

LECTORÍA DE DIARIOS LIMA + 6 CIUDADES 2013

Base: Lima + 6 Ciudades (Piura, Chiclayo, Trujillo, Huancayo, Arequipa y Cusco)



Períodos: Olas_2013III_2013II_2013I

*PROMEDIO DIARIO

| Periodo | Lunes-Domingo | | | | | | | | |
|----------|---------------|-----------|------------|---------|----------|----------|----------|----------|---------|
| Target | Nacional | Lima | 6 Ciudades | Piura | Chiclayo | Trujillo | Huancayo | Arequipa | Cusco |
| Universo | 9,970,540 | 7,368,377 | 2,602,163 | 320,163 | 432,400 | 601,826 | 261,901 | 668,473 | 317,400 |

| Variable | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance |
|-----------------------|-----------|---------|-----------|---------|-----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|
| Total diarios | 4,962,230 | 49.8% | 3,755,206 | 51.0% | 1,207,024 | 46.4% | 186,177 | 58.2% | 196,856 | 45.5% | 269,994 | 44.9% | 107,602 | 41.1% | 346,511 | 51.8% | 99,885 | 31.5% |
| AJÁ | 114,411 | 1.1% | 99,241 | 1.3% | 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% |
| CORREO | 426,922 | 4.3% | 166,653 | 2.3% | 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% |
| DEPOR | 451,684 | 4.5% | 356,947 | 4.8% | 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% |
| DIARIO 16 | 0 | 0.0% | | | | | | | | | | | | | | | | |
| EL BOCÓN | 139,320 | 1.4% | 133,201 | 1.8% | 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 COMERCIO | 410,842 | 4.1% | 365,722 | 5.0% | 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 DIARIO DEL CUSCO | 4,299 | 0.0% | | | 4,299 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 4,299 | 1.4% |
| EL NORTEÑO | 41,275 | 0.4% | | | 41,275 | 1.6% | 0 | 0.0% | 41,275 | 9.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| EL POPULAR | 399,048 | 4.0% | 140,027 | 1.9% | 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% |
| EL PUEBLO | 30,765 | 0.3% | | | 30,765 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 30,765 | 4.6% | 0 | 0.0% |
| EL SOL | 5,251 | 0.1% | | | 5,251 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 5,251 | 1.7% |
| EL TIEMPO | 29,857 | 0.3% | | | 29,857 | 1.1% | 29,857 | 9.3% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| GESTIÓN | 61,594 | 0.6% | 61,594 | 0.8% | | | | | | | | | | | | | | |
| GRUPO OTROS DIARIOS | 289,473 | 2.9% | 263,170 | 3.6% | 26,303 | 1.0% | 1,732 | 0.5% | 5,164 | 1.2% | 4,692 | 0.8% | 3,873 | 1.5% | 5,978 | 0.9% | 4,864 | 1.5% |
| LA PRIMERA | 0 | 0.0% | | | | | | | | | | | | | | | | |
| LA HORA | 84,626 | 0.8% | | | 84,626 | 3.3% | 84,626 | 26.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| LA INDUSTRIA CHICLAYO | 11,221 | 0.1% | | | 11,221 | 0.4% | 0 | 0.0% | 11,221 | 2.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| LA INDUSTRIA TRUJILLO | 26,446 | 0.3% | | | 26,446 | 1.0% | 0 | 0.0% | 0 | 0.0% | 26,446 | 4.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| LA REPÚBLICA | 168,131 | 1.7% | 101,116 | 1.4% | 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% |
| LÍBERO | 239,462 | 2.4% | 101,382 | 1.4% | 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% |
| OJO | 808,234 | 8.1% | 650,810 | 8.8% | 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% |
| PERÚ 21 | 324,656 | 3.3% | 250,207 | 3.4% | 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% |
| PUBLIMETRO | 131,017 | 1.3% | 131,017 | 1.8% | | | | | | | | | | | | | | |
| PRIMICIA | 4,314 | 0.0% | | | 4,314 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 4,314 | 1.6% | 0 | 0.0% | 0 | 0.0% |
| SATÉLITE | 76,573 | 0.8% | | | 76,573 | 2.9% | 0 | 0.0% | 0 | 0.0% | 76,573 | 12.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| TROME | 2,635,805 | 26.4% | 2,353,222 | 31.9% | 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% |

