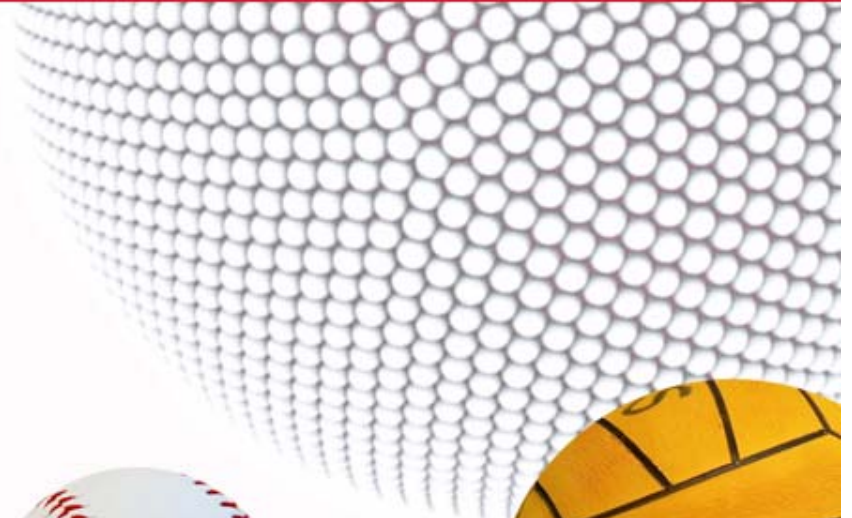


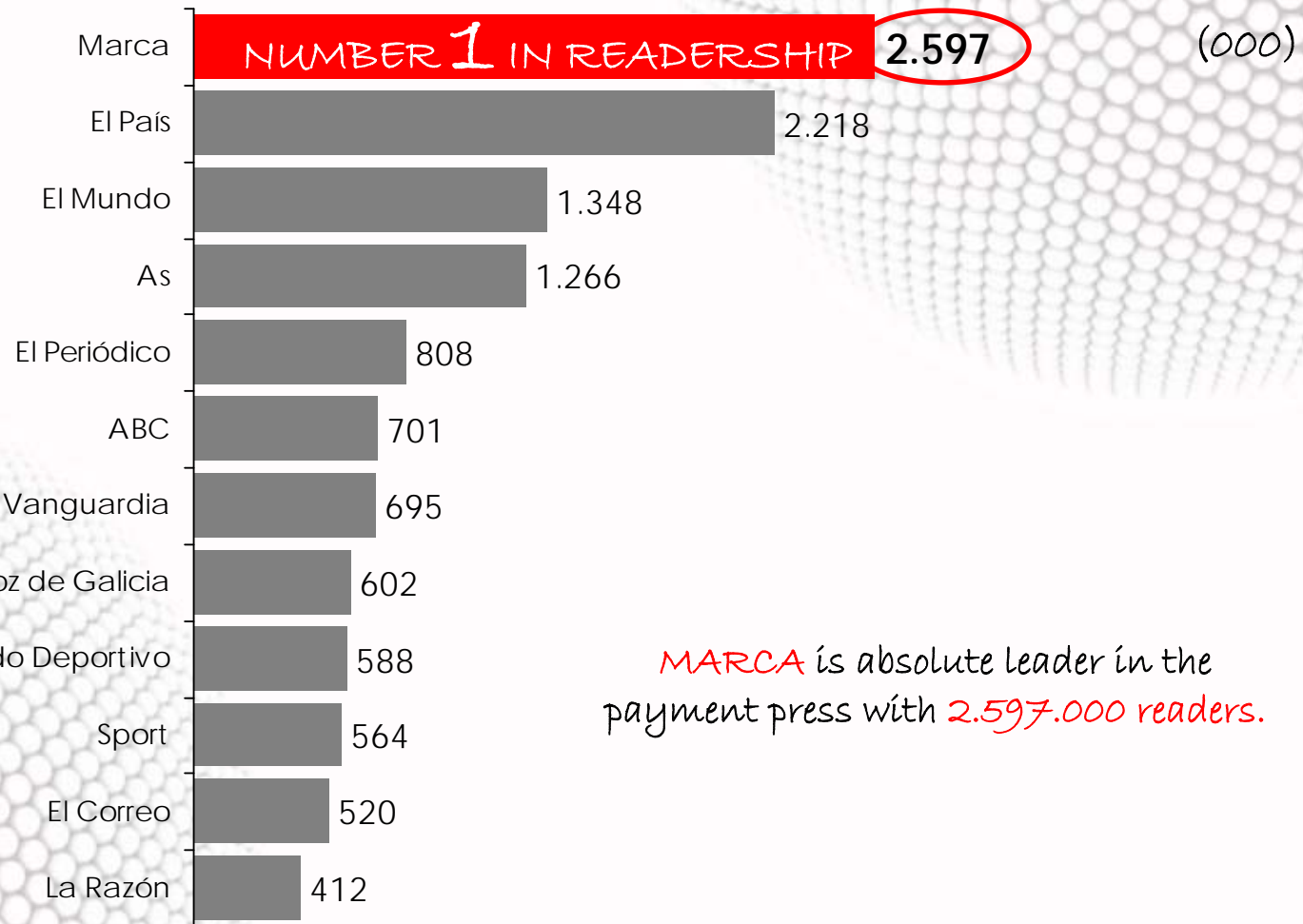
MARCA



Unidad Editorial

The most widely read paper according to EGM

MARCA



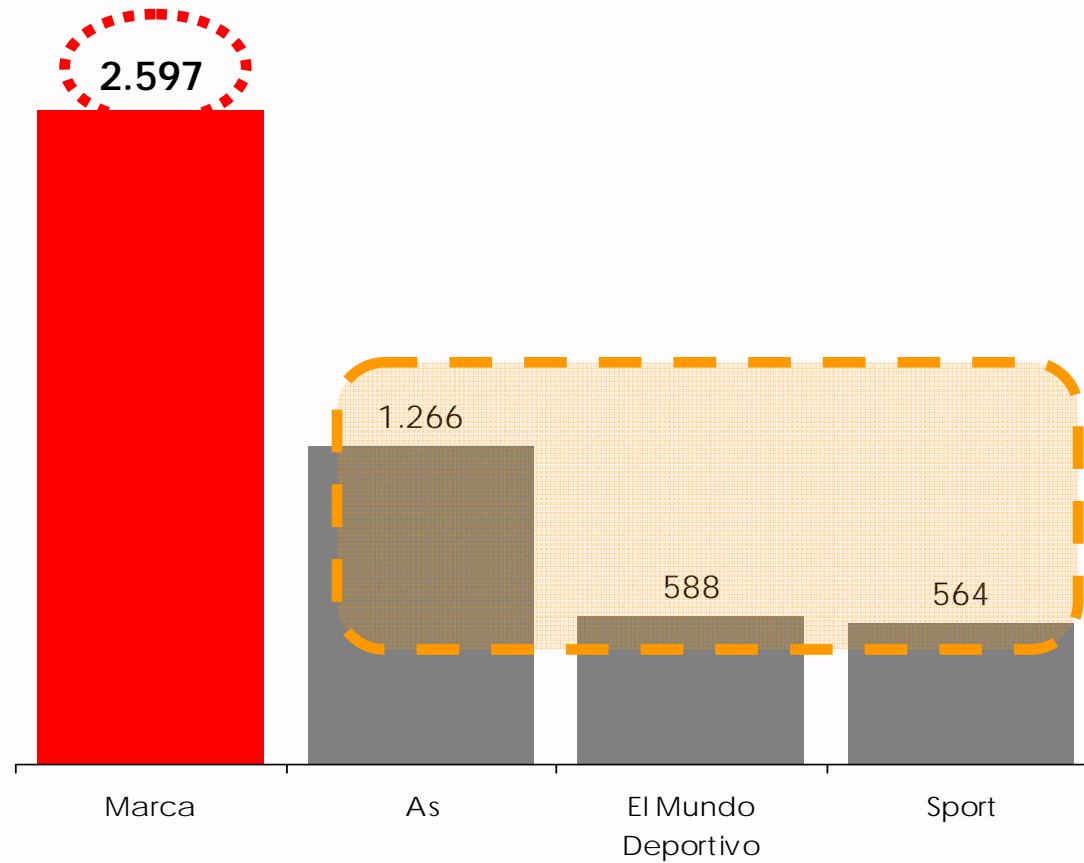
MARCA is absolute leader in the payment press with 2.597.000 readers.

