

LECTORÍA DE DIARIOS DE PROVINCIAS – SEPP 2014



LECTORÍA DE LUNES A DOMINGO

Universo Provincia	2,602,163		320,163		432,400		601,826		261,901		668,473		317,400	
Ola 2013 I - 2013 II - 2013 III	TOTAL PROVINCIAS		PIURA		CHICLAYO		TRUJILLO		HUANCAYO		AREQUIPA		CUSCO	
Diarios	Lectores	Alcance Neto(%)	Lectores	Alcance Neto(%)	Lectores	Alcance Neto(%)	Lectores	Alcance Neto(%)	Lectores	Alcance Neto(%)	Lectores	Alcance Neto(%)	Lectores	Alcance Neto(%)
Total	1,207,143	46.39	186,175	58.15	196,872	45.53	269,979	44.86	107,589	41.08	346,536	51.84	99,886	31.47
TROME	282,583	10.9	62,315	19.5	59,445	13.7	59,153	9.8	6,836	2.6	91,400	13.7	3,433	1.1
CORREO	260,269	10.0	45,431	14.2	12,871	3.0	15,137	2.5	72,227	27.6	109,814	16.4	4,788	1.5
EL POPULAR	259,021	10.0	29,622	9.3	52,815	12.2	68,869	11.4	4,764	1.8	92,805	13.9	10,147	3.2
OJO	157,424	6.0	6,502	2.0	17,193	4.0	24,524	4.1	11,734	4.5	53,490	8.0	43,981	13.9
LÍBERO	138,079	5.3	13,224	4.1	22,482	5.2	30,366	5.0	11,121	4.2	31,660	4.7	29,227	9.2
DEPOR	94,737	3.6	10,422	3.3	21,643	5.0	32,327	5.4	4,407	1.7	23,899	3.6	2,038	0.6
LA HORA	84,626	3.3	84,626	26.4	-	-	-	-	-	-	-	-	-	-
SATÉLITE	76,573	2.9	-	-	-	-	76,573	12.7	-	-	-	-	-	-
PERÚ 21	74,449	2.9	6,881	2.1	11,190	2.6	16,331	2.7	5,710	2.2	26,660	4.0	7,678	2.4
LA REPÚBLICA	67,015	2.6	5,631	1.8	13,761	3.2	11,543	1.9	3,921	1.5	25,472	3.8	6,688	2.1
EL COMERCIO	45,120	1.7	5,144	1.6	6,796	1.6	8,862	1.5	5,467	2.1	12,117	1.8	6,734	2.1
EL NORTEÑO	41,275	1.6	-	-	41,275	9.5	-	-	-	-	-	-	-	-
EL PUEBLO	30,765	1.2	-	-	-	-	-	-	-	-	30,765	4.6	-	-
EL TIEMPO	29,857	1.1	29,857	9.3	-	-	-	-	-	-	-	-	-	-
LA INDUSTRIA DE TRUJILLO	26,446	1.0	-	-	-	-	26,446	4.4	-	-	-	-	-	-
AJÁ	15,170	0.6	1,069	0.3	1,511	0.3	1,175	0.2	1,252	0.5	8,358	1.3	1,805	0.6
LA INDUSTRIA DE CHICLAYO	11,221	0.4	-	-	11,221	2.6	-	-	-	-	-	-	-	-
EL BOCÓN	6,119	0.2	617	0.2	748	0.2	774	0.1	1,195	0.5	1,813	0.3	971	0.3
EL SOL	5,251	0.2	-	-	-	-	-	-	-	-	-	-	5,251	1.7
PRIMICIA	4,314	0.2	-	-	-	-	-	-	4,314	1.6	-	-	-	-
EL DIARIO DEL CUSCO	4,299	0.2	-	-	-	-	-	-	-	-	-	-	4,299	1.4

