

tornos NEWS

Media Kit 2017

Readers profile

Greek & International edition



55%
Is between 35-54
years old



76%
Are highly educated



79%
are employees

Base: Total (N=612)



68%
Are men

Base: Total (N=612)



3 out of **4** readers are
occupied within
Tourism sector

Base: Total (N=612)

Their internet habits

The readers of
tornos  NEWS
Spend **6 ώρες** online
daily

Base: Total (N=612)



They are informed on a daily basis...



8 out of **10** by
News portals

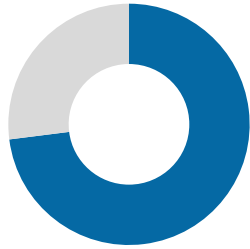


7 out of **10** by
Social media

Base: Total (N=612)

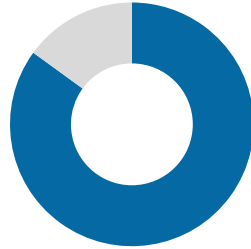


News portals:



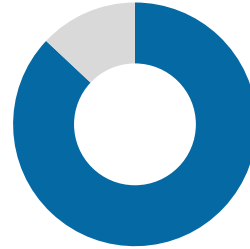
73%

Consider them
very/extremely /valid & trustworthy
For information



85%

Consider them
Basic source of information
For the tourism sector



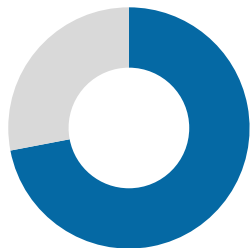
87%

Consider them
**very/extremely /valid &
trustworthy**
For tourism related news

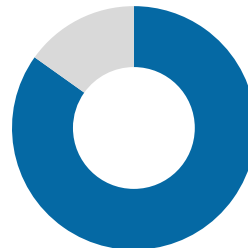
Base: Total (N=612)



Specialized in tourism sites:



72% consider them
Basic source of information
On tourism related news



84% consider them
very/extremely/valid & trustworthy
On tourism related news

Base: Total (N=612)

Their views on
www.tornosnews.gr
Greek & International edition



76% of the readers
Evaluate www.tornosnews.gr
As **Extremely satisfactory / Very satisfactory...**



Base: Total (N=612)



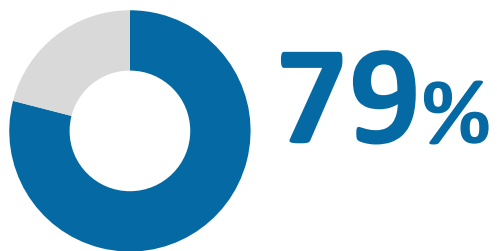
... the percentage rises up to

81%

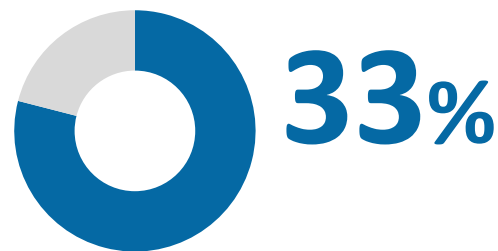
Among the readers that have a background on
the **Tourism Sector**



Base: Total (N=455)



Almost **8** out of **10** visit
www.tornosnews.gr/.com
At least **ONCE** a week

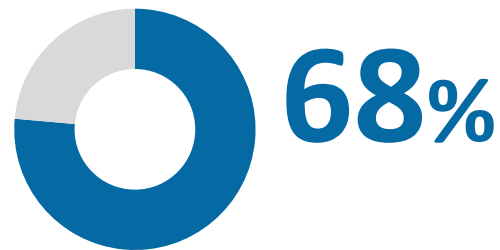


1 out of **3** visit
www.tornosnews.gr/.com
Daily/almost daily

Base: Total (N=612)



9 out of **10** state that they are
Certain or most certain
They will continue visit
www.tornosnews.gr
in the future



7 out of **10** are
loyal readers
of www.tornosnews.gr

Base: Total (N=612)



Readers believe that
what makes **tornos^{*}NEWS** stand out is

Trustworthy content
(average 4,1/5)

Quality content
(average 4,0/5)

Base: Total (N=612)

top 5 choices

Of Greek Edition readers

- **Current news** (average 4,2/5)
- **Destinations** (average 4,1/5)
- **Business** (average 4,1/5)
- **Surveys/Statistics** (average 4,1/5)
- **Economy** (average 4,0/5)

Base: Total (N=536)

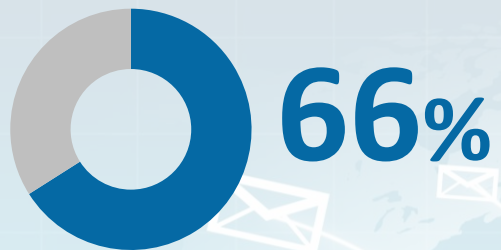
top 5 choices

Of International edition

- **Greek news** (average 4,2/5)
- **Culture** (average 4,0/5)
- **World news** (average 3,8/5)
- **Economy** (average 3,8/5)
- **Destinations** (average 3,8/5)

Base: Total (N=76)

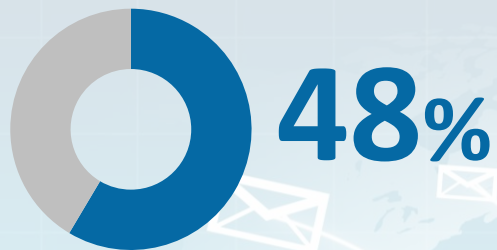
Their views on
Newsletters by
www.tornosnews.gr
Greek & International edition



1 out of 3 readers of

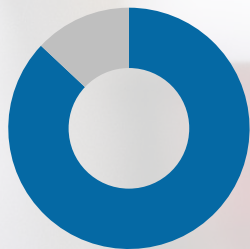
tornos NEWS
Newsletter subscribers

Base: Total (N=533)



Almost **1** out of **2**
Newsletter subscribers
Read it daily

Base: Total (N=259)



87%

Of Newsletter subscribers say they are
very/extremely satisfied
Of the newsletter...

Base: Total (N=259)

... and more than **1** out of **2** are
Extremely satisfied



53%

From the news and the
information



52%

From the usefulness of
the information

Base: Total (N=259)

Survey identity



Methodology: Quantitative statistical survey by completing an online questionnaire

Audience: Readers of site tornosnews.gr that completed an online questionnaire, as well as newsletter subscribers.

Sample size: N=612 readers of tornosnews.gr (Greek & International edition)

Duration of questionnaire: ~10 minutes

Running period: 05/05/2017 to 04/09/2017

tornos  NEWS

Thank you