



**Comunidad  
de Madrid**

# **D.G.De Transición Energética y Economía Circular**

**Consejería de Medio Ambiente, Agricultura e Interior**

**Lote 1 - Medios offline**

**Economía Circular 2025**

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Consejería de Medio Ambiente, Agricultura e Interior  
Lote 1 - Medios offline  
Economía Circular 2025  
**OPTICO POR MEDIOS TOTAL CAMPAÑA**

| MEDIO | TOTAL + IVA |
|-------|-------------|
| RADIO | 99.958,46 € |

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Economía Circular 2025

PLAN DE RADIO

| Emisora                | Desconexión | Programa                    | Hora          | Formato    | SEPTIEMBRE |    |    |    |    |    |    |    |    |    |    |    |    |    | Total Tarifa | Dto. % | Total Neto Final |
|------------------------|-------------|-----------------------------|---------------|------------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|--------------|--------|------------------|
|                        |             |                             |               |            | L          | M  | X  | J  | V  | S  | D  | L  | M  | X  | J  | V  | S  | D  |              |        |                  |
|                        |             |                             |               |            | 15         | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |              |        |                  |
| SER MADRID OM Y FM     | MADRID      | HORA 14                     | 14:00 - 15:00 | cuña 20"   | 1          | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 14.400,00 €  | 69,74% | 4.357,40 €       |
|                        |             | LA VENTANA                  | 16:00 a 20:00 | cuña 20"   | 3          | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 16.632,00 €  | 69,74% | 5.032,86 €       |
|                        |             | HORA 25                     | 20:00 a 24:00 | cuña 20"   | 3          | 3  | 3  | 3  | 3  |    |    | 3  | 3  | 3  | 3  | 3  |    |    | 25.170,00 €  | 69,74% | 7.616,40 €       |
| COPE MADRID OM Y FM    | MADRID      | MEDIODIA COPE               | 13:00 a 16:00 | cuña 20"   | 1          |    | 1  |    | 1  |    |    | 1  |    | 1  |    | 1  |    |    | 5.520,00 €   | 54,98% | 2.485,08 €       |
|                        |             | LA TARDE                    | 16:00 a 19:00 | cuña 20"   | 2          | 2  | 2  | 2  | 2  |    |    | 2  | 1  | 2  | 1  | 2  |    |    | 15.840,00 €  | 54,98% | 7.131,24 €       |
|                        |             | LA LINTERNA                 | 19:00 a 23:30 | cuña 20"   | 2          | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 16.500,00 €  | 54,98% | 7.428,30 €       |
| ONDA CERO MADRID FM    | MADRID      | MAS DE UNO Local            | 12:20 - 14:00 | cuña 20"   | 1          | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 13.140,00 €  | 85,69% | 1.880,30 €       |
|                        |             | TU REGIÓN EN LA ONDA        | 14:30 - 15:00 | cuña 20"   | 1          | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 16.632,00 €  | 85,69% | 2.380,00 €       |
|                        |             | POR FIN                     | 15:00 - 19:00 | cuña 20"   | 2          | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 20.304,00 €  | 85,69% | 2.905,60 €       |
|                        |             | LA BRUJULA                  | 19:00 - 23:30 | cuña 20"   | 2          | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 15.576,00 €  | 85,69% | 2.229,00 €       |
|                        |             | JULIA EN LA ONDA            | 08:00 - 12:00 | cuña 20"   |            |    |    |    |    | 2  | 2  |    |    |    |    |    | 2  | 2  | 6.259,20 €   | 85,69% | 895,68 €         |
| ESRADIO MADRID         | MADRID      | KILOMETRO CERO              | 12:00-13:30   | cuña 20"   | 1          | 1  | 1  | 1  |    |    |    | 1  | 1  | 1  | 1  |    |    |    | 8.100,00 €   | 86,18% | 1.119,44 €       |
|                        |             | ES NOTICIA MADRID           | 13:30-15:00   | cuña 20"   | 2          | 1  | 1  | 1  | 2  |    |    | 2  | 1  | 1  | 1  | 1  |    |    | 10.237,50 €  | 86,18% | 1.414,79 €       |
