



TRAVEL & TOURISM DAILY

expreso
DIARIO DE VIAJES Y TURISMO

» DESCUBRE

Santo Tomé y Príncipe, las islas del chocolate y el ritmo leve-leve

Texto y fotos: Ana Bustabad Alonso

Cuando siglos atrás el comandante don Joao Bahía trajo a la isla de Príncipe unas semillas de aquel fruto rugoso y enorme, las primeras que llegaban al continente africano, no podía imaginar que los portugueses lograrían convertir estas islas ecuatoriales en el primer productor mundial de cacao.

Hoy, más de tres décadas después del proceso descolonizador, **Sao Tomé y Príncipe** es un país sorprendente de paisajes verdes y ritmo pausado en pleno Golfo de Guinea. Sin apenas turismo, muy segura, esta nación diminuta elabora el mejor chocolate del mundo. En la fábrica de **Claudio Corallo** trabajan cuarenta personas pelando cuidadosamente las almendras tostadas, una a una, para librarlas de cualquier impureza. Cuidan cada uno de los pasos del proceso hasta obtener un chocolate puro y perfecto.

*Por eso cada año la producción es diferente. Las grandes marcas obtienen siempre el mismo

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MEDIA KIT 2012

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Update February 2012

Expreso get better numbers each month:

- ✓ **92.000 monthly READERS**
- ✓ **365 DAYS in a YEAR**
- ✓ **5 YEARS increasing AUDIENCES**
- ✓ **17 MILLIONS news**
- ✓ **1,4 MILLIONS visits**
- ✓ **Readers in 100 COUNTRIES**
- ✓ **Travelers & professional travelers**
- ✓ **19.000 newsletter SUBSCRIBERS**



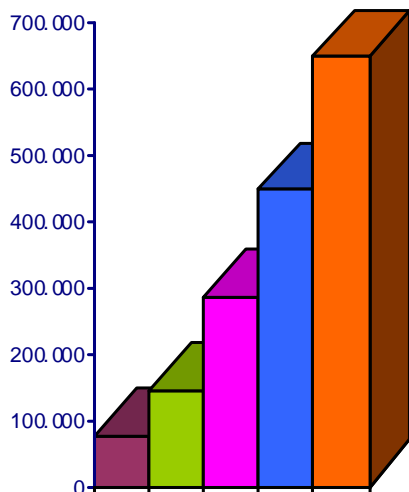
RECORD AUDIENCES EACH MONTH

	READERS	VISITS	PAGES
Last 12 months	670.100	1.479.831	17.393.623
Monthly maximun	92.921	160.460	1.645.685
Increase last 12 months	+ 45 %	+ 44 %	+ 61 %

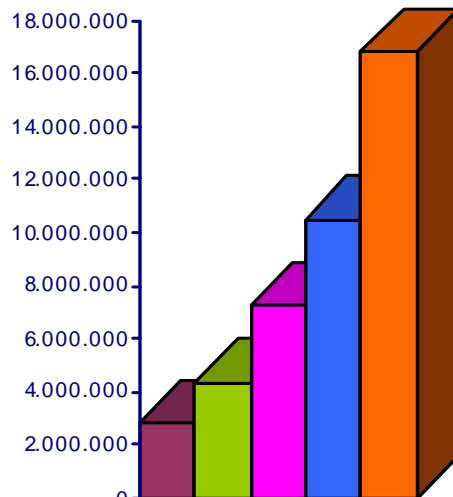
FIVE YEARS INCREASING AUDIENCES

Expreso readers are all around the World, en more than **100 different countries**. More than **half read Expreso from Spain**, and we have many readers too in Europe and America.

Our readers are travelers, business travelers and tourism professionals. They read Expreso from home or work; travel agencies, Hotels, Airlines, restaurants, touroperators, press, tourism companies...



READERS



PAGES

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THOUSANDS OF TRAVELERS

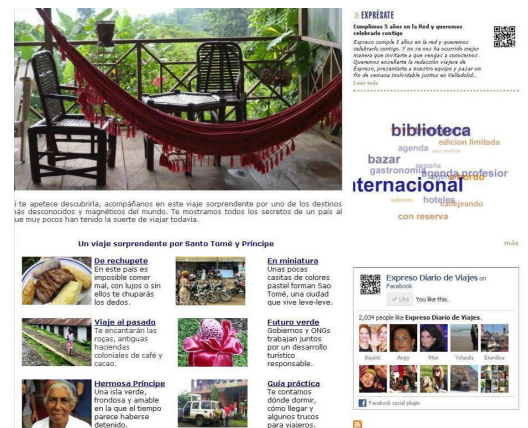
EXPRESO arrives every day directly to the screens and the mailbox of thousands of travelers, business travelers and tourism professionals, and is a perfect media to promote a product, destination, service or brand.

Expreso has many attractive spaces, on the **WEB** and in the **NEWSLETTER** sent daily to more than 19.000 subscribers.

The location, sizes and advertising rates are available in www.expreso.info/publicidad.

ADVANTAGES OVER OTHER MEDIA

- ✓ **Daily and always update** → read several times a day
- ✓ **More brand presence** → each space several pages
- ✓ **Cheaper** → from 0,0008 euros per print (CPM 0,8)
- ✓ **Direct your web** → links to your site
- ✓ **Objective target** → travelers and tourism professionals
- ✓ **Get into the mailbox of the readers** → daily newsletter
- ✓ **A consolidate media** → referente in travel and tourism
- ✓ **Flexibility** → change your ad as often as you want
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- ✓ **Purchase decision** → travelers choose their destination



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FEEL FREE TO CONTACT US:

EXPRESO Advertising contact: Julia Peñas +34 983 34 1003 administracion@expreso.info