LECTORÍA DE DIARIOS DE PROVINCIAS – SEPP 2014



LECTORÍA DE LUNES A VIERNES

<i>Universo Provincia</i>	2,602,163		320,163		432,400		601,826		261,901		668,473		317,400	
<i>Ola 2013 I - 2013 II - 2013 III</i>	TOTAL PROVINCIAS		PIURA		CHICLAYO		TRUJILLO		HUANCAYO		AREQUIPA		CUSCO	
Diarios	<i>Lectores</i>	<i>Alcance Neto(%)</i>	<i>Lectores</i>	<i>Alcance Neto(%)</i>	<i>Lectores</i>	<i>Alcance Neto(%)</i>	<i>Lectores</i>	<i>Alcance Neto(%)</i>	<i>Lectores</i>	<i>Alcance Neto(%)</i>	<i>Lectores</i>	<i>Alcance Neto(%)</i>	<i>Lectores</i>	<i>Alcance Neto(%)</i>
Total	1,222,236	46.97	183,005	57.16	202,104	46.74	279,067	46.37	107,694	41.12	346,269	51.8	103,980	32.76
TROME	297,095	11.4	63,679	19.9	63,369	14.7	63,774	10.6	6,891	2.6	95,789	14.3	3,593	1.1
EL POPULAR	270,058	10.4	29,794	9.3	55,861	12.9	73,701	12.3	4,915	1.9	94,646	14.2	11,142	3.5
CORREO	264,239	10.2	45,446	14.2	12,954	3.0	15,471	2.6	74,118	28.3	111,374	16.7	4,874	1.5
OJO	164,118	6.3	6,108	1.9	17,706	4.1	25,892	4.3	11,983	4.6	54,786	8.2	47,643	15.0
LÍBERO	143,393	5.5	12,822	4.0	23,946	5.5	32,033	5.3	11,572	4.4	31,737	4.8	31,283	9.9
DEPOR	94,732	3.6	9,730	3.0	22,276	5.2	33,752	5.6	4,277	1.6	22,611	3.4	2,087	0.7
SATÉLITE	89,134	3.4	-	-	-	-	89,134	14.8	-	-	-	-	-	-
LA HORA	82,222	3.2	82,222	25.7	-	-	-	-	-	-	-	-	-	-
PERÚ 21	75,721	2.9	6,532	2.0	11,477	2.7	17,113	2.8	5,521	2.1	27,006	4.0	8,072	2.5
LA REPÚBLICA	63,723	2.5	5,043	1.6	14,192	3.3	11,200	1.9	3,418	1.3	23,994	3.6	5,876	1.9
EL NORTEÑO	43,634	1.7	-	-	43,634	10.1	-	-	-	-	-	-	-	-
EL COMERCIO	31,577	1.2	3,660	1.1	5,729	1.3	6,306	1.1	2,902	1.1	8,422	1.3	4,557	1.4
EL TIEMPO	28,226	1.1	28,226	8.8	-	-	-	-	-	-	-	-	-	-
EL PUEBLO	23,157	0.9	-	-	-	-	-	-	-	-	23,157	3.5	-	-
LA INDUSTRIA TRUJILLO	16,489	0.6	-	-	-	-	16,489	2.7	-	-	-	-	-	-
AJÁ	16,064	0.6	1,127	0.4	1,661	0.4	1,243	0.2	1,307	0.5	8,752	1.3	1,975	0.6
LA INDUSTRIA CHICLAYO	7,393	0.3	-	-	7,393	1.7	-	-	-	-	-	-	-	-
EL SOL	5,902	0.2	-	-	-	-	-	-	-	-	-	-	5,902	1.9
EL BOCÓN	5,848	0.2	516	0.2	703	0.2	814	0.1	1,251	0.5	1,594	0.2	971	0.3
PRIMICIA	4,678	0.2	-	-	-	-	-	-	4,678	1.8	-	-	-	-
EL DIARIO DEL CUSCO	4,658	0.2	-	-	-	-	-	-	-	-	-	-	4,658	1.5