Source: EGM 3rd ACCU 2008



Marca has more readers than the rest of the sports dailies together

MARCA



MARCA is an increasingly higher leader in the sports press sector.

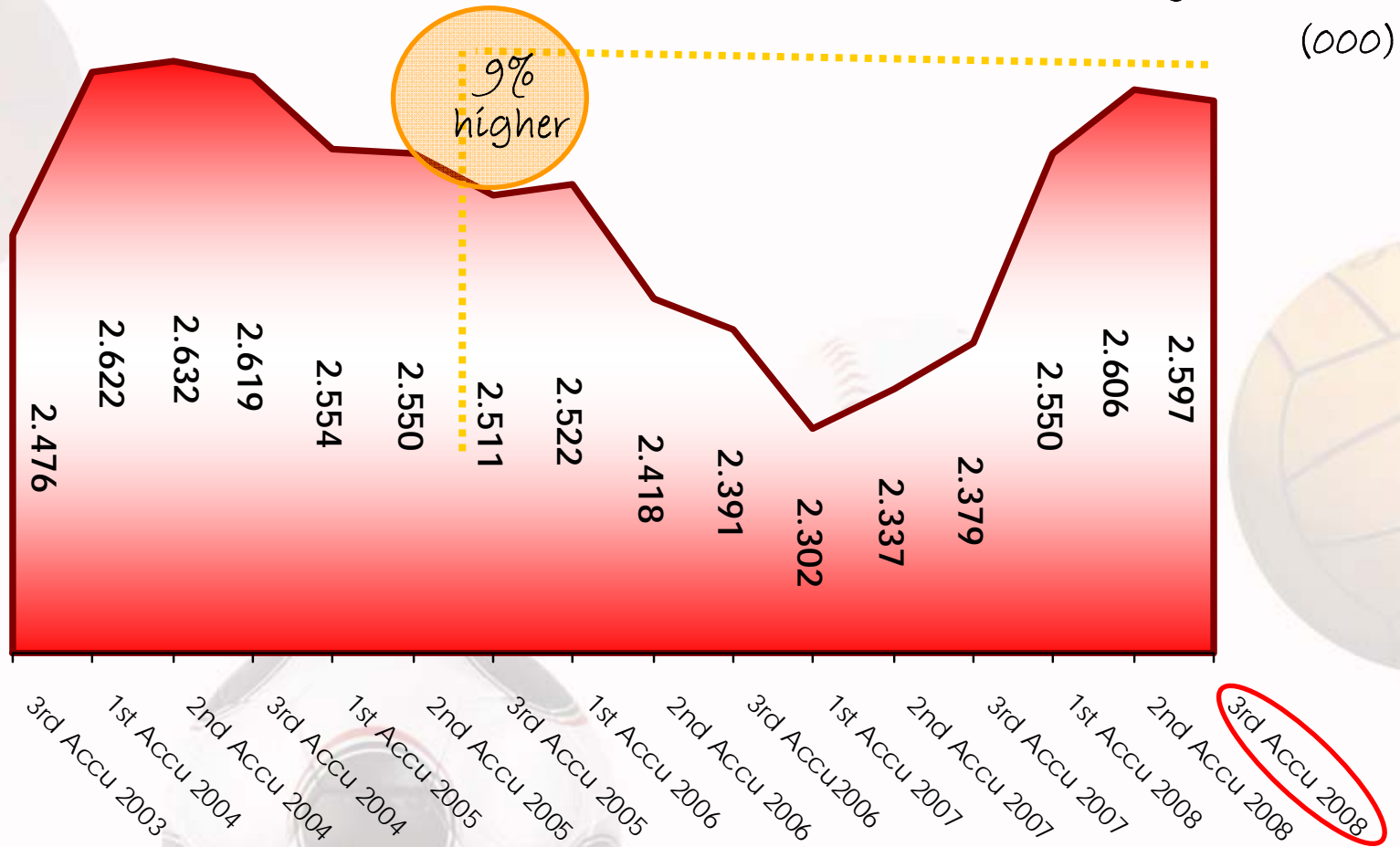
Source: EGM 3rd ACCU 2008



Readership evolution in the last 6 years

MARCA

Leader thanks to being near sports people and fans for more than 70 years.



MARCA increases by 9% their readership regarding the same period of the former wave

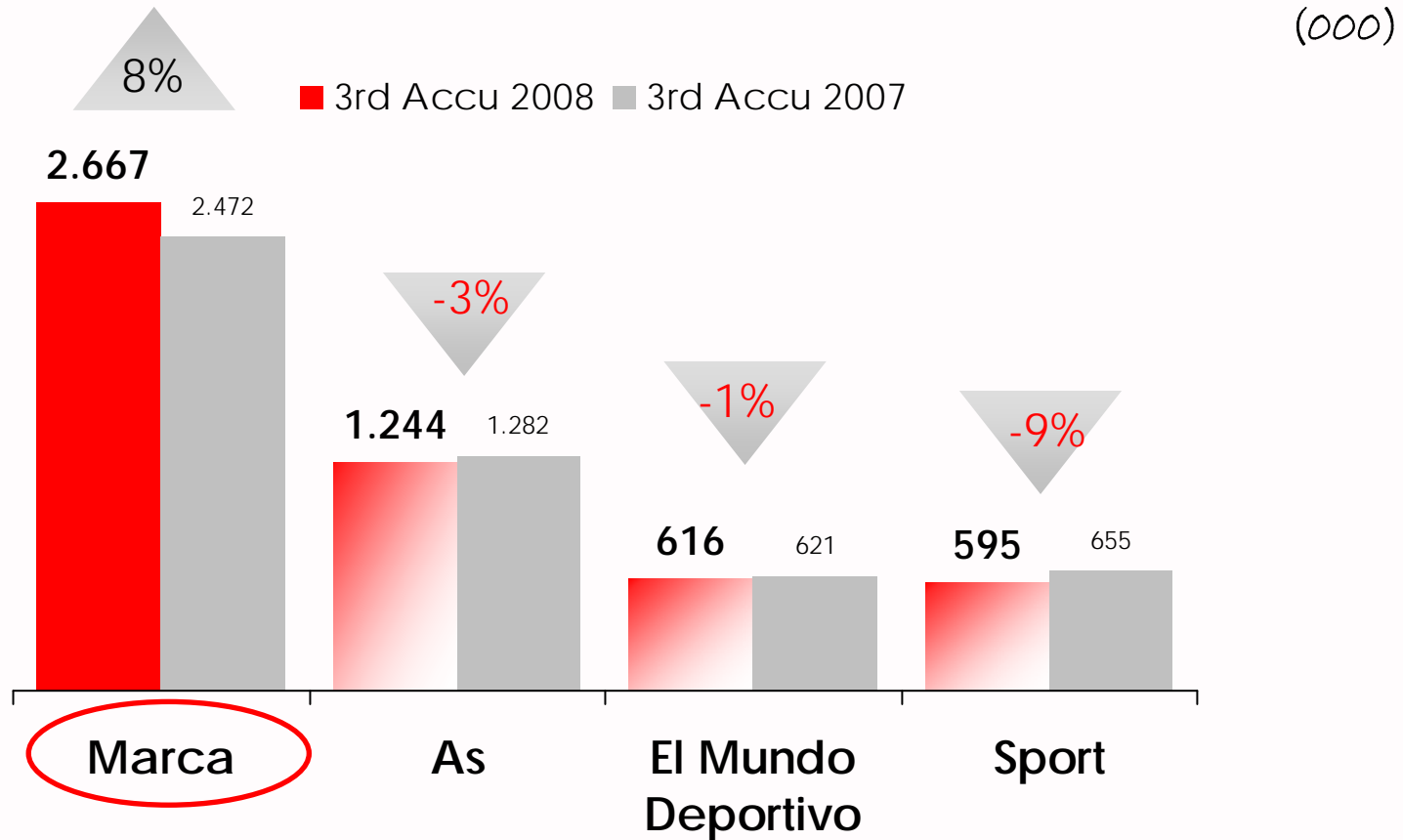
(3rd ACCU 2008 compared to 3rd ACCU 2007)