LECTORÍA DE DIARIOS LIMA + 6 CIUDADES 2013

Base: Lima + 6 Ciudades (Piura, Chiclayo, Trujillo, Huancayo, Arequipa y Cusco)



Períodos: Olas_2013III_2013II_2013I

*PROMEDIO DIARIO

| Periodo | Sábado-Domingo | | | | | | | | |
|----------|----------------|-----------|------------|---------|----------|----------|----------|----------|---------|
| Target | Nacional | Lima | 6 Ciudades | Piura | Chiclayo | Trujillo | Huancayo | Arequipa | Cusco |
| Universo | 9,970,540 | 7,368,377 | 2,602,163 | 320,163 | 432,400 | 601,826 | 261,901 | 668,473 | 317,400 |

| Variable | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance |
|-----------------------|-----------|---------|-----------|---------|-----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|
| Total diarios | 4,809,642 | 48.2% | 3,640,336 | 49.4% | 1,169,306 | 44.9% | 194,107 | 60.6% | 183,720 | 42.5% | 247,380 | 41.1% | 107,359 | 41.0% | 347,121 | 51.9% | 89,618 | 28.2% |
| AJÁ | 114,043 | 1.1% | 101,108 | 1.4% | 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% |
| CORREO | 398,712 | 4.0% | 148,368 | 2.0% | 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% |
| DEPOR | 432,808 | 4.3% | 338,060 | 4.6% | 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% |
| DIARIO 16 | 0 | 0.0% | | | | | | | | | | | | | | | | |
| EL BOCÓN | 123,000 | 1.2% | 116,205 | 1.6% | 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 COMERCIO | 820,275 | 8.2% | 741,297 | 10.1% | 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% |
| EL DIARIO DEL CUSCO | 3,400 | 0.0% | | | 3,400 | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 3,400 | 1.1% |
| EL NORTEÑO | 35,375 | 0.4% | | | 35,375 | 1.4% | 0 | 0.0% | 35,375 | 8.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| EL POPULAR | 359,400 | 3.6% | 127,971 | 1.7% | 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% |
| EL PUEBLO | 49,785 | 0.5% | | | 49,785 | 1.9% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 49,785 | 7.4% | 0 | 0.0% |
| EL SOL | 3,625 | 0.0% | | | 3,625 | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 3,625 | 1.1% |
| EL TIEMPO | 33,936 | 0.3% | | | 33,936 | 1.3% | 33,936 | 10.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| GESTIÓN | | | | | | | | | | | | | | | | | | |
| GRUPO OTROS DIARIOS | 256,616 | 2.6% | 232,902 | 3.2% | 23,714 | 0.9% | 957 | 0.3% | 4,170 | 1.0% | 4,264 | 0.7% | 3,751 | 1.4% | 6,565 | 1.0% | 4,007 | 1.3% |
| LA PRIMERA | 0 | 0.0% | | | | | | | | | | | | | | | | |
| LA HORA | 90,634 | 0.9% | | | 90,634 | 3.5% | 90,634 | 28.3% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| LA INDUSTRIA CHICLAYO | 20,790 | 0.2% | | | 20,790 | 0.8% | 0 | 0.0% | 20,790 | 4.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| LA INDUSTRIA TRUJILLO | 51,338 | 0.5% | | | 51,338 | 2.0% | 0 | 0.0% | 0 | 0.0% | 51,338 | 8.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| LA REPÚBLICA | 176,238 | 1.8% | 100,993 | 1.4% | 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 | 2.7% |
| LÍBERO | 226,942 | 2.3% | 102,147 | 1.4% | 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% |
| OJO | 699,785 | 7.0% | 559,097 | 7.6% | 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% |
| PERÚ 21 | 286,205 | 2.9% | 214,935 | 2.9% | 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% |
| PUBLIMETRO | | | | | | | | | | | | | | | | | | |
| PRIMICIA | 3,406 | 0.0% | | | 3,406 | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 3,406 | 1.3% | 0 | 0.0% | 0 | 0.0% |
| SATÉLITE | 45,172 | 0.5% | | | 45,172 | 1.7% | 0 | 0.0% | 0 | 0.0% | 45,172 | 7.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| TROME | 2,413,520 | 24.2% | 2,167,220 | 29.4% | 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% |

