

On newspapers in Spain

Traditionally, the leading newspapers in Spain have been run by men. This dynamic has been interrupted in recent times by the appointment in 2018 of Ms Soledad Gallego-Díaz as editor-in-chief of “El País”, Spain’s largest generalist newspaper by number of daily readers, who has held the post until June 2020, when she has been replaced by Mr Javier Moreno Barber.

The appointment of Ms Gallego-Díaz was followed by the nomination of Ms Anna Cristeto Massaneda as editor-in-chief of the Catalan newspaper “El Periódico” in 2019, who has been in office for one year.

Prior to these appointments, there were few cases of women heading the main Spanish newspapers. We can highlight the designation of Ms Encarna Samitier Laín as editor-in-chief of “20 Minutos” in 2017, as well as the naming of Ms Ana Isabel Pereda Caro as editor-in-chief of the business newspaper “Expansion” in 2010 (see Table 2). It is also worth mentioning the online newspaper “Público”, which since 2016 has had two consecutive female editors-in-chief, Ms Ana Pardo de Vera Posada and Ms Virginia Pérez Alonso (see Table 2).

Nevertheless, currently the gender of the editors-in-chief from the major newspapers in Spain are mostly male.

The genders of the chief editors among the seven largest Spanish newspapers¹ are shown in Table 1 below²:

TABLE 1

Newspaper	Total daily readers (First Quarter 2020) (EGM)	Political alignment	Publishing group	Gender editor-in-chief (name)
El País	1,004,000	Centre-Left	Prisa	Male (<i>Javier Moreno Barber</i>)
El Mundo	657,000	Liberalism	Unidad Editorial (RCS MediaGroup)	Male (<i>Francisco Rosell Fernández</i>)
La Vanguardia	532,00	Catalanism, Conservatism	Grupo Godó	Male (<i>Jordi Juan i Raja</i>)
La Voz de Galicia	492,000	Regionalism, Conservatism	Corporación Voz de Galicia	Male (<i>Xosé Luís Vilela Conde</i>)
Abc	444,000	Conservatism, Monarchism	Grupo Vocento	Male (<i>Bieito Rubido Ramonde</i>)
El Periódico	362,000	Centre-Left, Catalanism	Grupo Zeta	Male (<i>Albert Sáez i Casas</i>)
El Correo	301,000	Conservative liberalism,	Vocento	Male (<i>José Miguel Santamaría Alday</i>)

¹ The data comes from the general media survey (“EGM”) conducted by the Association for Media Research (“AIMC”) relating to the first quarter of 2020. Further information on the survey can be found on the AIMC website: <http://reporting.aimc.es/index.html#/main/diarios>

² Sectoral newspapers (mainly relating to sports and business) have been excluded, as well as the “20 Minutos” newspaper, which is free and only published from Monday to Friday. Nevertheless, please note that (i) the first newspaper by number of readers in Spain is a sports newspaper (“Marca”), as well as the third (“As”), both with male editors-in-chief, and (ii) if “20 Minutos” were included in the table, it would be the fifth newspaper by number of daily readers in the country, its female editor being Ms Samitier Laín.

Centre-Right,
Regionalism

Other relevant newspapers, not included in Table 1 above, that are currently run by women are indicated in the Table 2 below:

TABLE 2

Newspaper	Total daily readers (First Quarter 2020) (EGM)	Political alignment	Publishing group	Female editor-in-chief
20 Minutos	572,000	Not clearly oriented	Henneo	Encarna Samitier Laín
Expansion	130,000 ^{3 4}	Economic and business newspaper	Unidad editorial (RCS MediaGroup)	Ana Isabel Pereda Caro
Público	- ⁵	Left	Display Connectors SL (related to Mediapro)	Virginia Pérez Alonso

In the light of the data contained in Tables 1 and 2 above, some facts can be inferred:

- 1) There are currently no women at the top of the 7 generalist newspapers with the highest number of daily readers in Spain.
- 2) In any case, women in the Spanish press are strongly underrepresented but not non-existent: it is worth drawing attention to the largest business newspaper (“Expansión”), which is run by a woman, Ms Pereda Caro.
- 3) It should be added that the most widely read free newspaper in Spain (“20 Minutos”) as well as the most important news agency (“Agencia EFE”) are led by women⁶.
- 4) With reference to the sports press, not included in the Tables 1 and 2 above but widely read in Spain, currently the 4 largest sports newspapers in Spain (“Marca”, “As”, “Mundo Deportivo” and “Sport”) are headed by male editors-in-chief.

Finally, it should be noted that the estimated audience of newspapers in Spain is 20.2% in relation to the Spanish population. This is a much lower percentage than that for television (85.9%), the Internet (81.1%), radio (55.7%) and even magazines (27%).⁷ While the focus of this report is limited, a broader study of women's presence in the media should take into account these other news service providers.

³ “Expansion” is the leading economic and business newspaper in Spain by daily readers.

⁴ Only published from Monday to Saturday.

⁵ “Público” is an online newspaper. Although it is not included in the EGM survey, and we have not been able to obtain reliable data on the number of daily readers of the newspaper, it is often mentioned as one of the most widely read Spanish digital newspapers.

⁶ Ms Gabriela Cañas became president of “Agencia Efe” in 2020, succeeding Mr Fernando Garea, becoming the first woman to assume this role in the 80-years history of the public agency.

⁷ EGM.