Source: EGM 3rd ACCU 2008



Sports press readership on Monday

MARCA

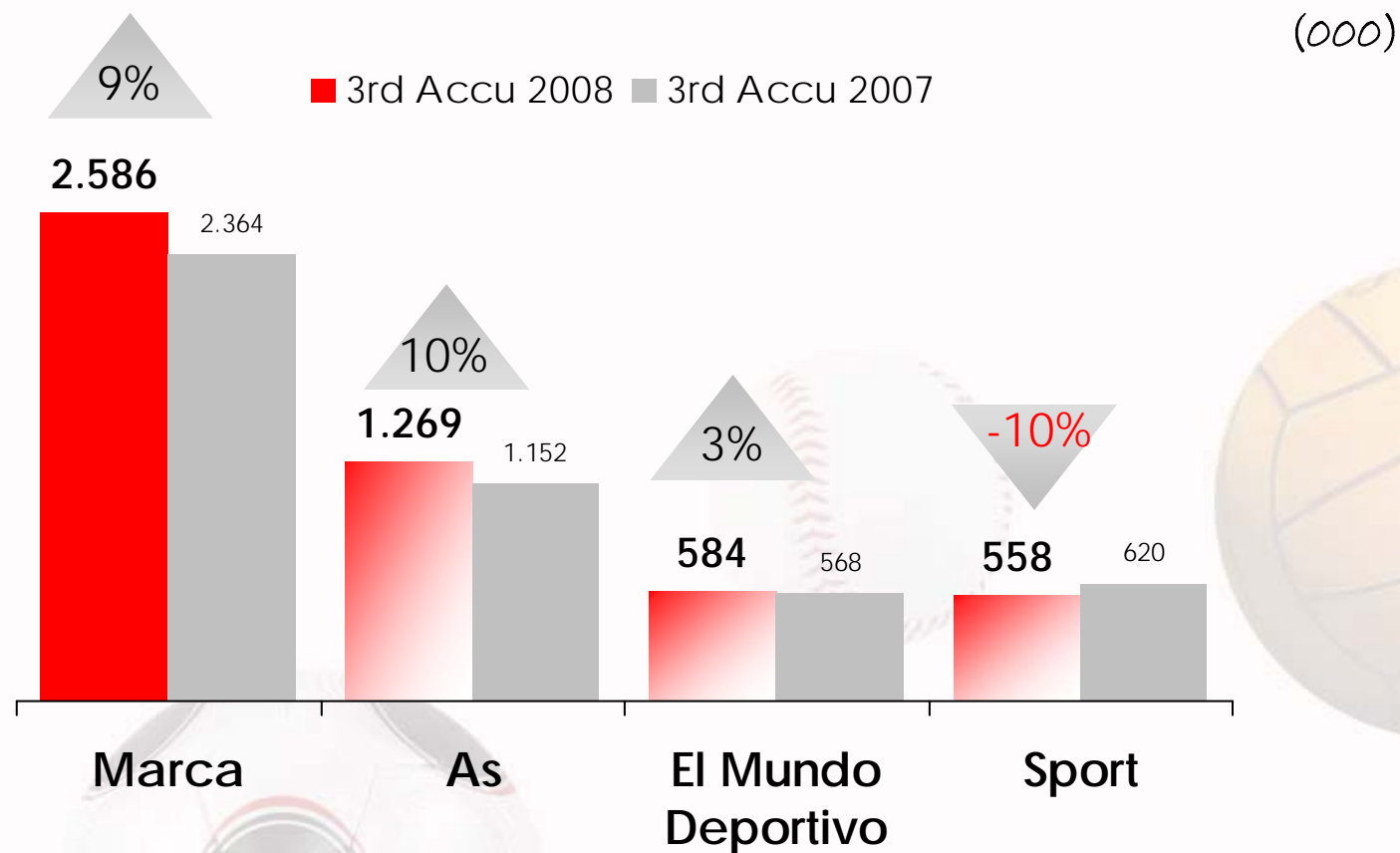


Monday **MARCA** increases its readership amounting to 2.667.000 readers. This means an 8% increase over the same period of the former year. Meanwhile, the rest of the sports papers are decreasing compared to the previous year.



