



Country: Spain

Info: Total population 43,000,000 – Internet population 18,900,000 - % of population 44%

A member of  
**AD Europe**

## Introduction

### Background

- Part of the France Telecom Group
- No. 3 ISP and Portal in Spain

### General Info

- Websites: [orange.es](http://orange.es), [actualidad.orange.es](http://actualidad.orange.es), [cine.orange.es](http://cine.orange.es), [autocity.com](http://autocity.com), [deportes.orange.es](http://deportes.orange.es), [descargas.orange.es](http://descargas.orange.es), [empleo.basefinanciera.com](http://empleo.basefinanciera.com), [rincondelvago.com](http://rincondelvago.com), [entretenimiento.orange.es](http://entretenimiento.orange.es), [mujer.orange.es](http://mujer.orange.es), [basefinanciera.com](http://basefinanciera.com), [foxtv.es](http://foxtv.es), [hipotecas.basefinanciera.com](http://hipotecas.basefinanciera.com), [humor.orange.es](http://humor.orange.es), [inmobiliaria.basefinanciera.com](http://inmobiliaria.basefinanciera.com), [juegos.orange.es](http://juegos.orange.es), [motos.autocity.com](http://motos.autocity.com), [starmedia.com](http://starmedia.com), [musica.orange.es](http://musica.orange.es), [seguridad.orange.es](http://seguridad.orange.es), [seguros.basefinanciera.com](http://seguros.basefinanciera.com), [viajes.orange.es](http://viajes.orange.es), [videos.orange.es](http://videos.orange.es), [TELEPOLIS](http://TELEPOLIS), [Orange.es/especial/ebay](http://Orange.es/especial/ebay), [Softonic](http://Softonic)
- Also all the portals of Hachette Filipachi magazines (Elle, Ragazza, Car and Driver, Fotogramas, etc.)



### Key Metrics

**Reach:** 5,4 million unique users, 29% Reach (net users) per month (source: Netratings 02/2007)

**Page impressions:** 210 million per month

**Socio-demographics:** Gender: 60% men / 40% women; age: under 18: 15%, 18 to 34: 43%, 35 to 49: 29%, over 50: 13%; high incomes: 35%

### Advertising Metrics

**Ad formats:** Banner 468x60 or 728x90, Expandable Banner 468x400 or 728x400, Check M8 300x300, Interstitial 800x600, Layer 250x250, Super Title 350x350, Pop-under 300x250, MPU 300x250 or 200x200, Buttons 120x120 or 120x60 or 300x100, Skyscraper 120x600, MPU 300x250 (home), Expandable Banner 728x90/300 (home), Buttons 300x100 (home)

**Channels:** News, Cinema, Autocity, Sports, Downloads, Jobs, Students, Entertainment, Family, Finance, Mortgage, OrangeTV, Horoscope, Humour, Estate agency, Women, Music, Motorbike, Insurances, Travel and Videos

**Special:** Any format on demand, email-marketing possible

### Benefits / USP

- Innovative and enables the usage of rich media & streaming formats
- Efficient campaign optimisation on special-interest websites with large reach

### Links

<http://www.orange.es/>, <http://actualidad.orange.es/>, <http://cine.orange.es/>, <http://www.autocity.com/>, <http://deportes.orange.es/>, <http://descargas.orange.es/>, <http://empleo.basefinanciera.com/>, <http://www.rincondelvago.com/>, <http://entretenimiento.orange.es/>, <http://mujer.orange.es/familia/>, <http://mujer.orange.es/http://www.basefinanciera.com/finanzas/portada.htm>, <http://foxtv.es/>, <http://hipotecas.basefinanciera.com/>, <http://humor.orange.es/>, <http://inmobiliaria.basefinanciera.com/home.htm>, <http://juegos.orange.es/>, <http://motos.autocity.com/>, <http://us.starmedia.com/>, <http://musica.orange.es/>, <http://seguridad.orange.es/>, <http://seguros.basefinanciera.com/>, <http://www.orange.es/especiales/ebay/>, <http://www.telepolis.com/>, <http://viajes.orange.es/>, <http://www.softonic.com/>, <http://videos.orange.es/>