LECTORÍA DE DIARIOS LIMA + 6 CIUDADES 2013

Base: Lima + 6 Ciudades (Piura, Chiclayo, Trujillo, Huancayo, Arequipa y Cusco)



Períodos: Olas_2013III_2013II_2013I

*PROMEDIO DIARIO

| Periodo | Lunes-Viernes | | | | | | | | |
|----------|---------------|-----------|------------|---------|----------|----------|----------|----------|---------|
| Target | Nacional | Lima | 6 Ciudades | Piura | Chiclayo | Trujillo | Huancayo | Arequipa | Cusco |
| Universo | 9,970,540 | 7,368,377 | 2,602,163 | 320,163 | 432,400 | 601,826 | 261,901 | 668,473 | 317,400 |

| Variable | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance |
|-----------------------|-----------|---------|-----------|---------|-----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|
| Total diarios | 5,023,265 | 50.4% | 3,801,154 | 51.6% | 1,222,111 | 47.0% | 183,005 | 57.2% | 202,110 | 46.7% | 279,039 | 46.4% | 107,699 | 41.1% | 346,266 | 51.8% | 103,992 | 32.8% |
| AJÁ | 114,558 | 1.1% | 98,495 | 1.3% | 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% |
| CORREO | 438,206 | 4.4% | 173,967 | 2.4% | 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% |
| DEPOR | 459,234 | 4.6% | 364,502 | 4.9% | 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% |
| DIARIO 16 | 0 | 0.0% | | | | | | | | | | | | | | | | |
| EL BOCÓN | 145,848 | 1.5% | 139,999 | 1.9% | 5,848 | 0.2% | 516 | 0.2% | 703 | 0.2% | 814 | 0.1% | 1,251 | 0.5% | 1,594 | 0.2% | 971 | 0.3% |
| EL COMERCIO | 247,069 | 2.5% | 215,492 | 2.9% | 31,577 | 1.2% | 3,660 | 1.1% | 5,729 | 1.3% | 6,306 | 1.0% | 2,902 | 1.1% | 8,422 | 1.3% | 4,557 | 1.4% |
| EL DIARIO DEL CUSCO | 4,658 | 0.0% | | | 4,658 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 4,658 | 1.5% |
| EL NORTEÑO | 43,634 | 0.4% | | | 43,634 | 1.7% | 0 | 0.0% | 43,634 | 10.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| EL POPULAR | 414,907 | 4.2% | 144,850 | 2.0% | 270,058 | 10.4% | 29,794 | 9.3% | 55,861 | 12.9% | 73,701 | 12.2% | 4,915 | 1.9% | 94,646 | 14.2% | 11,142 | 3.5% |
| EL PUEBLO | 23,157 | 0.2% | | | 23,157 | 0.9% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 23,157 | 3.5% | 0 | 0.0% |
| EL SOL | 5,902 | 0.1% | | | 5,902 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 5,902 | 1.9% |
| EL TIEMPO | 28,226 | 0.3% | | | 28,226 | 1.1% | 28,226 | 8.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| GESTIÓN | 61,594 | 0.6% | 61,594 | 0.8% | | | | | | | | | | | | | | |
| GRUPO OTROS DIARIOS | 302,615 | 3.0% | 275,277 | 3.7% | 27,339 | 1.1% | 2,042 | 0.6% | 5,561 | 1.3% | 4,863 | 0.8% | 3,922 | 1.5% | 5,744 | 0.9% | 5,207 | 1.6% |
| LA PRIMERA | 0 | 0.0% | | | | | | | | | | | | | | | | |
| LA HORA | 82,222 | 0.8% | | | 82,222 | 3.2% | 82,222 | 25.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| LA INDUSTRIA CHICLAYO | 7,393 | 0.1% | | | 7,393 | 0.3% | 0 | 0.0% | 7,393 | 1.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| LA INDUSTRIA TRUJILLO | 16,489 | 0.2% | | | 16,489 | 0.6% | 0 | 0.0% | 0 | 0.0% | 16,489 | 2.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| LA REPÚBLICA | 164,888 | 1.7% | 101,165 | 1.4% | 63,723 | 2.4% | 5,043 | 1.6% | 14,192 | 3.3% | 11,200 | 1.9% | 3,418 | 1.3% | 23,994 | 3.6% | 5,876 | 1.9% |
| LÍBERO | 244,469 | 2.5% | 101,076 | 1.4% | 143,393 | 5.5% | 12,822 | 4.0% | 23,946 | 5.5% | 32,033 | 5.3% | 11,572 | 4.4% | 31,737 | 4.7% | 31,283 | 9.9% |
| OJO | 851,614 | 8.5% | 687,496 | 9.3% | 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% |
| PERÚ 21 | 340,036 | 3.4% | 264,315 | 3.6% | 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% |
| PUBLIMETRO | 131,017 | 1.3% | 131,017 | 1.8% | | | | | | | | | | | | | | |
| PRIMICIA | 4,678 | 0.0% | | | 4,678 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 4,678 | 1.8% | 0 | 0.0% | 0 | 0.0% |
| SATÉLITE | 89,134 | 0.9% | | | 89,134 | 3.4% | 0 | 0.0% | 0 | 0.0% | 89,134 | 14.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| TROME | 2,724,718 | 27.3% | 2,427,623 | 32.9% | 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% |

