

Readership and outlook – November 2006

- Readers are mainly Spanish-speaking (+82%).
- Almost all of the readers are from the Northern hemisphere since Mexico and Europe make up 85 – 87%. Spain provides 62 – 64% of the total number of visitors. Readership come from over 68 countries.
- Spanish-speaking senders – The six main ones are: Spain, Mexico, Argentina, Peru, Colombia, and Chile. There are also visitors mainly from Uruguay, Ecuador, Venezuela, Guatemala, Paraguay and Costa Rica.
- Non-Spanish-speaking senders – The seven main ones are: Germany, Brazil, Italy, United Kingdom, France, Poland, Portugal. The Netherlands, Czech Republic, Hungary, Russia, USA, Slovakia and Turkey have been also senders of readers on a second tier. There is a progressive penetration in Asia (China, Taiwan and Singapore).
- As for visitors, after last closing on November-25th, the number of professional visitors per month was around 24,000 (24,047), with a 3.2 index of comeback visitors (they visit Neolectum again every 8 to 9 days, generating over 69,000 monthly accesses).
- The rate of organic growth of the current readership is 3.4% per month. This is a growing figure that allows us to foresee a readership in excess of 27,000 professional individual visitors by mid-March '07.
- 69 – 71% of our readers visit the document reference sections (**Docs Pool** and **Firms Pool**). This is where they find PDF documents with macro data, indicators, articles and other reference material. The section **Firms Pool** offers PDF files with company profiles that may be downloaded for free, to be printed, studied or forwarded.
- In the last six months the most visited sections were: **Salones y Ferias** (*Showrooms and Trade Shows*), **Europe**, and **News & Ops**. 85% of the readership looks at these sections. If applicable, they all include links to a supporting document in **Docs Pool**.
- Under **Salones y Ferias** the reader will find all the basic information about events and shows, grouped by industry, enhanced by technical articles whenever appropriate. The pages *End of show reports* and *Exhibitors' News* offer support and remain available for several months.
- **Europe** offers general information about the main member states that were incorporated in the latest EU expansion in order to present a profile of these markets. They are constantly increasing their exchange with the rest of the EU partners as well as with other countries that have commercial agreements with the EU.
- **News & Ops** is a space for general information about different topics related to economic and business activities. It also features regular collaborations and opinions from professionals.
- **Telecom-TIC** specializes in telecommunications, information technologies, and media. 46% of the readership visits this section that serves as a development indicator of the markets it informs about. It provides valuable information for content and service providers as well as potential investors who may want to study the outlook of a country.
- **English Docs** has an almost exclusive readership of 18%, although 37% of the overall readers eventually visit its pages. A useful space that provides information to readers in the rest of Europe.
- **Art & Turisme** is a section that offers support with information about the tourist sector, events and historic legacy. This is a new space that will be developed to further tourism-related content.
- Other contents, grouped by field of activity (agricultural industry, construction, textile industry, telecommunications, retail-FMCG-franchise, etc.) are simultaneously linked through secondary (section) menus. Also, a head page menu ("**Sectores y Mercados**") and search engines located at Docs-Firms Pool and navigation pages help to go quickly to desired contents. Our aim is to promote market integration among professional visitors thanks to this cross-data platform.

The current rate, valid until December 29, 2006, allows companies to be visible for long periods and at low costs. Periods are set from 2 to 12 months, and the number of readers is in excess of 27,000 per month (foreseen for mid-March 2007). One of the objectives is to generate branding through a media of professional contents defined by the business profile of its readership. You can choose among PDF fact sheets (1 year at 0.22/day); packs of screen-banners (always visible next to floating menu) at 0.35/day; packs of top-banners at 0.12/day. Also, different discounts are available to specific industries all year long.