

Ayuntamiento de Madrid

Resumen inversión por grupos 2013

GRUPO: PRISA BRAND SOLUTIONS

MEDIO	SOPORTE	INVERSIÓN	VERSIÓN CON I
PRENSA	CINCO DIAS	1.878,72	2.273,25
	EL PAIS	98.285,31	118.925,23
	EL VIAJERO (EL PAIS)	9.099,45	11.010,33
	AS	8.356,60	10.111,49
	TOTAL	117.620 €	142.320 €
REVISTAS			0,00
	TOTAL	0 €	0,00
DOMINICAL	EPS + DOMINICAL	106.926,75	129.381,37
	BABELIA	13.245,12	16.026,60
	TOTAL	120.172 €	145.408 €
REVISTAS	CINEMANIA	2.365,20	2.861,89
	ROLLING STONE	2.430,90	2.941,39
	TOTAL	4.796 €	5.803 €
ONLINE	AS.COM	11.239,18	13.599,41
	ELPAIS.COM	49.048,37	59.348,53
	LOS40.COM	8.137,50	9.846,38
	M80RADIO.COM	2.945,00	3.563,45
	PRISA BS	47.731,25	57.754,81
	TOTAL	119.101 €	144.113 €
RADIO	CADENA 40	67.947,45	82.216,41
	CADENA DIAL	27.956,34	33.827,17
	CADENA SER	64.685,43	78.269,37
	MAXIMA FM	29.808,32	36.068,07
	TOTAL	190.398 €	230.381 €
			0,00
TOTAL PRISA BRAND SOLUTIONS		552.087 €	668.025 €

GRUPO: UNIDAD EDITORIAL

MEDIO	SOPORTE	INVERSIÓN	VERSIÓN CON I
PRENSA	EL MUNDO	126.848,91	153.487,18
	EXPANSION	710,64	859,87
	MARCA	11.449,20	13.853,53
	TOTAL	139.009 €	168.201 €
DOMINICAL	MAGAZINE - EL MUNDO	35.872,20	43.405,36
	TOTAL	35.872 €	43.405 €
SUPLEMENTOS	LA LUNA DE METROPOLI	49.557,44	59.964,50
	TOTAL	49.557 €	59.965 €
RADIO	RADIO MARCA	75.028,02	90.783,90
	TOTAL	75.028 €	90.784 €
ONLINE	ELMUNDO.ES	131.663,59	159.312,94
	EXPANSION.COM	22.767,55	27.548,74
	MARCA.ES	52.698,66	63.765,38
	METROPOLI	331,70	401,36

	OCHOLEGUAS.COM	12.121,00	14.666,41
	UNEDISA RED	4.913,62	5.945,48
	YODONA.ES	10.142,55	12.272,49
	TOTAL	234.639 €	283.913 €

TOTAL UNIDAD EDITORIAL	534.105 €	646.267 €
GRUPO: VOCENTO		

MEDIO	SOPORTE	INVERSIÓN	VERSIÓN CON I
INTERNET	ABC.ES	29.000,50	35.090,61
	VOCENTO.ES	27.418,00	33.175,78
	TOTAL	56.419 €	68.266 €
PRENSA	ABC	102.586,73	124.129,94
	TOTAL	102.587 €	124.130 €
DOMINICAL	ABC DEL OCIO	41.944,88	50.753,30
	MUJER DE HOY	16.753,50	20.271,74
	XLSEMANAL+MAGAZINE	211.554,00	255.980,34
	TOTAL	270.252 €	327.005 €

TOTAL VOCENTO	429.257,6 €	519.402 €
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GRUPO: PUBLIPRESS MEDIA

MEDIO	SOPORTE	INVERSIÓN
	TOTAL	0 €
REVISTAS	THE ECONOMIST	
	TOTAL	0 €

TOTAL GRUPO ZETA	0 €
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GRUPO: LA RAZÓN

MEDIO	SOPORTE	INVERSIÓN	VERSIÓN CON I
PRINT	LA RAZON	201.132,31	243.370,10
	VD (LA RAZON)	21.000,00	25.410,00
	TOTAL	222.132 €	268.780 €
REVISTAS	LIFESTYLE	28.424,44	34.393,57
	TOTAL	28.424 €	34.394 €
ONLINE	LA RAZON.ES	28.142,49	34.052,41
	TOTAL	28.142 €	34.052 €

TOTAL LA RAZÓN	278.699 €	337.226 €
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GRUPO: CONDE NAST

MEDIO	SOPORTE	INVERSIÓN
REVISTAS	VOGUE*	
	TOTAL	0 €

TOTAL CONDE NAST	0 €
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GRUPO: ATRESADVERTISING

