



**Comunidad  
de Madrid**

COMUNIDAD DE MADRID

DG. de Igualdad

Lote 2 - Online

Emprendedimiento Femenino

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COMUNIDAD DE MADRID  
DG. de Igualdad  
Lote 2  
Emprendimiento Femenino  
Optico total

MEDIO	TOTAL + IVA
INTERNET	155.000,00 €

DG. de Igualdad  
Lote 2 - Online  
Emprendedoras

Site	Segmentación	Emplazamiento	Medidas	Impresiones	Fecha de inicio	Fecha de fin	Coste Neto
Elmundo	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	1.900.484	08.03.2023	26.03.2023	8.999,99 €
La Vanguardia	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	961.984			3.500,00 €
El pais	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	1.192.320			8.999,99 €
20minutos	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	1.260.870			8.700,00 €
Abc	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	450.037			3.620,99 €
El confidencial	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	871.405			8.000,02 €
El español	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	2.354.050			8.000,00 €
Esdiario.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	848.806			4.000,00 €
OK diario	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	2.597.403			9.000,00 €
Eldiario.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	517.600			3.750,01 €
Larazon	IP Madrid	Home + ROS	300x600	145.000			4.030,57 €
Vozpopuli	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	634.870			3.682,25 €
Elimparcial.es	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	84.585			1.500,04 €
Elplural.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	72.465			1.000,02 €
Publico	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	215.000			1.003,10 €
Periodistadigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	582.000			4.001,25 €
Elconfidencialdigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	440.915			1.499,99 €
Libertaddigital.com	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	848.121			5.809,63 €
Telemadrid	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	2.000.013			5.500,04 €
Que	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	351.250			2.500,02 €
Niusdiario	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	240.000			1.499,99 €
Toro TV	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	164.894			2.000,00 €
Moncloa	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	-			1.000,00 €
El liberal	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	-			1.000,00 €
El cierre digital	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	-			1.000,00 €
El Debate	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	1.041.665			2.500,00 €
Eda TV	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	-			2.000,00 €
The objective	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	-			2.500,00 €
Expansión	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	840.150			4.500,11 €
Cinco Días	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	309.120			3.500,00 €
Merca2	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	-			4.500,00 €
El economista	IP Madrid	Home + ROS	300x600, 980x250, 300x250, 728x90, 320x100	533.400			5.001,16 €

TOTAL DIGITAL		128.099,17 €
IVA	21%	26.900,83 €
TOTAL DIGITAL		155.000,00 €