LECTORÍA DE DIARIOS DE PROVINCIAS – SEPP 2014



LECTORÍA DE SÁBADO A DOMINGO

Universo Provincia	2,602,163		320,163		432,400		601,826		261,901		668,473		317,400	
Ola 2013 I - 2013 II - 2013 III	TOTAL PROVINCIAS		PIURA		CHICLAYO		TRUJILLO		HUANCAYO		AREQUIPA		CUSCO	
Diarios	Lectores	Alcance Neto(%)	Lectores	Alcance Neto(%)	Lectores	Alcance Neto(%)	Lectores	Alcance Neto(%)	Lectores	Alcance Neto(%)	Lectores	Alcance Neto(%)	Lectores	Alcance Neto(%)
Total	1,169,412	44.94	194,115	60.63	183,727	42.49	247,350	41.1	107,353	40.99	347,138	51.93	89,602	28.23
CORREO	250,344	9.6	45,394	14.2	12,664	2.9	14,301	2.4	67,501	25.8	105,912	15.8	4,573	1.4
TROME	246,301	9.5	58,906	18.4	49,635	11.5	47,601	7.9	6,696	2.6	80,429	12.0	3,032	1.0
EL POPULAR	231,429	8.9	29,192	9.1	45,199	10.5	56,789	9.4	4,389	1.7	88,202	13.2	7,658	2.4
OJO	140,687	5.4	7,490	2.3	15,908	3.7	21,104	3.5	11,112	4.2	50,249	7.5	34,824	11.0
LÍBERO	124,794	4.8	14,228	4.4	18,823	4.4	26,198	4.4	9,993	3.8	31,467	4.7	24,085	7.6
DEPOR	94,749	3.6	12,153	3.8	20,062	4.6	28,765	4.8	4,732	1.8	27,120	4.1	1,918	0.6
LA HORA	90,634	3.5	90,634	28.3	-	-	-	-	-	-	-	-	-	-
EL COMERCIO	78,978	3.0	8,853	2.8	9,463	2.2	15,254	2.5	11,880	4.5	21,354	3.2	12,175	3.8
LA REPÚBLICA	75,244	2.9	7,100	2.2	12,685	2.9	12,398	2.1	5,176	2.0	29,168	4.4	8,717	2.8
PERÚ 21	71,271	2.7	7,753	2.4	10,473	2.4	14,376	2.4	6,181	2.4	25,796	3.9	6,692	2.1
LA INDUSTRIA TRUJILLO	51,338	2.0	-	-	-	-	51,338	8.5	-	-	-	-	-	-
EL PUEBLO	49,785	1.9	-	-	-	-	-	-	-	-	49,785	7.5	-	-
SATÉLITE	45,172	1.7	-	-	-	-	45,172	7.5	-	-	-	-	-	-
EL NORTEÑO	35,375	1.4	-	-	35,375	8.2	-	-	-	-	-	-	-	-
EL TIEMPO	33,936	1.3	33,936	10.6	-	-	-	-	-	-	-	-	-	-
LA INDUSTRIA CHICLAYO	20,790	0.8	-	-	20,790	4.8	-	-	-	-	-	-	-	-
AJÁ	12,934	0.5	926	0.3	1,135	0.3	1,006	0.2	1,116	0.4	7,372	1.1	1,380	0.4
EL BOCÓN	6,795	0.3	869	0.3	860	0.2	676	0.1	1,055	0.4	2,362	0.4	972	0.3
EL SOL	3,625	0.1	-	-	-	-	-	-	-	-	-	-	3,625	1.1
PRIMICIA	3,406	0.1	-	-	-	-	-	-	3,406	1.3	-	-	-	-
EL DIARIO DEL CUSCO	3,400	0.1	-	-	-	-	-	-	-	-	-	-	3,400	1.1