ports press readership from Tuesday to Sunday

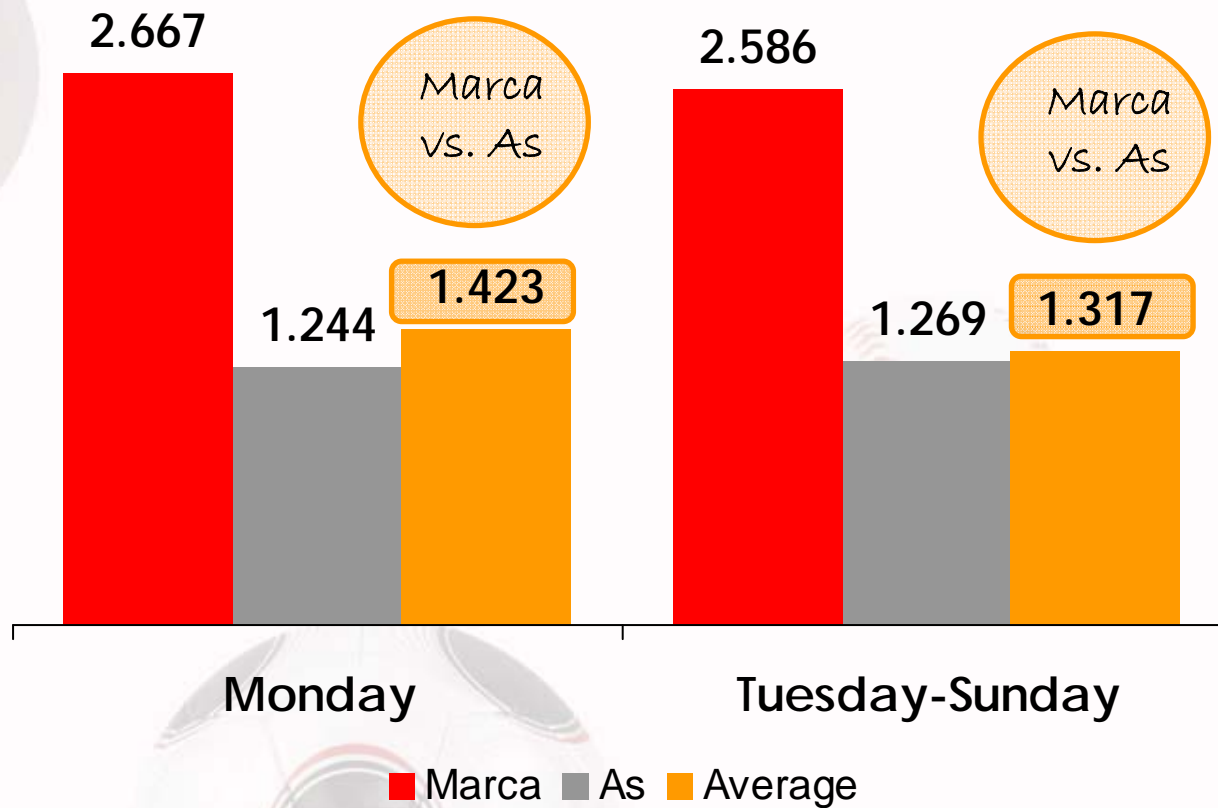
MARCA



Tuesdays to Sundays **MARCA** is also the leader regarding the rest of sports papers. It is still increasing its readership around **9%** in comparison with the same period of the previous year.

Source: EGM 3rd ACCU 2008



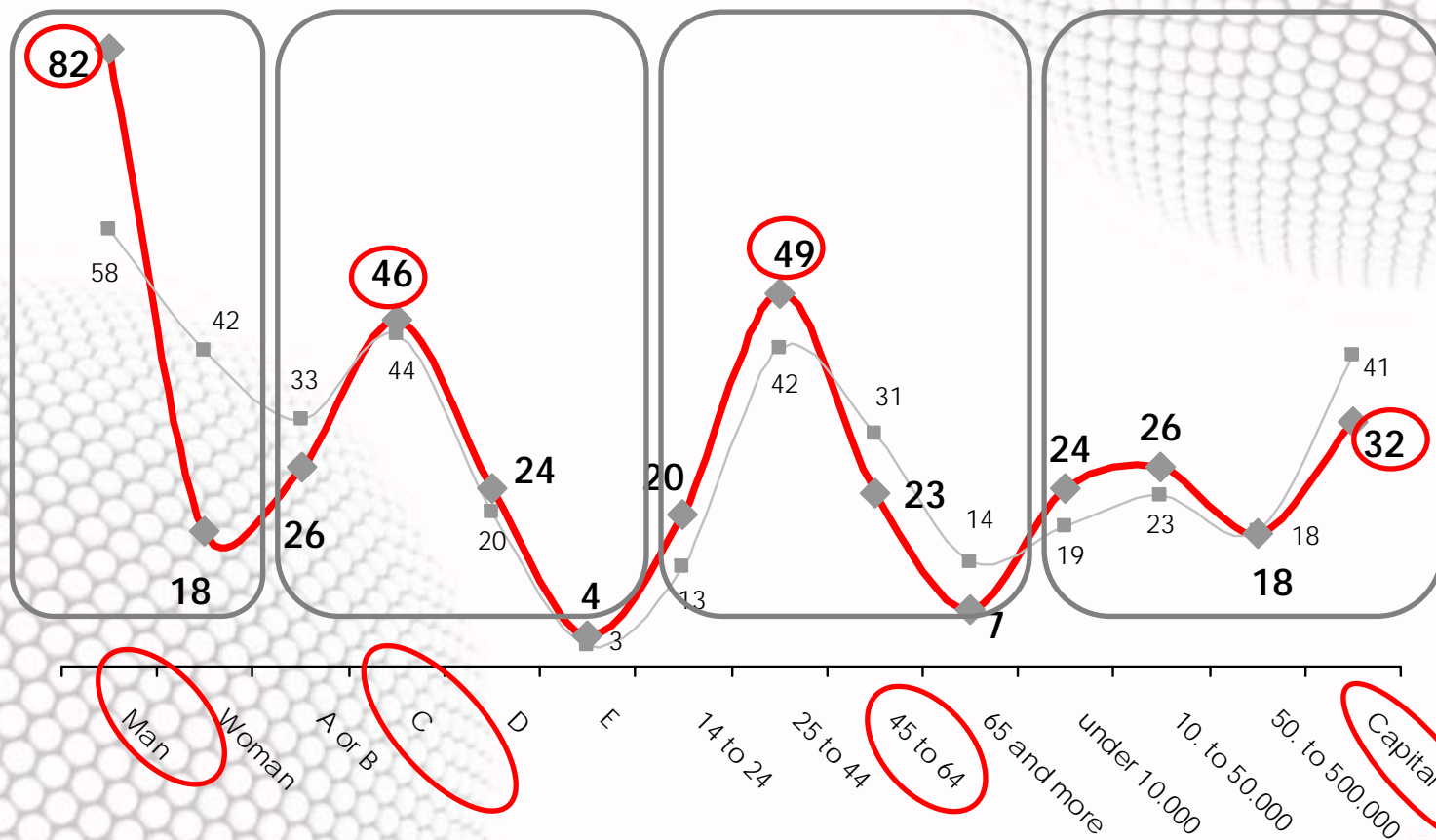


Marca has 1.423.000 readers more than As on Monday and 1.317.000 from Tuesday to Sunday. Its readership is higher than the total number of readers of As.

Marca reader profile

MARCA

—◆— Marca readers —■— Total number of readers



Source: EGM 3rd ACCU 2008



Unidad Editorial



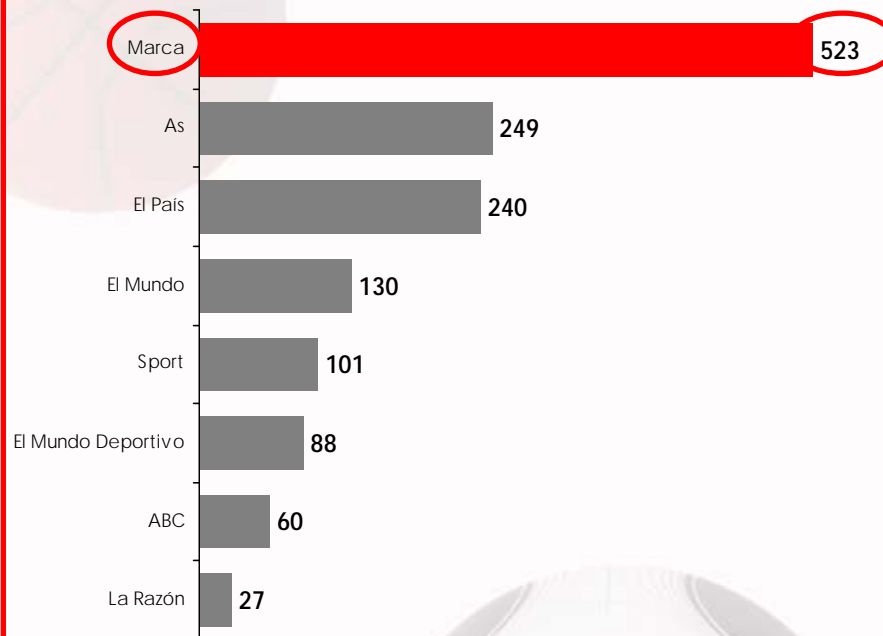
Men, C class, 25 to 44 years of age and living in capital cities.