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Períodos: Olas_2013III_2013II_2013I

*ACUMULADO

| Periodo | Lunes-Domingo | | | | | | | | |
|----------|---------------|-----------|------------|---------|----------|----------|----------|----------|---------|
| Target | Nacional | Lima | 6 Ciudades | Piura | Chiclayo | Trujillo | Huancayo | Arequipa | Cusco |
| Universo | 9,970,540 | 7,368,377 | 2,602,163 | 320,163 | 432,400 | 601,826 | 261,901 | 668,473 | 317,400 |

| Variable | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance |
|-----------------------|-----------|---------|-----------|---------|-----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|
| Total diarios | 8,474,169 | 85.0% | 6,319,754 | 85.8% | 2,154,415 | 82.8% | 286,798 | 89.6% | 351,815 | 81.4% | 491,270 | 81.6% | 220,678 | 84.3% | 593,901 | 88.8% | 209,953 | 66.1% |
| AJÁ | 385,385 | 3.9% | 332,239 | 4.5% | 53,146 | 2.0% | 2,987 | 0.9% | 5,346 | 1.2% | 5,366 | 0.9% | 4,452 | 1.7% | 28,639 | 4.3% | 6,356 | 2.0% |
| CORREO | 1,100,344 | 11.0% | 427,580 | 5.8% | 672,765 | 25.9% | 101,585 | 31.7% | 38,075 | 8.8% | 45,295 | 7.5% | 184,355 | 70.4% | 288,829 | 43.2% | 14,625 | 4.6% |
| DEPOR | 1,143,556 | 11.5% | 910,178 | 12.4% | 233,378 | 9.0% | 22,856 | 7.1% | 52,901 | 12.2% | 79,650 | 13.2% | 11,742 | 4.5% | 61,084 | 9.1% | 5,144 | 1.6% |
| DIARIO 16 | 0 | 0.0% | | | | | | | | | | | | | | | | |
| EL BOCÓN | 367,806 | 3.7% | 343,171 | 4.7% | 24,635 | 0.9% | 1,665 | 0.5% | 2,484 | 0.6% | 3,456 | 0.6% | 4,840 | 1.8% | 7,894 | 1.2% | 4,296 | 1.4% |
| EL COMERCIO | 1,645,080 | 16.5% | 1,460,288 | 19.8% | 184,792 | 7.1% | 17,004 | 5.3% | 28,714 | 6.6% | 39,019 | 6.5% | 25,944 | 9.9% | 47,423 | 7.1% | 26,688 | 8.4% |
| EL DIARIO DEL CUSCO | 14,542 | 0.1% | | | 14,542 | 0.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 14,542 | 4.6% |
| EL NORTEÑO | 109,714 | 1.1% | | | 109,714 | 4.2% | 0 | 0.0% | 109,714 | 25.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| EL POPULAR | 970,387 | 9.7% | 324,791 | 4.4% | 645,596 | 24.8% | 61,875 | 19.3% | 127,555 | 29.5% | 186,830 | 31.0% | 13,598 | 5.2% | 229,205 | 34.3% | 26,532 | 8.4% |
| EL PUEBLO | 124,551 | 1.2% | | | 124,551 | 4.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 124,551 | 18.6% | 0 | 0.0% |