|                        |             | FUTBOL ESRADIO              | 15:00-16:00   | cuña 20"   | 1          | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 10.800,00 €  | 86,18% | 1.492,60 €       |
|                        |             | EN CASA DE HERRERO          | 16:00-19:00   | cuña 20"   | 1          | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 11.250,00 €  | 86,18% | 1.554,80 €       |
|                        |             | ES NOTICIA MADRID           | 19:30-20:00   | cuña 20"   | 1          | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 7.875,00 €   | 86,18% | 1.088,30 €       |
| RADIO MARCA MADRID     | MADRID      | DESPIERTA SAN FRANCISCO     | 10:00 - 11:00 | cuña 20"   | 1          | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 6.075,00 €   | 98,02% | 120,30 €         |
|                        |             | EL PROGRAMA DE ORTEGA       | 11:00-13:00   | cuña 20"   | 2          | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 12.150,00 €  | 98,02% | 240,60 €         |
|                        |             | DIRECTO MARCA               | 13:00-15:00   | cuña 20"   | 2          | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 12.150,00 €  | 98,02% | 240,60 €         |
|                        |             | LA PIZARRA DE QUINTANA      | 16:00 - 19:00 | cuña 20"   | 4          | 4  | 4  | 4  | 4  |    |    | 4  | 4  | 4  | 4  | 4  |    |    | 24.300,00 €  | 98,02% | 481,20 €         |
| INTERECONOMIA MADRID   | MADRID      | CAPITAL INTERECONOMIA       | 07:00 - 12:00 | cuña 20"   | 1          | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 14.440,00 €  | 90,01% | 1.442,60 €       |
|                        |             | A MEDIA SESION              | 12:00 - 14:00 | cuña 20"   | 2          | 1  | 2  | 1  | 2  |    |    | 2  | 1  | 2  | 1  | 2  |    |    | 20.064,00 €  | 90,01% | 2.004,32 €       |
|                        |             | PULSO GEOPOLITICO           | 14:00 - 15:00 | cuña 20"   | 1          | 1  | 1  | 1  | 1  |    |    | 1  | 1  | 1  | 1  | 1  |    |    | 12.540,00 €  | 90,01% | 1.252,70 €       |
| CAPITAL RADIO MADRID   | NACIONAL    | CAPITAL, LA BOLSA Y LA VIDA | 07:00 - 9:30  | cuña 20"   | 2          | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 19.700,00 €  | 99,51% | 96,60 €          |
|                        |             | CAPITAL, LA BOLSA Y LA VIDA | 9:30 - 12:00  | cuña 20"   | 2          | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 17.400,00 €  | 99,51% | 85,20 €          |
|                        |             | MERCADO ABIERTO             | 12:00 - 18:30 | cuña 20"   | 3          | 3  | 3  | 3  | 3  |    |    | 3  | 3  | 3  | 3  | 3  |    |    | 23.062,50 €  | 99,51% | 113,10 €         |
|                        |             | MERCADO ABIERTO             | 18:30 - 00:00 | cuña 20"   | 2          | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 14.800,00 €  | 99,51% | 72,60 €          |
| INFORMA RADIO          | MADRID      | ROTACIÓN                    | TOTAL DÍA     | cuña 20"   | 2          | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 9.680,00 €   | 99,01% | 95,80 €          |
|                        |             | EL ÚLTIMO GRITO             | 17:00 - 19:00 | PATROCINIO |            |    |    |    |    |    |    |    | 1  |    |    |    |    |    | 79.500,00 €  | 99,01% | 787,05 €         |
| RADIO INTERCONTINENTAL | MADRID      | ROTACIÓN                    | TOTAL DIA     | cuña 20"   | 2          | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 13.000,00 €  | 99,01% | 128,80 €         |
|                        |             | CALIENTE Y FRÍO             | 21:00 - 22:00 | PATROCINIO |            |    | 1  |    |    |    |    |    |    |    |    |    |    |    | 80.000,00 €  | 99,01% | 792,00 €         |
|                        |             | PROGRAMA TAUROMAQUIA        | 20:00 - 21:00 | PATROCINIO |            |    |    |    |    |    |    |    | 1  |    |    |    |    |    | 80.000,00 €  | 99,01% | 792,00 €         |
|                        |             | RADIO HORA                  | 07:00- 09:00  | cuña 20"   | 2          | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 15.000,00 €  | 99,01% | 148,60 €         |