Their average age is 38 years.

Readers' profile by age gaps

MARCA

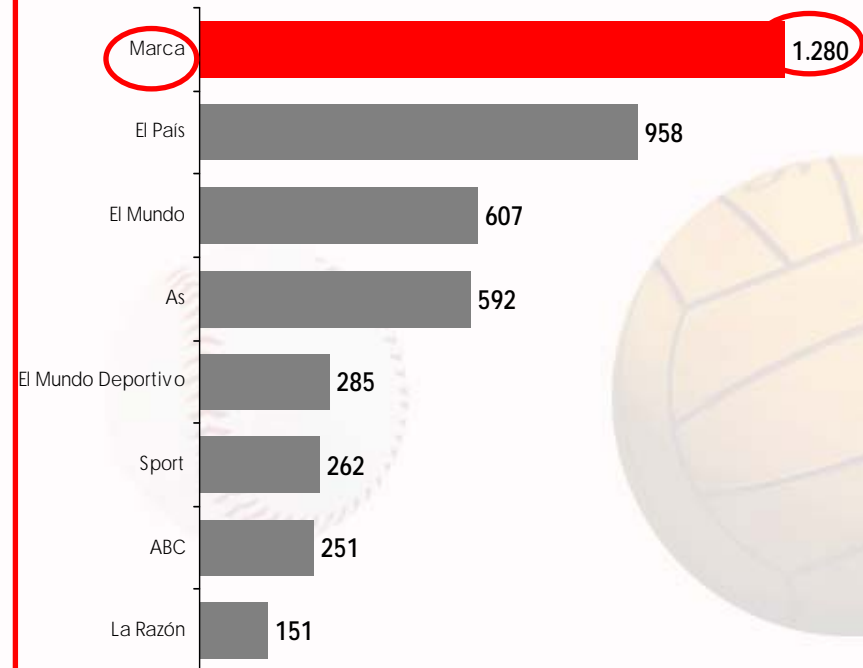
Daily readers from 14 to 24 years of age.



Total universe from 14 to 24 years of age: 5.360. Marca coverage 9,75%

Marca in the age gap from 14 to 24 years of age **surpasses the rest of payment dailies** reaching 523.000 readers.

Daily readers from 25 to 44 years of age.



Total universe from 25 to 44 years of age: 14.637. Marca Coverage 8,75%

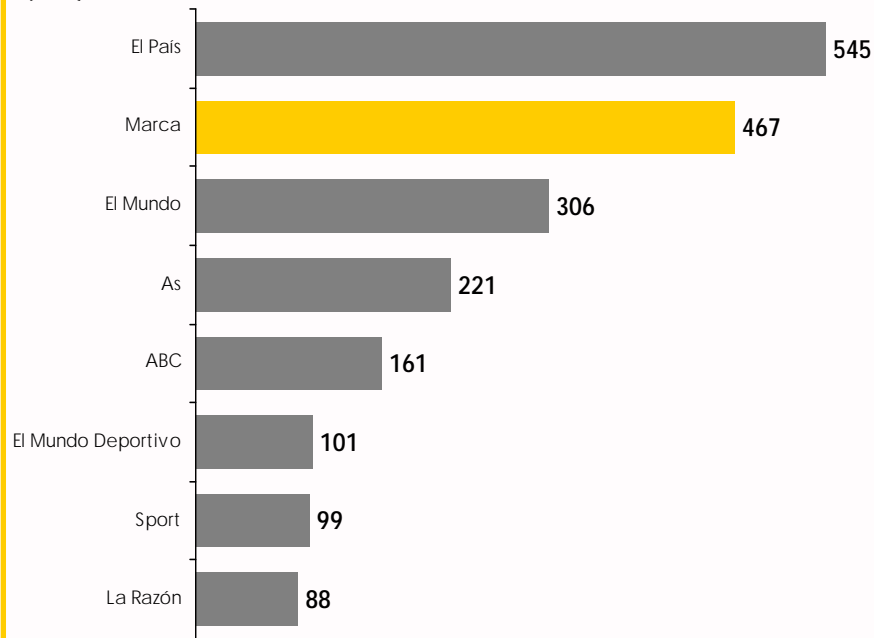
Almost **50% of Marca readers are in the 25 to 44 year-old gap**, surpassing the payment dailies within this group.

Readers' profile by social class

MARCA

High social class dailies' readers.

(000)

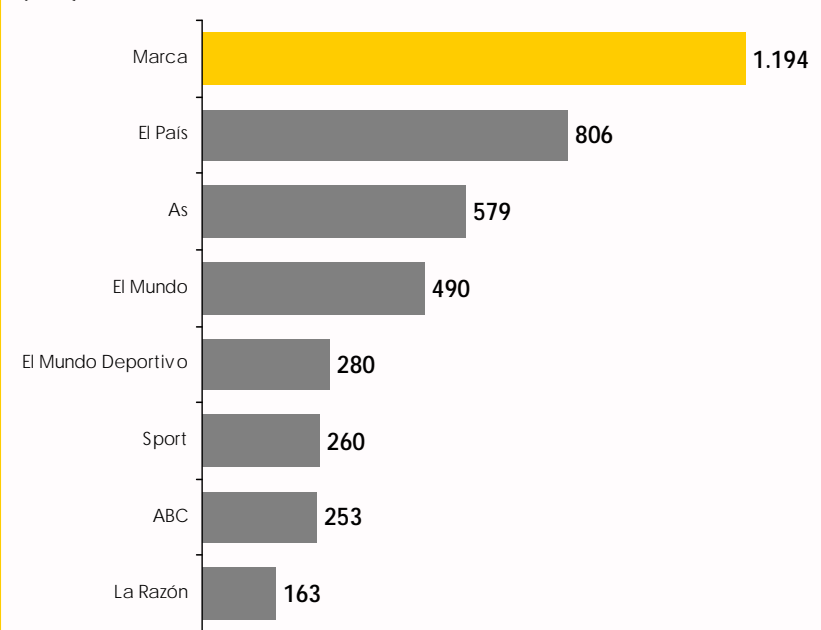


Total universe A class: 6.091.

Marca has **467.00 A class readers** over the most of the payment press.

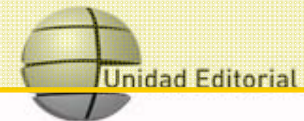
C social class dailies' readers.

