





# LECTORÍA DE DIARIOS DE LIMA – SEPP 2014



## LECTORÍA DOMINGO

2007-2014	AJÁ		CORREO		DEPOR		DIARIO 16		EL BOCÓN		EL COMERCIO		EL POPULAR		GESTIÓN		LA PRIMERA		LA REPUBLICA		LIBERO		OJO		PERÚ 21		TROME			
	LECTORIA	ALCANCE (%)	LECTORIA	ALCANCE (%)	LECTORIA	ALCANCE (%)	LECTORIA	ALCANCE (%)	LECTORIA	ALCANCE (%)	LECTORIA	ALCANCE (%)	LECTORIA	ALCANCE (%)	LECTORIA	ALCANCE (%)	LECTORIA	ALCANCE (%)	LECTORIA	ALCANCE (%)	LECTORIA	ALCANCE (%)	LECTORIA	ALCANCE (%)	LECTORIA	ALCANCE (%)	LECTORIA	ALCANCE (%)		
ENE'07 - DIC'07	261,050	3.99	296,553	4.53					264,567	4.04	1,384,874	21.14	290,462	4.43					167,150	2.55	199,078	3.04	451,818	6.9	247,545	3.78	995,172	15.19		
ABR'07 - MAR'08	243,529	3.68	205,444	3.11					231,322	3.5	1,476,678	22.33	257,622	3.9					140,107	2.12	154,060	2.33	401,180	6.07	255,763	3.87	1,048,572	15.86		
JUN'07 - MAY'08	267,710	4.05	232,370	3.51					202,439	3.06	1,449,427	21.92	252,163	3.81					135,713	2.05	168,809	2.55	425,584	6.44	247,430	3.74	1,105,161	16.71		
JUL'07 - JUN'08	280,548	4.24	244,428	3.7					212,515	3.21	1,435,980	21.92	257,349	3.89					110,090	1.66	165,545	2.5	421,776	6.38	251,183	3.8	1,126,970	17.04		
AGO'07 - JUL'08	292,224	4.42	264,495	4					221,665	3.35	1,372,674	20.76	257,080	3.89					41,309	0.62	108,745	1.64	155,572	2.35	427,160	6.46	240,583	3.64	1,162,977	17.59
SEP'07 - AGO'08	305,659	4.62	284,021	4.3					231,816	3.51	1,370,335	20.72	248,332	3.76					46,781	0.71	110,645	1.67	137,919	2.09	421,760	6.38	252,562	3.82	1,201,800	18.18
OCT'07 - SEP'08	275,289	4.16	269,997	4.08					225,441	3.41	1,407,265	21.28	230,088	3.48					48,865	0.74	120,499	1.82	145,528	2.2	435,721	6.59	246,906	3.73	1,201,118	18.17
NOV'07 - OCT'08	266,407	4.03	278,046	4.21					212,370	3.21	1,424,901	21.55	231,754	3.5					56,658	0.86	120,069	1.82	150,610	2.28	439,618	6.65	245,296	3.71	1,204,374	18.21
DIC'07 - NOV'08	247,775	3.75	262,134	3.96					216,992	3.28	1,371,085	20.74	233,395	3.53					45,663	0.69	117,060	1.77	137,486	2.08	474,815	7.18	251,484	3.8	1,227,679	18.57
ENE'08 - DIC'08	230,397	3.48	253,953	3.84					200,682	3.04	1,349,163	20.4	237,716	3.6					45,394	0.69	124,248	1.88	131,489	1.99	464,267	7.02	243,284	3.68	1,199,900	18.15
FEB'08 - ENE'09	225,344	3.33	257,540	3.8					199,795	2.95	1,402,523	20.7	230,269	3.4					135,961	2.01	128,261	1.89	486,561	7.18	255,183	3.77	1,257,404	18.56		
MAR'08 - FEB'09	233,742	3.45	245,806	3.63					185,628	2.74	1,412,311	20.84	217,106	3.2					115,084	1.7	130,395	1.92	509,521	7.52	240,094	3.54	1,313,541	19.39		
ABR'08 - MAR'09	254,441	3.76	230,678	3.4					200,094	2.95	1,421,949	20.99	230,163	3.4					114,465	1.69	123,402	1.82	550,367	8.12	231,345	3.41	1,326,421	19.58		
MAY'08 - ABR'09	250,495	3.7	209,433	3.09					205,967	3.04	1,419,512	20.95	229,808	3.39					101,757	1.5	121,576	1.79	557,407	8.23	234,688	3.46	1,327,620	19.59		
JUN'08 - MAY'09	227,757	3.36	210,394	3.11					195,311	2.88	1,413,597	20.86	193,303	2.85					109,581	1.62	125,714	1.86	563,148	8.31	219,578	3.24	1,317,592	19.45		
JUL'08 - JUN'09	219,860	3.24	217,440	3.21					184,549	2.72	1,377,906	20.34	190,774	2.82					104,208	1.54	148,861	2.2	556,494	8.21	211,983	3.13	1,351,319	19.94		
AGO'08 - JUL'09	207,813	3.07	217,955	3.22					186,190	2.75	1,391,235	20.53	186,848	2.76					112,468	1.66	154,250	2.28	551,046	8.13	198,981	2.94	1,392,623	20.55		
SET'08 - AGO'09	181,392	2.68	224,167	3.31					166,981	2.46	1,406,650	20.76	192,289	2.84					106,387	1.57	162,976	2.41	539,357	7.96	194,870	2.88	1,426,196	21.05		
