



TRAVEL & TOURISM JOURNAL

www.expreso.info

The screenshot displays the Expreso website interface. At the top left is the Expreso logo with the tagline "DIARIO DE VIAJES Y TURISMO". The main header features a banner with the text "Donde la nieve es más que nieve..." over a snowy mountain landscape. Below the banner is a navigation menu with categories: NOTICIAS (transporte, agencias, espada, internacional, hoteles, gastronomía, biblioteca, agenda, agenda profesional, hazar) and DESTINOS (a bordo, callejando, descubrir, sabores, con reserva, azul marino, edición limitada, de negocios). The main content area is titled "SABORES" and dated "martes 27/01/2015". The article is "10 ideas sencillas y baratas para mejorar tu restaurante", with a sub-headline "Las propuestas televisivas del chef Gordon Ramsey, primero, y del gran Alberto Chicote en la versión española después, han puesto el foco en la realidad que se oculta tras la gestión de un restaurante; las miserias -y también las grandezas- que no se ven desde la mesa." Below the text is a photo of a red soup garnished with a fried egg and green onions. To the right of the article are social media icons, a search bar, and a "suscríbete gratis" button. Below the article is a sidebar for "POLITOURS RIVER CRUISES" featuring a photo of a river cruise ship. At the bottom right, there is a section titled "CONECTADOS AL MUNDO CON LOS BRAZOS ABIERTOS." for TAP Portugal, an "A STAR ALLIANCE MEMBER", with the website flytap.com and social media icons. Below this is a "DE CERCA" section with a photo of Manuel Estiú, presidente de Politours, and a short bio: "Este año tenemos más viajeros repetidores. Manuel Estiú, presidente de Politours. Nuestros clientes son viajeros con experiencia internacional que aprecian la calidad de los servicios y la tranquilidad que les brinda viajar con Politours... Ser más..."

MEDIA KIT 2017



3,3 MILLION VISITS

ABOUT EXPRESO

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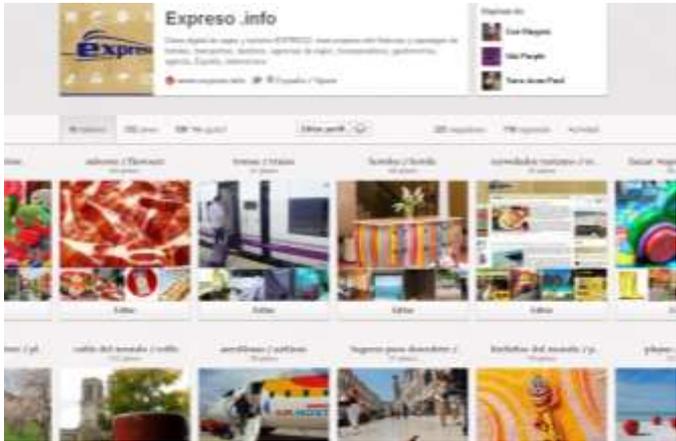
Expreso has become in a short time a reference media about travel and tourism. Readers can subscribe free on the website www.expreso.info and they receive in their mail a daily newsletter with all most important news; and follow Expreso in Twitter or Facebook, Foursquare, YouTube or Pinterest.



NEWS: transport, touroperators, Spain, international, hotels, gastronomy, library, agenda, professional agenda, shopping...



ARTICLES: on board, walking, discovering, flavours, with booked, navy blue, limited edition, business travel...



MORE SECTIONS: interviews, opinion, travel tips, polls, awards, radio, Twitter, Facebook, Foursquare, Instagram, Pinterest...



ADVERTISEMENT SPACES: home, news, articles, newsletter, wallpapers, microsities...

OUR READERS

Updated december 2016

Expreso gets better numbers each month:

- ✓ **More 1 MILLION monthly READERS**
- ✓ **365 DAYS a YEAR**
- ✓ **10 YEARS increasing AUDIENCES**
- ✓ **29 MILLION news**
- ✓ **3,3 MILLION visits**
- ✓ **Readers in more 100 COUNTRIES**
- ✓ **Travelers & professional travelers**
- ✓ **+ 25.000 followers in TWITTER**