(000)



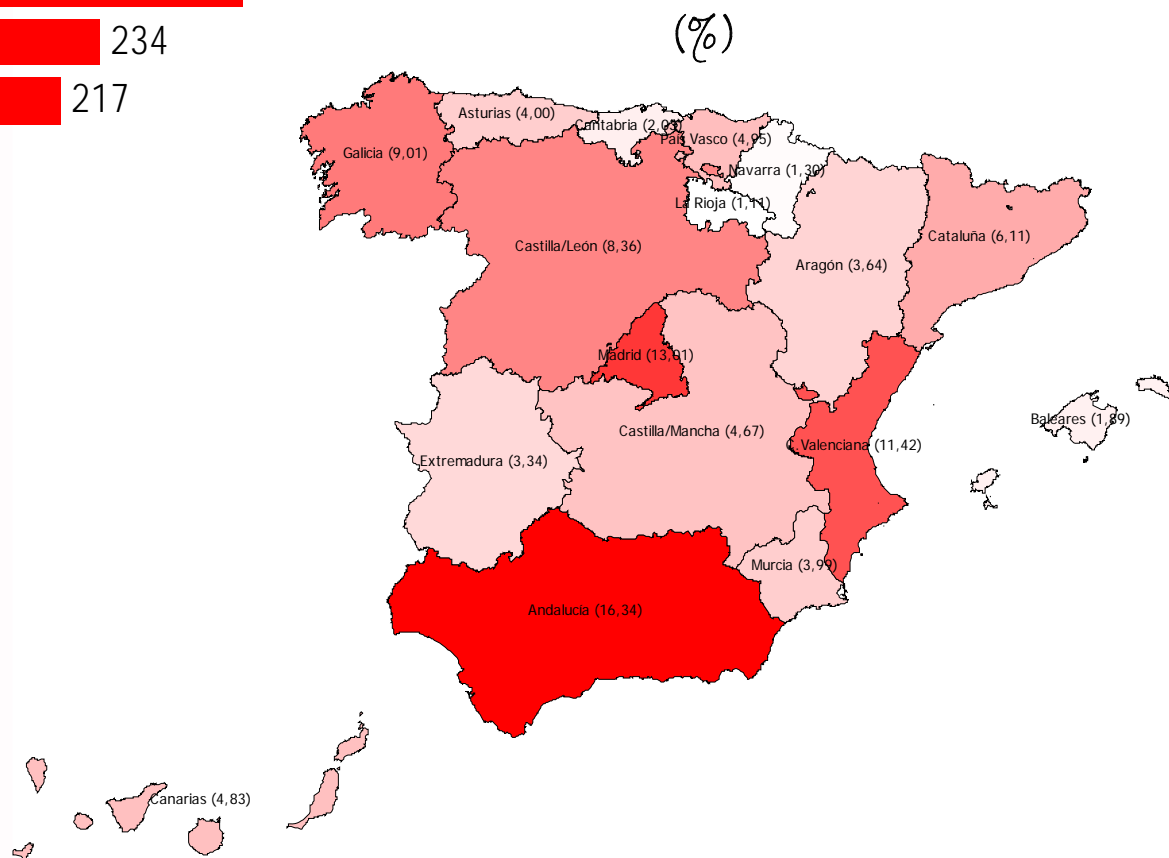
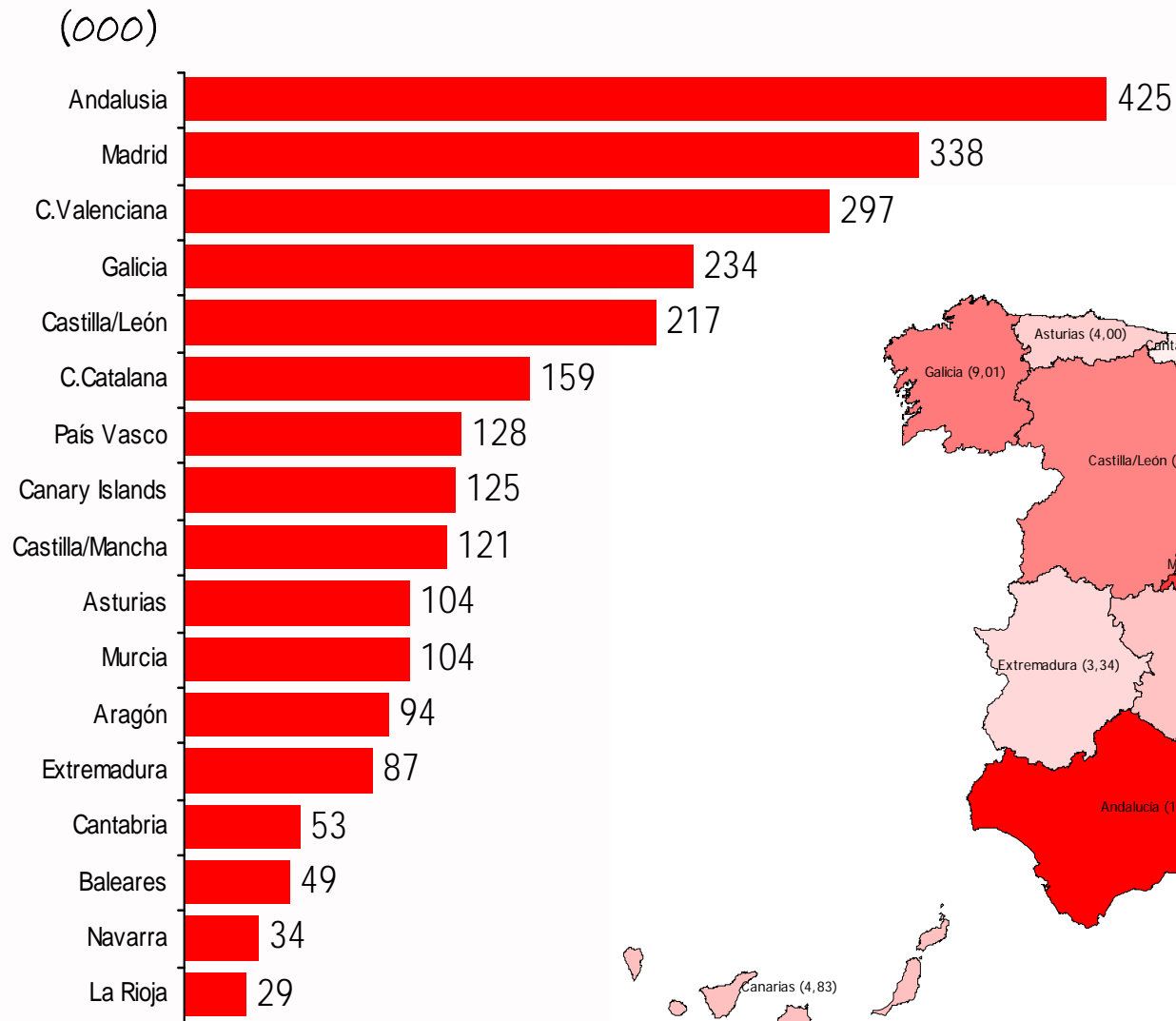
Total universe C class: 15.930.