OCT'08 - SET'09	181,417	2.68	227,497	3.36					145,487	2.15	1,332,366	19.66	203,969	3.01					107,831	1.59	158,348	2.34	557,702	8.23	184,482	2.72	1,419,518	21.25		
NOV'08 - OCT'09	184,042	2.72	224,226	3.31					143,202	2.11	1,311,476	19.36	195,706	2.89					102,567	1.51	153,266	2.26	532,536	7.86	176,671	2.62	1,448,216	21.37		
DIC'08 - NOV'09	182,493	2.69	235,433	3.47					144,725	2.14	1,313,500	19.39	187,125	2.76					102,404	1.51	153,745	2.27	546,292	8.06	160,996	2.38	1,427,737	21.07		
ENE'09 - DIC'09	180,389	2.66	235,002	3.47					128,542	1.9	1,310,261	19.34	177,784	2.62					99,673	1.47	156,023	2.23	535,957	7.91	167,091	2.47	1,469,503	21.69		
FEB'09 - ENE'10	175,296	2.46	248,058	3.48					154,816	2.2	1,450,176	20.35	162,796	2.28					67,309	0.94	98,628	1.38	156,456	2.20	548,525	7.70	179,008	2.51	1,566,801	21.88
MAR'09 - FEB'10	168,343	2.36	235,331	3.3					162,046	2.27	1,463,101	20.53	159,657	2.24					64,754	0.91	105,016	1.47	154,316	2.17	533,199	7.48	189,262	2.66	1,554,692	21.81
ABR'09 - MAR'10	158,192	2.22	249,744	3.5					150,662	2.11	1,423,546	19.97	155,580	2.18					58,541	0.82	100,291	1.41	156,735	2.2	526,749	7.39	196,966	2.76	1,563,913	21.94
MAY'09 - ABR'10	162,122	2.27	242,279	3.4	78,253	1.1			143,675	2.02	1,391,273	19.52	167,320	2.35					60,777	0.85	100,362	1.41	144,766	2.03	518,845	7.28	193,174	2.71	1,557,170	21.85
JUN'09 - MAY'10	166,214	2.33	240,600	3.38	84,728	1.19			141,649	1.99	1,355,046	19.01	165,061	2.32					0	0	104,645	1.47	147,507	2.07	508,271	7.13	190,133	2.67	1,565,186	21.96
JUL'09 - JUN'10	190,918	2.68	236,227	3.31	96,949	1.36			146,125	2.05	1,312,732	18.42	162,992	2.29					0	0	110,777	1.55	128,467	1.8	526,637	7.39	186,747	2.62	1,608,593	22.57
AGO'09 - JUL'10	200,541	2.81	204,002	2.86	114,661	1.61			124,245	1.74	1,307,659	18.35	164,688	2.31					0	0	109,645	1.54	129,911	1.82	535,676	7.52	196,384	2.76	1,613,751	22.64
SET'09 - AGO'10	203,215	2.85	189,546	2.66	125,634	1.76			150,408	2.11	1,291,914	18.13	179,898	2.52					0	0	111,653	1.57	132,040	1.85	530,555	7.44	211,394	2.97	1,613,519	22.64
OCT'09 - SET'10	200,888	2.82	198,516	2.79	139,803	1.96			157,552	2.21	1,270,162	17.82	205,860	2.89					0	0	102,591	1.44	132,055	1.85	539,307	7.57	211,992	2.97	1,643,544	23.06
NOV'09 - OCT'10	187,223	2.63	211,969	2.97	162,448	2.28			155,923	2.19	1,228,621	17.24	187,061	2.62					0	0	99,560	1.4	137,237	1.93	535,305	7.51	221,824	3.11	1,691,546	23.07
DIC'09 - NOV'10	187,888	2.64	222,467	3.12	161,488	2.27			148,597	2.08	1,222,858	17.16	201,833	2.83					0	0	105,790	1.48	128,065	1.8	484,940	6.8	222,432	3.12	1,663,158	23.32
ENE'10 - DIC'10	185,339	2.6	210,850	2.96	147,000	2.06			161,880	2.27	1,211,500	17	205,297	2.88					0	0	106,355	1.49	128,065	1.66	470,823	6.61	226,088	3.17	1,647,690	23.13
ENE11 - DIC11	204,584	2.79	175,547	2.40	274,142	3.74	19,437	0.27	106,165	1.45	856,306	11.68	174,307	2.38					58,342	0.80	107,053	1.46	103,160	1.41	532,401	7.26	222,978	3.04	1,819,211	24.82
ENE11 - DIC11	204,584	2.79	175,547	2.40	274,142	3.74	19,437	0.27	106,165	1.45	856,306	11.68	174,307	2.38					58,342	0.80	107,053	1.46	103,160	1.41	532,401	7.26	222,978	3.04	1,819,211	24.82
FEB11 - ENE12	188,243	2.55	163,843	2.22	258,851	3.51	20,614	0.28	105,174	1.43	838,272	11.37	174,700	2.37					SD	SD	101,357	1.37	115,495	1.57	538,699	7.30	198,057	2.69	1,825,115	24.75
MAR11 - FEB12	178,171	2.42	158,873	2.15	269,277	3.65			105,493	1.43	830,856	11.27	168,328	2.28																