MEDIO	SOPORTE	INVERSIÓN	VERSIÓN CON I
RADIO	EUROPA FM	39.632,76	47.955,64

	ONDA CERO	129.999,68	157.299,61
	TOTAL	169.632 €	205.255 €
ONLINE	ATRES.COM	33.619,50	40.679,60
	TOTAL	33.620 €	40.680 €

TOTAL ATRESADVERTISING	203.252 €	245.935 €
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GRUPO: COPE

MEDIO	SOPORTE	INVERSIÓN	INVERSIÓN CON IVA
RADIO	C100	74.266,47	89.862,43
	COPE	85.832,42	103.857,23
	ROCK	1.317,50	1.594,18
	TOTAL	161.416 €	195.314 €
ONLINE	CADENA100.ES	310,00	375,10
	COPE.ES	17.156,56	20.759,44
	TOTAL	17.467 €	21.135 €
ONLINE	COPE.COM		
	TOTAL	0 €	

TOTAL COPE	178.883 €	216.448 €
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GRUPO: GRUPO INTERECONOMIA

MEDIO	SOPORTE	INVERSIÓN	INVERSIÓN CON IVA
PRENSA	GACETA DE LOS NEGOCIOS	27.388,43	33.140,00
	TOTAL	27.388 €	33.140 €
RADIO	RADIO INTERECONOMIA	50.993,58	61.702,23
	TOTAL	50.994 €	61.702 €

TOTAL GRUPO INTERECONOMIA	78.382 €	94.842 €
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GRUPO: PUBLIMEDIA

MEDIO	SOPORTE	INVERSIÓN	INVERSIÓN CON IVA
ONLINE	RED PUBLIMEDIA	7.440,00	9.002,40
	TOTAL	7.440 €	9.002 €

TOTAL GRUPO PUBLIMEDIA	7.440 €	9.002 €
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GRUPO: RESTO DE SOPORTES

MEDIO	SOPORTE	INVERSIÓN	INVERSIÓN CON IVA
PRENSA	20 MINUTOS	49.260,89	59.605,68
	BEIJING STAR DAILY	51.692,32	62.547,71
	GENTE	15.061,72	18.224,68
	HOSTELTUR	19.503,60	23.599,36
	KOMMERSANT WEEKEND SUPPLEMENT	11.026,14	13.341,63
	ROSSIYSKAYA GAZETA	11.206,16	13.559,45
	SHANGAI TIMES	24.615,38	29.784,61
	VEDOMOSTI FRIDAY	26.102,70	31.584,27
	VIRTUOSO LIFE	82.059,97	99.292,56
	VIRTUOSO LIFE EN ESPAÑOL	20.626,13	24.957,62
	VIRTUOSO TRAVELLER	37.597,96	45.493,53
DOMINICAL	SAPOS Y PRINCESAS	1.655,64	2.003,32
ONLINE	20MINUTOS.ES	5.502,50	6.658,03

	ADMAN	62.125,00	75.171,25
	ADTELLIGENZ (CP)	1.620,87	1.961,25
	AGENCIA EFE	3.334,05	4.034,20
	CLUB PRIVE VACANCES	10.004,91	12.105,94
	CN TRAVELLER	7.370,00	8.917,70
	CNTRAVELLER.RU	25.079,22	30.345,86
	C-TRIP	41.500,00	50.215,00
	DOSSIEREMPRESARIAL.COM	3.000,02	3.630,02
	EDREAMS.ES	29.455,22	35.640,82
	ELECONOMISTA.ES	5.021,02	6.075,43
	EMPRENDEDORES.ES	6.000,00	7.260,00
	FACEBOOK CP	49.956,50	60.447,37
	GOOGLE	8.091,75	9.791,02
	GOOGLE ADWORDS	8.500,00	10.285,00
	GUIADELOCIO.COM	16.972,50	20.536,73
	ILTM	10.000,00	12.100,00
	INLUXE.CN	26.500,00	32.065,00
	KOMMERSANT.RU	16.401,57	19.845,90
	LASTMINUTE.COM	126.278,15	152.796,56
	LIBERTADDIGITAL.COM	1.107,07	1.339,55
	LINKED IN	15.733,17	19.037,14
	LINKEDIN ADS	4.492,50	5.435,93
	LUXURY-INSIDER.COM	27.500,00	33.275,00
	MADRIDIARIO	31.375,45	37.964,29
	MEDIAMIND	52.435,70	63.447,20
	MUCHOVIAJE.COM	26.996,49	32.665,75
	MUNIDEPORTE	5.209,90	6.303,98
	NATALIE-TOURS.RU	5.833,33	7.058,33
	NUMEROCERO.ES	3.720,00	4.501,20
	PLAYGROUND	5.177,00	6.264,17
	QUNAR	38.000,00	45.980,00
	RUMBO.ES	34.543,81	41.798,01
	SOJERN	7.500,00	9.075,00
	SPOTIFY	46.296,35	56.018,58
	TAPTAP	30.922,43	37.416,14
	TOURISM.GISMETEO.RU	5.833,33	7.058,33
	TRAVEL.MAIL.RU	5.833,33	7.058,33
	TRAVEL.RU	5.833,33	7.058,33
	TRIPADVISOR.COM	204.666,04	247.645,91
	TUENTI	15.190,00	18.379,90
	TURIZM.RU	5.833,33	7.058,33
	TWITTER SITE	19.200,00	23.232,00
	VEDOMOSTI.RU	26.435,08	31.986,45
	VK.COM	5.833,33	7.058,33
	WEBADS INTERACTIVE, S.L.	15.190,00	18.379,90
	YIWANFUWENG.COM (BILLIONAIRE)	26.000,00	31.460,00
	ZANADU	29.000,00	35.090,00
INTERNACIONAL	A ESCENA	6.504,24	7.870,13
	AGENTTRAVEL	8.304,48	10.048,42
	AIBTM	5.076,27	6.142,29
	AMI	8.675,04	10.496,80
	ARABIAN TRAVEL NEWS	5.637,60	6.821,50
	ASFAAR	2.933,33	3.549,33
	ASSOCIATION CONVENTIONS & FACILITIES	4.494,24	5.438,03
	BERLINER MORGENPOST	20.719,98	25.071,18
	BOOK STYLE	12.001,30	14.521,57