| EL SOL | 21,446 | 0.2% | | | 21,446 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 21,446 | 6.8% |
| EL TIEMPO | 63,443 | 0.6% | | | 63,443 | 2.4% | 63,443 | 19.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| GESTIÓN | 137,450 | 1.4% | 137,450 | 1.9% | | | | | | | | | | | | | | |
| GRUPO OTROS DIARIOS | 813,267 | 8.2% | 710,817 | 9.6% | 102,450 | 3.9% | 5,093 | 1.6% | 19,455 | 4.5% | 18,930 | 3.1% | 15,702 | 6.0% | 23,027 | 3.4% | 20,244 | 6.4% |
| LA PRIMERA | 0 | 0.0% | | | | | | | | | | | | | | | | |
| LA HORA | 161,693 | 1.6% | | | 161,693 | 6.2% | 161,693 | 50.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| LA INDUSTRIA CHICLAYO | 50,227 | 0.5% | | | 50,227 | 1.9% | 0 | 0.0% | 50,227 | 11.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| LA INDUSTRIA TRUJILLO | 105,402 | 1.1% | | | 105,402 | 4.1% | 0 | 0.0% | 0 | 0.0% | 105,402 | 17.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| LA REPÚBLICA | 508,322 | 5.1% | 299,216 | 4.1% | 209,106 | 8.0% | 16,713 | 5.2% | 43,190 | 10.0% | 34,919 | 5.8% | 14,843 | 5.7% | 75,886 | 11.4% | 23,556 | 7.4% |
| LÍBERO | 624,958 | 6.3% | 278,522 | 3.8% | 346,436 | 13.3% | 29,172 | 9.1% | 58,772 | 13.6% | 77,169 | 12.8% | 27,939 | 10.7% | 78,017 | 11.7% | 75,369 | 23.7% |
| OJO | 2,094,764 | 21.0% | 1,686,703 | 22.9% | 408,062 | 15.7% | 17,376 | 5.4% | 47,368 | 11.0% | 66,231 | 11.0% | 34,384 | 13.1% | 129,764 | 19.4% | 112,939 | 35.6% |
| PERÚ 21 | 829,838 | 8.3% | 646,331 | 8.8% | 183,507 | 7.1% | 15,890 | 5.0% | 29,852 | 6.9% | 40,903 | 6.8% | 16,546 | 6.3% | 60,665 | 9.1% | 19,651 | 6.2% |
| PUBLIMETRO | 253,144 | 2.5% | 253,144 | 3.4% | | | | | | | | | | | | | | |
| PRIMICIA | 14,836 | 0.1% | | | 14,836 | 0.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 14,836 | 5.7% | 0 | 0.0% | 0 | 0.0% |
| SATÉLITE | 203,110 | 2.0% | | | 203,110 | 7.8% | 0 | 0.0% | 0 | 0.0% | 203,110 | 33.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| TROME | 5,201,841 | 52.2% | 4,525,937 | 61.4% | 675,904 | 26.0% | 122,659 | 38.3% | 141,700 | 32.8% | 171,972 | 28.6% | 20,116 | 7.7% | 209,068 | 31.3% | 10,388 | 3.3% |

LECTORÍA DE DIARIOS LIMA + 6 CIUDADES 2013

Base: Lima + 6 Ciudades (Piura, Chiclayo, Trujillo, Huancayo, Arequipa y Cusco)



