

# MEDIAKIT 2024

# Dirigentes





# 38 YEARS OF ECONOMIC AND BUSINESS NEWS

Useful and practical  
information to make  
more profitable your  
work, business and  
investments



# \* Milestones of our history

**1986**

DIRIGENTES  
is born

**1995**

We strengthen  
our leadership

**2005**

The online site  
DIRIGENTESDIGITAL.COM  
publishes economy  
and business news  
worldwide

**2006**

More tan  
50.000 copies

**2012**

The only economy  
and business Spanish  
magazine distributed  
within Spanish  
speaking countries

**2013**

FUNDS&MARKETS  
is born. And online site  
of financial news

**2023**

FUNDS&MARKETS  
Online magazine

**2024**

New website!





DIRIGENTES magazine.  
With information from  
our 4 headers:



[www.dirigentesdigital.com](http://www.dirigentesdigital.com)  
[www.fundsandmarkets.com](http://www.fundsandmarkets.com)  
Dirigentes TV

## Dirigentes



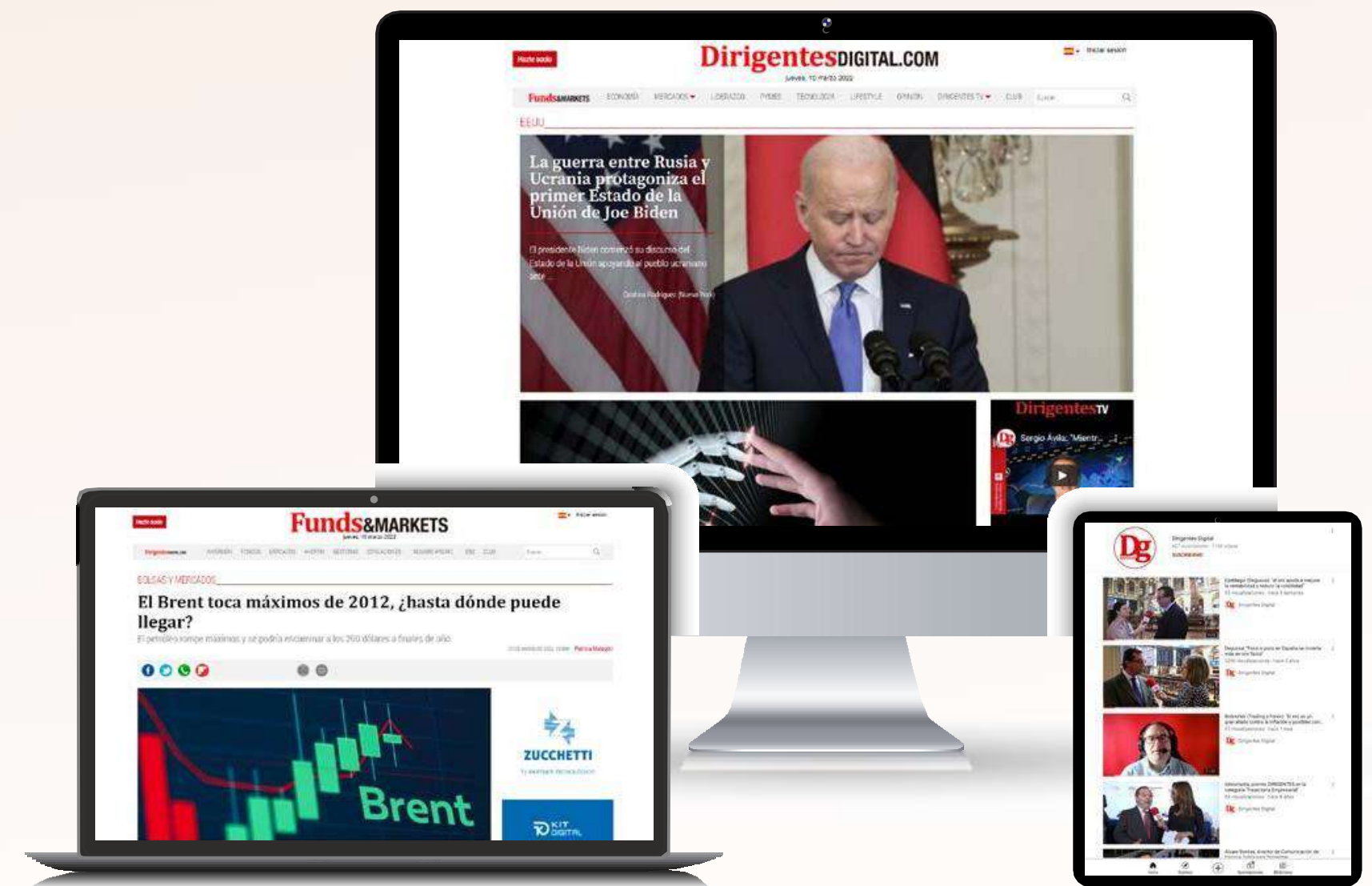
## Funds&MARKETS



## Nuestros negocios



## Life Style





# \* Our readers profile



**38**  
YEARS

Average age



High purchasing power



Graduate and postgraduate formation



High and middle-high class



Business leaders on every level



Opinion leaders:  
Homogeneous target with effective impact



Top decisión level

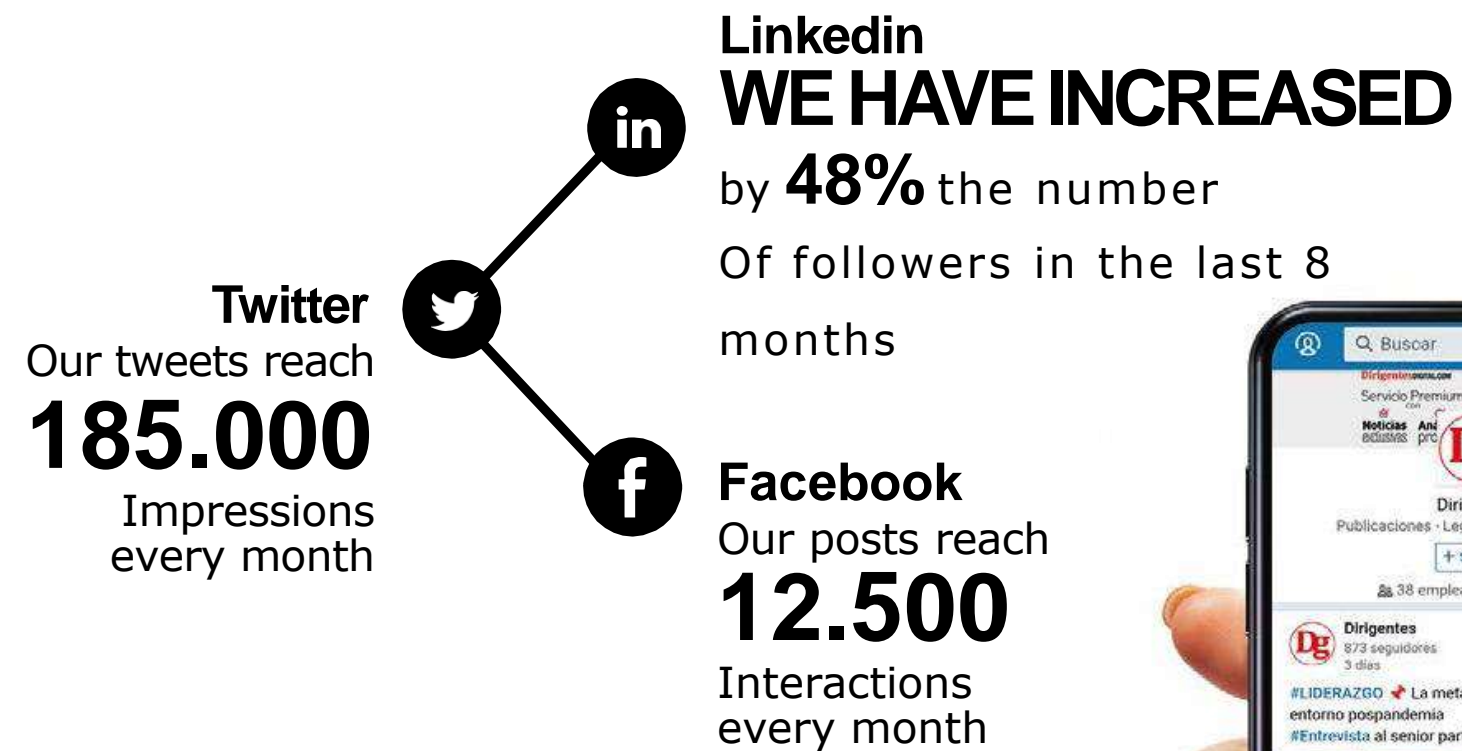