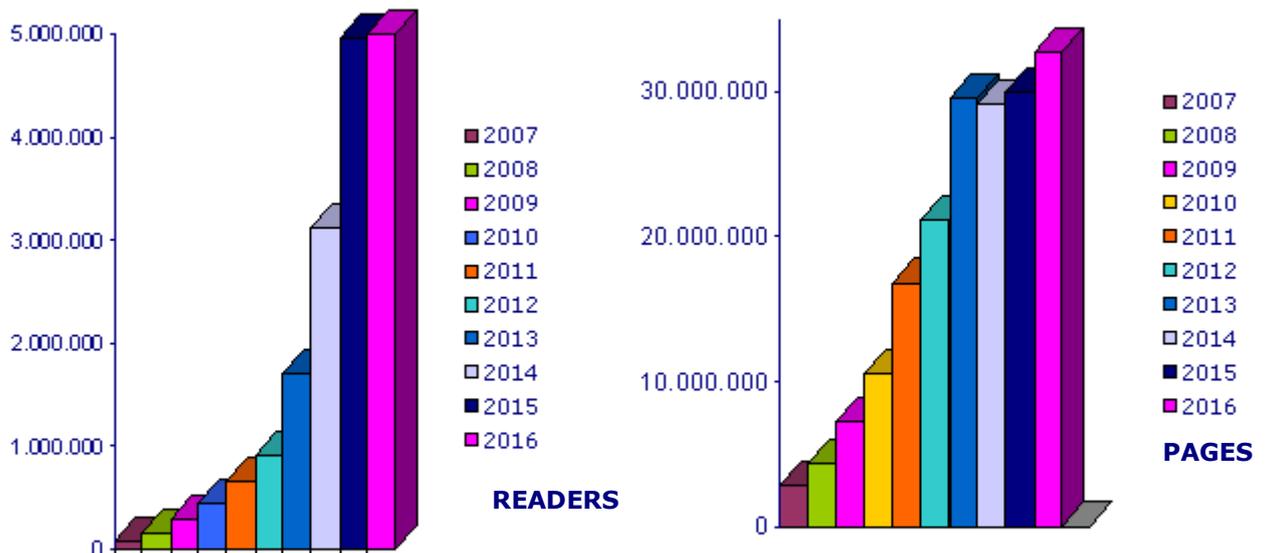
AUDIENCES RECORD EACH MONTH

	READERS	VISITS	PAGES
Last 12 months	5.965.217	3.677.233	32.658.639
Monthly maximun	1.038.089	353.035	3.154.758
Increase last 12 months	+ 61,3 %	+ 12,5 %	+ 3,5 %

PAGES NINE YEARS INCREASING AUDIENCES

Expreso readers are all around the World, in more than **100 different countries**. More than **half read Expreso from Spain**, and we have many readers too in America and Europe.

Our readers are travellers, business travellers and tourism professionals. They read Expreso from home or work; agencies, hotels, airlines, restaurants, touroperators, tourism companies...



READERS

THE BEST ADVERTISING SUPPORT



THOUSANDS OF TRAVELERS

EXPRESO arrives every day directly to the screens and the mailbox of thousands of travellers, business travellers and tourism professionals, and is a perfect media to promote a product, destination, service or brand.

Expreso has many attractive spaces, on the **WEB** and in the **NEWSLETTER** sent daily to more than 20.000 subscribers.

The location, sizes and advertising rates are available in www.expreso.info/publicidad.

ADVANTAGES OVER OTHER MEDIA

- ✓ **Daily and always update** → read several times a day
- ✓ **More brand presence** → each space several pages
- ✓ **Cheaper** → from 0,0008 euros per print (CPM 0,8)
- ✓ **Direct your web** → links to your site
- ✓ **Objective target** → travelers and tourism professionals
- ✓ **Get into the mailbox of the readers** → daily newsletter
- ✓ **A consolidate media** → referenCe in travel and tourism
- ✓ **Flexibility** → change your ad as often as you want
- ✓ **Immediacy** → campaigns from one day
- ✓ **Purchase decision** → travelers choose their destination



MORE THAN ADVERTISING

We know that **many times advertising is not enough** to stand up among so much offer.

Definitely, best promotion combines advertising spaces with social media and reader participation. **All the resources at your service.**

PERSONALIZED CAMPAIGNS with new types of promotion, value-added proposals that include much more than advertising: *microsites*, articles, reports, Twitter, Facebook, Pinterest, Foursquare, Instagram, interviews, opinion spaces...

FEEL FREE TO CONTACT US:

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