Períodos: Olas_2013III_2013II_2013I

*ACUMULADO

| Periodo | Sábado-Domingo | | | | | | | | | | | | | | | | | |
|-----------------------|----------------|---------|-----------|---------|------------|---------|----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|
| Target | Nacional | | Lima | | 6 Ciudades | | Piura | | Chiclayo | | Trujillo | | Huancayo | | Arequipa | | Cusco | |
| Universo | 9,970,540 | | 7,368,377 | | 2,602,163 | | 320,163 | | 432,400 | | 601,826 | | 261,901 | | 668,473 | | 317,400 | |
| Variable | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance |
| Total diarios | 6,481,350 | 65.0% | 4,866,640 | 66.0% | 1,614,710 | 62.1% | 244,471 | 76.4% | 256,801 | 59.4% | 351,232 | 58.4% | 157,606 | 60.2% | 469,764 | 70.3% | 134,836 | 42.5% |
| AJÁ | 192,669 | 1.9% | 168,540 | 2.3% | 24,129 | 0.9% | 1,650 | 0.5% | 2,151 | 0.5% | 1,965 | 0.3% | 2,039 | 0.8% | 13,695 | 2.0% | 2,628 | 0.8% |
| CORREO | 628,039 | 6.3% | 225,304 | 3.1% | 402,735 | 15.5% | 68,469 | 21.4% | 20,706 | 4.8% | 24,094 | 4.0% | 109,027 | 41.6% | 172,717 | 25.8% | 7,721 | 2.4% |
| DEPOR | 677,035 | 6.8% | 529,989 | 7.2% | 147,046 | 5.7% | 17,269 | 5.4% | 31,202 | 7.2% | 46,148 | 7.7% | 7,429 | 2.8% | 41,965 | 6.3% | 3,033 | 1.0% |
| DIARIO 16 | 0 | 0.0% | | | | | | | | | | | | | | | | |
| EL BOCÓN | 193,733 | 1.9% | 182,330 | 2.5% | 11,403 | 0.4% | 1,149 | 0.4% | 1,303 | 0.3% | 1,311 | 0.2% | 1,801 | 0.7% | 4,312 | 0.6% | 1,527 | 0.5% |
| EL COMERCIO | 1,344,433 | 13.5% | 1,208,150 | 16.4% | 136,282 | 5.2% | 13,862 | 4.3% | 16,949 | 3.9% | 27,891 | 4.6% | 20,797 | 7.9% | 36,032 | 5.4% | 20,751 | 6.5% |
| EL DIARIO DEL CUSCO | 6,317 | 0.1% | | | 6,317 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 6,317 | 2.0% |
| EL NORTEÑO | 56,146 | 0.6% | | | 56,146 | 2.2% | 0 | 0.0% | 56,146 | 13.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| EL POPULAR | 551,879 | 5.5% | 185,661 | 2.5% | 366,218 | 14.1% | 42,871 | 13.4% | 69,981 | 16.2% | 93,613 | 15.6% | 7,383 | 2.8% | 139,306 | 20.8% | 13,064 | 4.1% |
| EL PUEBLO | 88,583 | 0.9% | | | 88,583 | 3.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 88,583 | 13.3% | 0 | 0.0% |
| EL SOL | 5,935 | 0.1% | | | 5,935 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 5,935 | 1.9% |
| EL TIEMPO | 49,066 | 0.5% | | | 49,066 | 1.9% | 49,066 | 15.3% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| GESTIÓN | | | | | | | | | | | | | | | | | | |
| GRUPO OTROS DIARIOS | 413,075 | 4.1% | 368,807 | 5.0% | 44,267 | 1.7% | 1,743 | 0.5% | 7,434 | 1.7% | 8,048 | 1.3% | 7,075 | 2.7% | 12,334 | 1.8% | 7,633 | 2.4% |
| LA PRIMERA | 0 | 0.0% | | | | | | | | | | | | | | | | |
| LA HORA | 124,928 | 1.3% | | | 124,928 | 4.8% | 124,928 | 39.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| LA INDUSTRIA CHICLAYO | 36,861 | 0.4% | | | 36,861 | 1.4% | 0 | 0.0% | 36,861 | 8.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| LA INDUSTRIA TRUJILLO | 86,490 | 0.9% | | | 86,490 | 3.3% | 0 | 0.0% | 0 | 0.0% | 86,490 | 14.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| LA REPÚBLICA | 287,495 | 2.9% | 162,852 | 2.2% | 124,643 | 4.8% | 11,339 | 3.5% | 21,322 | 4.9% | 20,248 | 3.4% | 9,263 | 3.5% | 47,677 | 7.1% | 14,794 | 4.7% |
| LÍBERO | 358,924 | 3.6% | 161,874 | 2.2% | 197,050 | 7.6% | 20,869 | 6.5% | 30,394 | 7.0% | 42,459 | 7.1% | 16,177 | 6.2% | 48,610 | 7.3% | 38,542 | 12.1% |
| OJO | 1,086,536 | 10.9% | 859,707 | 11.7% | 226,829 | 8.7% | 11,695 | 3.7% | 25,623 | 5.9% | 34,568 | 5.7% | 18,915 | 7.2% | 78,535 | 11.7% | 57,492 | 18.1% |
| PERÚ 21 | 446,233 | 4.5% | 335,754 | 4.6% | 110,479 | 4.2% | 11,062 | 3.5% | 16,634 | 3.8% | 22,713 | 3.8% | 10,197 | 3.9% | 38,872 | 5.8% | 11,000 | 3.5% |
| PUBLIMETRO | | | | | | | | | | | | | | | | | | |
| PRIMICIA | 6,101 | 0.1% | | | 6,101 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 6,101 | 2.3% | 0 | 0.0% | 0 | 0.0% |
| SATÉLITE | 82,037 | 0.8% | | | 82,037 | 3.2% | 0 | 0.0% | 0 | 0.0% | 82,037 | 13.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| TROME | 3,478,331 | 34.9% | 3,095,720 | 42.0% | 382,611 | 14.7% | 83,836 | 26.2% | 77,409 | 17.9% | 80,642 | 13.4% | 11,067 | 4.2% | 124,450 | 18.6% | 5,207 | 1.6% |