1.194.000 C class readers read Marca, going over all sort of payment press.



Readership by regions

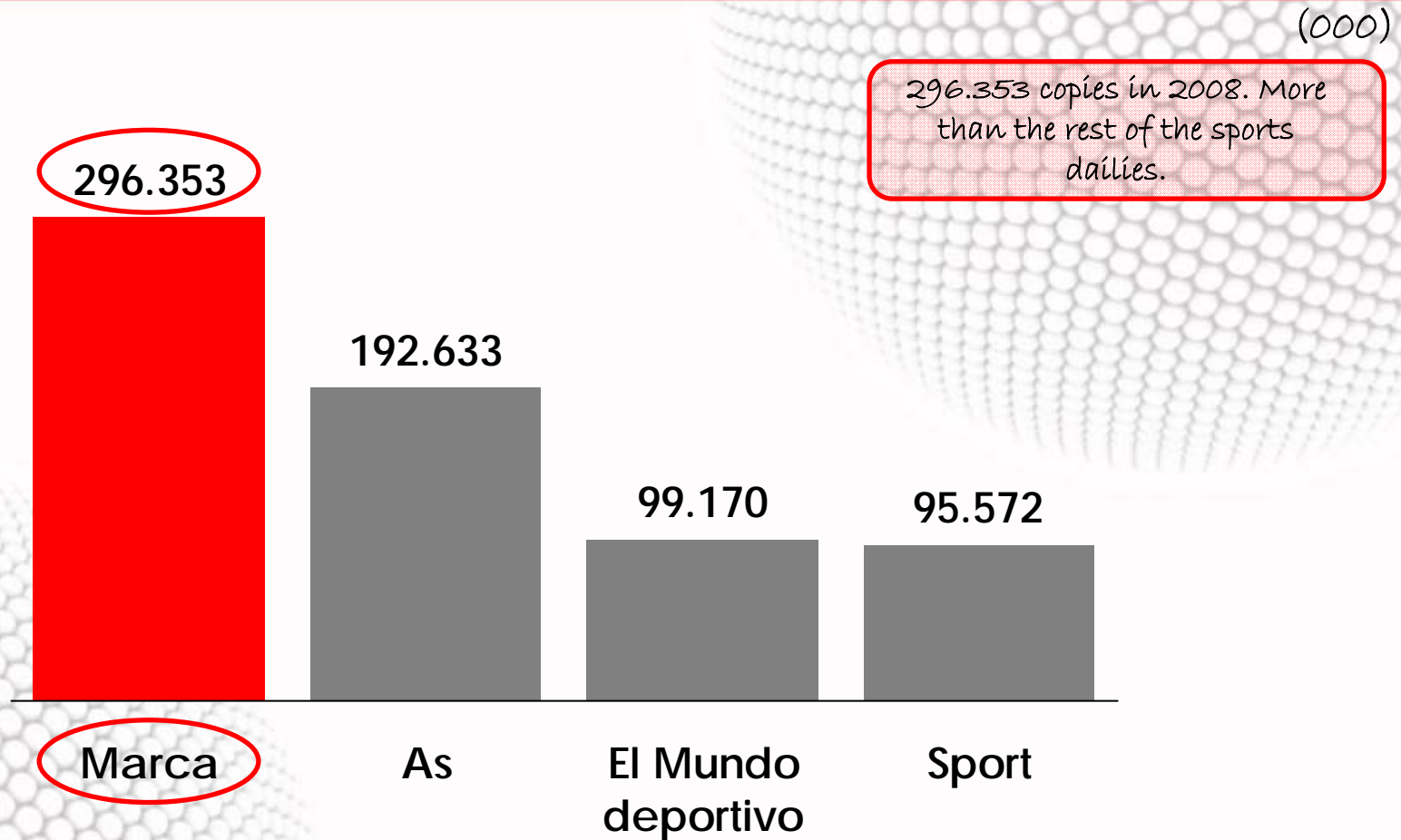
MARCA



Source: EGM 3rd ACCU 2008

Sports dailies circulation

MARCA



Marca *103.720 copies more than As* in the 2008 average.

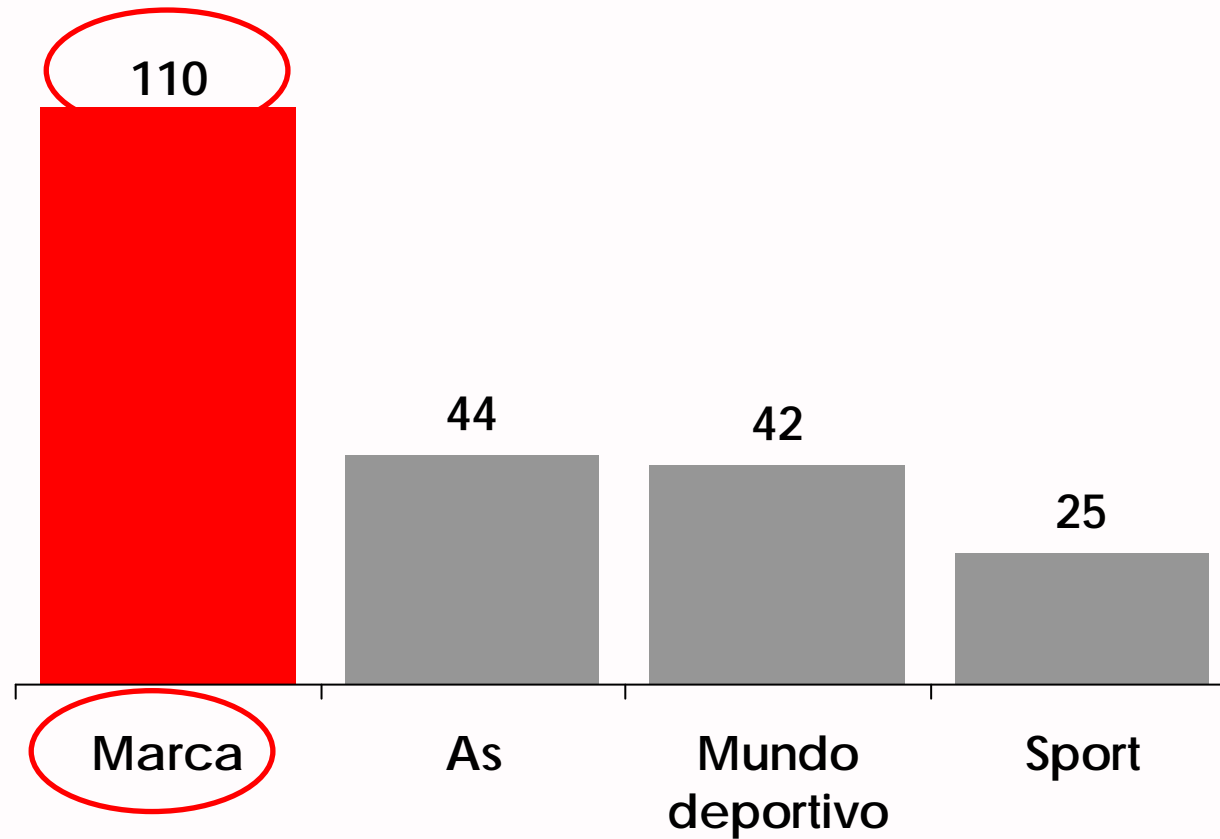
Source: OJD average Jan-Dec 2008. From July to December, data pending of certification.