BUSINESS DESTINATION	8.954,88	10.835,40
BUSSINES REVIEW (HARVARD DEUSTO)	13.986,76	16.923,98
CATALOGO SELECTIONS	2.308,00	2.792,68
CIBTM	12.472,44	15.091,65
CIM	11.293,92	13.665,64
CINEINFORME	450,16	544,69
CONFERENCE & INCENTIVE TRAVELS	8.448,00	10.222,08
CONFERENCE & MEETING WORLD	4.547,40	5.502,35
CONVENE	65.816,45	79.637,90
DEPARTURES (MEXICO)	11.525,65	13.946,04
DER TAGESSPIEGEL	15.040,40	18.198,88
DETOUR	25.990,00	31.447,90
DIRECTIVOS Y EMPRESAS	10.152,96	12.285,08
DOING BUSINESS IN SPAIN	1.024,00	1.239,04
ECONOMIA 3	6.610,00	7.998,10
EIBTM	48.199,00	58.320,79
EL DUENDE	1.971,00	2.384,91
ELLE RUSIA	59.706,15	72.244,44
ETURBONEWS.COM	40.000,00	48.400,00
EVENT REPORT	6.494,40	7.858,22
EVENTOS MAGAZINE	4.716,90	5.707,45
EVENTS	7.180,80	8.688,77
EXPONE	2.659,86	3.218,43
FARMAESPAÑA	2.961,28	3.583,15
FARMAEVENTUS	2.961,28	3.583,15
FORUM:INFORMACION MEDICA	1.702,74	2.060,32
FOTOGRAMAS	2.537,66	3.070,57
FVW INTERNATIONAL	19.086,50	23.094,67
GIBTM (ABU DHABI)	5.200,00	6.292,00
GODOT	11.169,00	13.514,49
GUIDE BEDOUK	4.972,50	6.016,73
HARPERS BAZAAR BRASIL	69.540,63	84.144,16
HARPERS BAZAAR MEXICO	17.768,28	21.499,62
HEADQUARTERS (BELGICA)	4.488,00	5.430,48
HELLO RUSIA	51.475,96	62.285,91
ICCA CONGRESS 2013-FINAL PROGRAMM	792,00	958,32
ICCA HYPERLINK 2012	395,00	477,95
ICCA IBERICA	949,98	1.149,48
I-MEET.COM	2.651,52	3.208,34
IMEX AMERICA	10.784,91	13.049,74
IMEX AMERICA PRE-SHOW REPORT	7.633,59	9.236,64
INCENTIVOS & MEETINGS	2.802,64	3.391,19
INFORTURSA	16.503,48	19.969,21
JORNAL MERCADO&EVENTOS	9.304,44	11.258,37
JORNAL O GESTOR	2.040,59	2.469,11
JOURNAL PANROTAS	3.884,84	4.700,66
KOMPANIYA	5.954,88	7.205,40
LA GUIA DEL OCIO	61.482,51	74.393,84
LA UNI	2.693,70	3.259,38
LIFE STYLE CHINA	15.230,77	18.429,23
LO MEJOR DE LAS AUTONOMIAS	2.508,48	3.035,26
MARCO POLO	50.000,00	60.500,00
MCMAG.COM	32.348,00	39.141,08
MDC (MERCADO DE CONVENCIONES)	5.787,20	7.002,51
MEDIAPUNTA	6.500,00	7.865,00
MEET IN (INT)	19.003,16	22.993,82