LECTORÍA DE DIARIOS LIMA + 6 CIUDADES 2013

Base: Lima + 6 Ciudades (Piura, Chiclayo, Trujillo, Huancayo, Arequipa y Cusco)



Períodos: Olas_2013III_2013II_2013I

*ACUMULADO

| Periodo | Lunes-Viernes | | | | | | | | |
|----------|---------------|-----------|------------|---------|----------|----------|----------|----------|---------|
| Target | Nacional | Lima | 6 Ciudades | Piura | Chiclayo | Trujillo | Huancayo | Arequipa | Cusco |
| Universo | 9,970,540 | 7,368,377 | 2,602,163 | 320,163 | 432,400 | 601,826 | 261,901 | 668,473 | 317,400 |

| Variable | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance | Lectoría | Alcance |
|-----------------------|-----------|---------|-----------|---------|-----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|
| Total diarios | 7,780,114 | 78.0% | 5,803,515 | 78.8% | 1,976,599 | 76.0% | 264,245 | 82.5% | 326,336 | 75.5% | 456,563 | 75.9% | 198,973 | 76.0% | 544,654 | 81.5% | 185,828 | 58.5% |
| AJÁ | 299,106 | 3.0% | 256,021 | 3.5% | 43,085 | 1.7% | 2,419 | 0.8% | 4,464 | 1.0% | 4,304 | 0.7% | 3,586 | 1.4% | 23,263 | 3.5% | 5,049 | 1.6% |
| CORREO | 929,164 | 9.3% | 352,198 | 4.8% | 576,966 | 22.2% | 86,911 | 27.1% | 31,847 | 7.4% | 38,616 | 6.4% | 161,022 | 61.5% | 246,399 | 36.9% | 12,170 | 3.8% |
| DEPOR | 968,275 | 9.7% | 770,003 | 10.5% | 198,272 | 7.6% | 18,534 | 5.8% | 45,919 | 10.6% | 70,441 | 11.7% | 9,666 | 3.7% | 49,322 | 7.4% | 4,391 | 1.4% |
| DIARIO 16 | 0 | 0.0% | | | | | | | | | | | | | | | | |
| EL BOCÓN | 315,886 | 3.2% | 295,940 | 4.0% | 19,946 | 0.8% | 1,495 | 0.5% | 2,212 | 0.5% | 3,105 | 0.5% | 4,108 | 1.6% | 5,293 | 0.8% | 3,733 | 1.2% |
| EL COMERCIO | 646,010 | 6.5% | 557,943 | 7.6% | 88,067 | 3.4% | 8,247 | 2.6% | 16,888 | 3.9% | 18,358 | 3.1% | 9,903 | 3.8% | 22,914 | 3.4% | 11,756 | 3.7% |
| EL DIARIO DEL CUSCO | 12,393 | 0.1% | | | 12,393 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 12,393 | 3.9% |
| EL NORTEÑO | 100,233 | 1.0% | | | 100,233 | 3.9% | 0 | 0.0% | 100,233 | 23.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| EL POPULAR | 838,253 | 8.4% | 281,090 | 3.8% | 557,164 | 21.4% | 52,360 | 16.4% | 113,526 | 26.3% | 165,574 | 27.5% | 11,053 | 4.2% | 192,058 | 28.7% | 22,592 | 7.1% |