## LECTORÍA DE DIARIOS DE LIMA – SEPP 2014



### RANKING DE LECTORÍA

DIARIO	LECTORIA	ALCANCE
TROME	2,459,025	33.0%
OJO	702,293	9.4%
DEPOR	377,893	5.1%
PERÚ 21	276,071	3.7%
EL COMERCIO	228,344	3.1%
CORREO	175,580	2.4%
EL BOCÓN	147,833	2.0%
EL POPULAR	145,942	2.0%
PUBLIMETRO	136,829	1.8%
LÍBERO	107,350	1.4%
LA REPÚBLICA	103,906	1.4%
GESTIÓN	65,261	0.9%
AJÁ	SD	SD
DIARIO 16	SD	SD
LA PRIMERA	SD	SD

Ámbito: Lima Metropolitana

Considera al último periodo Marzo2013-Febrero2014

# LECTORÍA DE DIARIOS DE LIMA – SEPP 2014



## RANKING DE LECTORÍA POR GRUPOS

Grupo	Lectores	Cobertura promedio
<b>Grupo El Comercio</b>	<b>590,571</b>	<b>41.6%</b>
DEPOR	377,893	5.1%
EL COMERCIO	228,344	3.1%
GESTIÓN	65,261	0.9%
PERÚ 21	276,071	3.7%
PUBLIMETRO	136,829	1.8%
TROME	2,459,025	33.0%
<b>Grupo Epsilon</b>	<b>341,902</b>	<b>13.2%</b>
OJO	702,293	9.4%
CORREO	175,580	2.4%
EL BOCÓN	147,833	2.0%
<b>Grupo La República</b>	<b>119,066</b>	<b>4.7%</b>
LA REPÚBLICA	103,906	1.4%
EL POPULAR	145,942	2.0%
LÍBERO	107,350	1.4%
<b>Otros diarios</b>	<b>366,216</b>	<b>4.9%</b>

Considera al último periodo Marzo2013-Febrero2014

Cobertura promedio: Porcentaje de lectores que leen el medio sin considerar repetición