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| Emisora          | Desconexión | Programa                 | Hora          | Formato  | SEPTIEMBRE |    |    |    |    |    |    |    |    |    |    |    |    |    | Total Tarifa | Dto. % | Total Neto Final |
|------------------|-------------|--------------------------|---------------|----------|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|--------------|--------|------------------|
|                  |             |                          |               |          | L          | M  | X  | J  | V  | S  | D  | L  | M  | X  | J  | V  | S  | D  |              |        |                  |
|                  |             |                          |               |          | 15         | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |              |        |                  |
| LOS 40 MADRID    | MADRID      | ANDA YA                  | 06:00 - 11:00 | cuña 20" | 3          | 3  | 3  | 3  | 3  |    |    | 3  | 2  | 3  | 2  | 3  |    |    | 18.760,00 €  | 82,61% | 3.262,28 €       |
|                  |             | LUNES A VIERNES          | 11:00 - 21:00 | cuña 20" | 3          | 3  | 3  | 3  | 3  |    |    | 3  | 3  | 3  | 3  | 3  |    |    | 12.720,00 €  | 82,61% | 2.211,90 €       |
| C-100 MADRID     | MADRID      | BUENOS DIAS JAVI Y MAR   | 06:00 - 11:00 | cuña 20" | 3          | 3  | 3  | 3  | 3  |    |    | 3  | 3  | 3  | 3  | 3  |    |    | 25.200,00 €  | 85,95% | 3.540,60 €       |
|                  |             | RESTO DE PROGRAMACIÓN    | 11:00 - 01:00 | cuña 20" | 3          | 3  | 3  | 3  | 3  |    |    | 3  | 3  | 3  | 3  | 3  |    |    | 16.800,00 €  | 85,95% | 2.360,40 €       |
| ROCK FM MADRID   | MADRID      | EL PIRATA Y SU BANDA     | 06:00 - 10:00 | cuña 20" | 2          | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 12.400,00 €  | 85,95% | 1.742,20 €       |
|                  |             | MARTA VAZQUEZ EN ROCK FM | 10:00 - 14:30 | cuña 20" | 2          | 1  | 2  | 1  | 2  |    |    | 2  | 1  | 2  | 1  | 2  |    |    | 9.920,00 €   | 85,95% | 1.393,76 €       |
|                  |             | RESTO PROGRAMACION       | 14:30 - 01:00 | cuña 20" | 3          | 3  | 3  | 3  | 3  |    |    | 3  | 2  | 3  | 2  | 3  |    |    | 12.320,00 €  | 85,95% | 1.730,96 €       |
| EUROPA FM MADRID | MADRID      | EUROPA FORMULA           | 11:00-23:00   | cuña 20" | 6          | 6  | 6  | 6  | 6  |    |    | 6  | 6  | 6  | 6  | 6  |    |    | 33.768,00 €  | 92,22% | 2.627,40 €       |
|                  |             | ¿ME PONES?               | 10:00 - 14:00 | cuña 20" |            |    |    |    |    | 3  | 3  |    |    |    |    |    | 3  | 3  | 6.753,60 €   | 92,22% | 525,48 €         |
|                  |             | EUROPA FORMULA           | 14:00 - 23:00 | cuña 20" |            |    |    |    |    | 3  | 3  |    |    |    |    |    | 3  | 3  | 6.753,60 €   | 92,22% | 525,48 €         |
| KISS FM MADRID   | MADRID      | LAS MAÑANAS KISS         | 06:00 - 11:00 | cuña 20" | 2          | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 13.650,00 €  | 95,98% | 548,80 €         |
|                  |             | FORMULA MAÑANA           | 11:00 - 15:00 | cuña 20" | 2          | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 11.466,00 €  | 95,98% | 461,00 €         |
|                  |             | FORMULA MEDIODIA         | 15:00-17:00   | cuña 20" | 2          | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 11.466,00 €  | 95,98% | 461,00 €         |
|                  |             | FORMULA TARDE            | 17:00-22:00   | cuña 20" | 2          | 2  | 2  | 2  | 2  |    |    | 2  | 2  | 2  | 2  | 2  |    |    | 10.660,00 €  | 95,98% | 428,60 €         |
|                  |             | FORMULA NOCHE            | 22:00 - 00:00 | cuña 20" | 3          | 3  | 3  | 3  | 3  |    |    | 3  | 3  | 3  | 3  | 3  |    |    | 14.352,00 €  | 95,98% | 576,90 €         |
|                  |             | FINDE SEMANA             | 08:00-00:00   | cuña 20" |            |    |    |    |    | 4  | 4  |    |    |    |    |    | 4  | 4  | 7.654,40 €   | 95,98% | 307,68 €         |

|              |     |             |
|--------------|-----|-------------|
| TOTAL MEDIOS |     | 82.610,30 € |
| IVA          | 21% | 17.348,16 € |
| TOTAL RADIO  |     | 99.958,46 € |