

Storytelling for women

Successful telenovelas. Daytime programming (cooking and telenovelas) very attractive to housewives 25-44. Prime Time programming: qualitative and women oriented.

TV

Monthly reach ¹	10,631,000
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Audience Profile

Men	26%
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Women	73%
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6-15 years	3%
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16-24 years	3%
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25-34 years	13%
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45-54 years	30%
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65+ years	51%
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¹KANTAR MEDIA. PYB. 2024. IND. 4+. LINEAR TV. NOVA is published in Spain.