Urban and active,  
Curious and life enthusiast



# \* SOCIAL MEDIA

All our followers in social media constitute the most homogeneous target with decision-making power and high purchasing power.



## NEWSLETTER DIRIGENTES



# \* DIRIGENTES PRIZES

Our **DIRIGENTES** and **EXCELLENCE PRIZES** gather every year the most important personalities from the economic, business and lifestyle areas.

Every year, the editorial board and the readers of **DIRIGENTES** magazine, along with the audience of **dirigentesdigital.com**, **Funds&Markets** y **Dirigentes TV** reward the top companies and their most relevant leaders for their brilliant strategies and success obtained due to their management in a ceremony of the highest business relevance.



**PIONEERS  
REWARDING  
COMPANIES**



**35 YEARS  
REWARDING  
BUSINESS  
EXCELLENCE**

**OUR CLIENTS  
GUARANTEE US**

**Allianz**  
Global Investors

**MAPFRE**

**Naturgy**

**CaixaBank**

**Santander**

**Unicaja Banco**

**Vontobel**

**NN investment  
partners**

**Fidelity  
INTERNATIONAL**

**BNY MELLON  
INVESTMENT MANAGEMENT**

**SAMSUNG**

**cellnex**  
driving telecom connectivity

**El Corte Inglés**

**VIRTUS**

**Dirigentes**

# Dirigentes



**[www.dirigentesdigital.com](http://www.dirigentesdigital.com)**



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