

# ANTENA 3

## The generalist channel

Leading channel of the 'coverage' offer. A constantly improving image. Women-oriented daytime programmes: talk shows, magazines, quiz shows, comedy series... Strong access prime time (El Hormiguero 3.0) and large range of creative premium offer. It targets all people 4+.

### TV

Monthly reach <sup>1</sup>	31,003,000
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### Audience Profile

Men	36%
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Women	63%
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6-15 years	2%
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16-24 years	3%
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25-34 years	10%
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45-54 years	34%
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65+ years	51%
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<sup>1</sup>KANTAR MEDIA. PYB. 2024. IND. 4+. LINEAR TV. ANTENA 3 is published in Spain.