Decision-makers sports press readership

MARCA

(000)



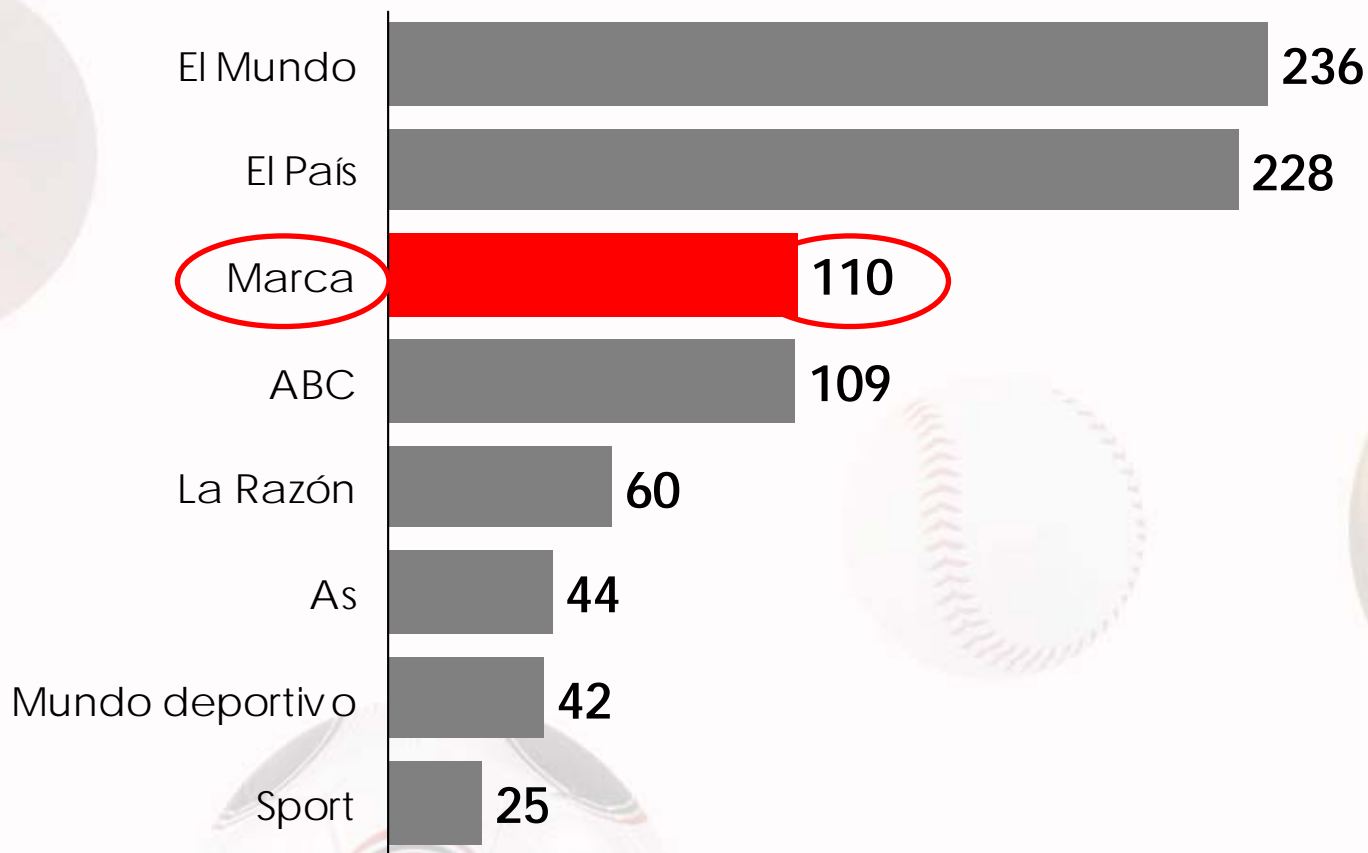
Marca is the sports press mostly read by decision-makers, 66.000 decision-makers over As.



Decision-makers readership. Ranking payment press

MARCA

(000)



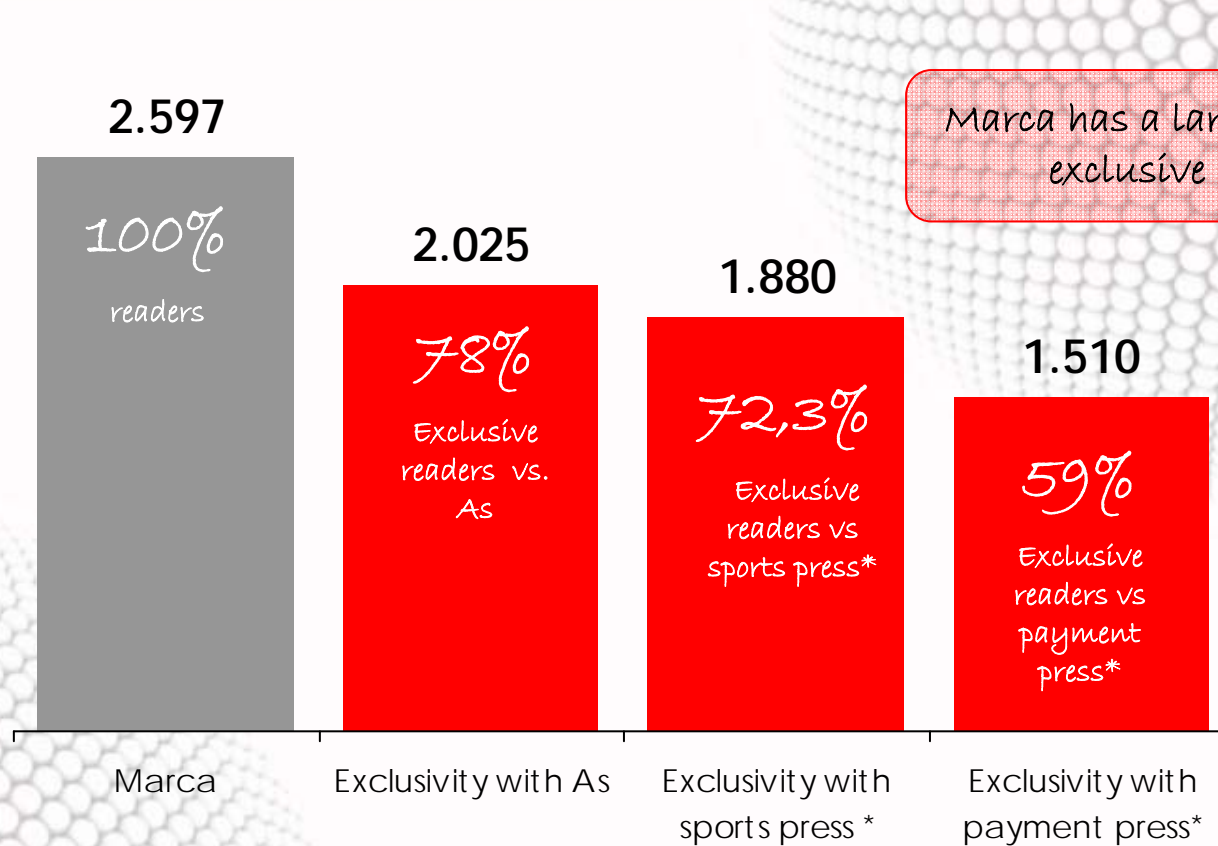
Marca is very well placed in the ranking of the most read dailies and managers.

110.000 decision-makers read Marca



Readers exclusivity

MARCA



Marca has a large number of exclusive readers.

2.025.000 readers read Marca and not As. Furthermore, **1.880.000** do not read any other sports paper. And **1.510.000** do not read any other payment paper.

Source: EGM 3rd ACCU 2008

* Payment press: As, El Mundo deportivo, Sport, ABC, El Mundo, El País, La Razón

* Sports press: As, El Mundo deportivo and Sport