MEET ME	1.600,00	1.936,00
MEETING & INCENTIVE TRAVEL	13.012,56	15.745,20
MEETING BY MELIA CASTILLA	3.948,00	4.777,08
MEETING E CONGRESSI	4.065,60	4.919,38
MEETING FOCUS INTERNATIONAL	7.308,02	8.842,70
MEETINGS & CONVENTIONS	24.836,78	30.052,50
MEETINGS INTERNATIONAL	4.181,76	5.059,93
MEETINGS NET	8.169,44	9.885,02
MEETPIE.COM	25.000,00	30.250,00
MICE CHINA	8.314,96	10.061,10
MODERN WEEKLY	27.384,62	33.135,39
MONDO SONORO	542,02	655,84
MONOCLE	103.398,75	125.112,49
NEW EUROPEAN ECONOMY	12.660,00	15.318,60
NIKKEI BUSINESS	13.999,04	16.938,84
OK!	6.414,26	7.761,25
ON	31.499,84	38.114,81
PANROTAS QUIZ ONLINE	18.357,81	22.212,95
PREVUE	9.593,39	11.608,00
PROFILE - DER SPIEGEL	6.465,30	7.823,01
REIS REVUE (TRAV MAGAZINE)	5.134,28	6.212,48
REVISTA AENA	2.000,00	2.420,00
REVISTA PROGRAMA	903,37	1.093,08
SHANGAY	1.461,82	1.768,80
SHOPPING IN SPAIN FOR CHINESE TRAV	4.633,00	5.605,93
SMART MEETINGS	4.167,57	5.042,76
SMART MEETINGS ONLINE	3.829,01	4.633,10
SPAIN TRAVEL & BUSSINES MAGZINE	3.172,80	3.839,09
STAND BY	2.988,48	3.616,06
STUDY TRAVEL MAGAZINE	3.852,58	4.661,62
SUCCESSFUL MEETINGS	31.021,08	37.535,51
TAT REVISTA	2.047,68	2.477,69
TAXI MAGAZINE	1.100,10	1.331,12
TEATROS	17.757,06	21.486,04
THE BUND	11.230,77	13.589,23
TIEMPO	1.999,85	2.419,82
TOUR BUSINESS	3.168,00	3.833,28
TRAVEL MANAGER	11.197,65	13.549,16
TRAVEL ONE	16.055,00	19.426,55
TRAVEL ONE.NET	3.525,60	4.265,98
TRAVEL TRENDZ	2.865,12	3.466,80
TRAVEL WEEKLY	8.795,00	10.641,95
TRAVEL WEEKLY.CO.UK	4.434,60	5.365,87
TRAVEL.TALK MIDDLE EAST	2.481,60	3.002,74
TTG BT MICE CHINA	14.006,55	16.947,93
TTG MENA	18.480,00	22.360,80
TTG RUSSIA	41.350,40	50.033,98
TW TAGUNS WIRTSCHAFT	3.368,64	4.076,05
VANIDADES MEXICO	55.090,14	66.659,07
VANITAS	3.882,20	4.697,46
VIAJES PALACIO	14.800,00	17.908,00
VIAJES Y TURISMO	5.033,88	6.090,99
VIRTUAL FAM TRIP	5.253,60	6.356,86
VOGUE BRASIL	20.643,93	24.979,16
VOGUE RUSIA	46.207,50	55.911,08
VOYAGES D AFFAIRES MAGAZINE	11.151,36	13.493,15

	VOYAGES ET STRATEGIES	6.336,00	7.666,56
	WALKING	354,78	429,28
	WELCOME TO SPAIN	1.950,00	2.359,50
	WISH REPORT BRASIL	53.112,00	64.265,52
	WWW.FVW.DE	1.073,50	1.298,94
	ZEIT MAGAZIN	7.322,50	8.860,23
PRODUCCION	PRODUCCION OFFLINE	67.630,00	81.832,30
PUBLICIDAD EXTE	CBS	9.855,00	11.924,55
	CERO14	26.620,49	32.210,79
	DERTOUR	3.070,00	3.714,70
RADIO	ESRADIO	35.504,76	42.960,76
	GESTIONA RADIO	28.181,28	34.099,35
	KISS FM	19.617,16	23.736,76
	RADIO SOL XXI	14.547,43	17.602,39
	TOTAL	3.406.841 €	4.122.278 €

INVERSIÓN | **INVERSIÓN CON IVA**

TOTAL 5.668.946,98 € 6.859.426 €