| EL PUEBLO | 64,638 | 0.6% | | | 64,638 | 2.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 64,638 | 9.7% | 0 | 0.0% |
| EL SOL | 19,183 | 0.2% | | | 19,183 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 19,183 | 6.0% |
| EL TIEMPO | 46,396 | 0.5% | | | 46,396 | 1.8% | 46,396 | 14.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| GESTIÓN | 137,450 | 1.4% | 137,450 | 1.9% | | | | | | | | | | | | | | |
| GRUPO OTROS DIARIOS | 683,717 | 6.9% | 602,401 | 8.2% | 81,316 | 3.1% | 4,547 | 1.4% | 17,287 | 4.0% | 14,985 | 2.5% | 11,915 | 4.5% | 16,185 | 2.4% | 16,396 | 5.2% |
| LA PRIMERA | 0 | 0.0% | | | | | | | | | | | | | | | | |
| LA HORA | 139,095 | 1.4% | | | 139,095 | 5.3% | 139,095 | 43.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| LA INDUSTRIA CHICLAYO | 20,915 | 0.2% | | | 20,915 | 0.8% | 0 | 0.0% | 20,915 | 4.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| LA INDUSTRIA TRUJILLO | 46,739 | 0.5% | | | 46,739 | 1.8% | 0 | 0.0% | 0 | 0.0% | 46,739 | 7.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| LA REPÚBLICA | 372,852 | 3.7% | 226,607 | 3.1% | 146,245 | 5.6% | 10,331 | 3.2% | 32,932 | 7.6% | 26,762 | 4.4% | 9,307 | 3.6% | 51,650 | 7.7% | 15,263 | 4.8% |
| LÍBERO | 528,958 | 5.3% | 224,898 | 3.1% | 304,060 | 11.7% | 24,301 | 7.6% | 52,638 | 12.2% | 69,779 | 11.6% | 24,095 | 9.2% | 66,722 | 10.0% | 66,525 | 21.0% |
| OJO | 1,823,540 | 18.3% | 1,482,551 | 20.1% | 340,989 | 13.1% | 12,901 | 4.0% | 39,415 | 9.1% | 57,202 | 9.5% | 27,253 | 10.4% | 107,786 | 16.1% | 96,432 | 30.4% |
| PERÚ 21 | 684,143 | 6.9% | 533,113 | 7.2% | 151,030 | 5.8% | 12,123 | 3.8% | 24,722 | 5.7% | 35,318 | 5.9% | 12,590 | 4.8% | 50,436 | 7.5% | 15,841 | 5.0% |
| PUBLIMETRO | 253,144 | 2.5% | 253,144 | 3.4% | | | | | | | | | | | | | | |
| PRIMICIA | 13,009 | 0.1% | | | 13,009 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 13,009 | 5.0% | 0 | 0.0% | 0 | 0.0% |
| SATÉLITE | 185,458 | 1.9% | | | 185,458 | 7.1% | 0 | 0.0% | 0 | 0.0% | 185,458 | 30.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| TROME | 4,673,497 | 46.9% | 4,086,038 | 55.5% | 587,459 | 22.6% | 106,922 | 33.4% | 125,192 | 29.0% | 150,580 | 25.0% | 16,250 | 6.2% | 179,952 | 26.9% | 8,562 | 2.7% |