

PRISA Media joins the Open Menorca ATP Challenger 100 as Media Partner with Diario AS and Cadena SER

The agreement boosts the tournament's visibility and activates initiatives with regional impact and social engagement

Menorca, 2 March 2026. – BioSport Menorca, promoter and organiser of the **II Open Menorca ATP Challenger 100**, has reached a strategic agreement with **PRISA Media** under which **AS and Cadena SER** will join the tournament as official **Media Partners**. The event will take place from 29 March to 5 April 2026 at Club Tennis Ciutadella.

The partnership strengthens the Open Menorca's presence within the Spanish sports landscape by integrating the tournament into the media ecosystem of one of the leading Spanish-language communication groups, while expanding its reach beyond the purely sporting sphere.

Visibility and national exposure

The agreement includes editorial coverage of the tournament across **AS and Cadena SER**, both through their traditional media platforms and their digital channels and social networks, allowing the event to reach both sports-focused and general audiences.

In addition, the group will operate its own stand at the tournament venue, from which journalists will conduct interviews and produce on-site content. Media professionals will travel to the event to deliver live coverage, bringing audiences closer to the tournament and strengthening its profile within the **ATP Challenger Tour calendar**.

From an industry perspective, the partnership represents another step forward in the growth strategy of the Open Menorca as a sporting asset capable of generating media attention and delivering value for sponsors and the local territory.

Audience engagement and social impact

The collaboration will also feature audience engagement initiatives, including the **raffle of four VIP experiences** promoted through **AS and Cadena SER**, aimed at bringing fans closer to the tournament and strengthening its community.

On the social side, the hospitality box included in the agreement will support the **"AS Deporte en Positivo"** initiative, with part of the space

allocated to local associations working with people with disabilities. Through this initiative, the tournament incorporates an inclusive dimension that extends its impact within the local community.

For **Aloysio Araújo, General Director of Sports at PRISA Media**, the agreement highlights the role of sport as a driver of economic activity: *“The Open Menorca ATP Challenger 100 shows how professional sport can energise territories, generate economic activity and project a local brand. At PRISA Media we support initiatives that combine sporting excellence with a strong business and social vision.”*

Toni Capó, General Director of BioSport Menorca, added: *“Bringing PRISA Media on board as Media Partner strengthens the tournament’s structure and expands its reach. This collaboration allows us to continue developing the Open Menorca as a sustainable sporting project with strong visibility and social commitment.”*

A project with regional impact

The addition of PRISA Media forms part of the **growth roadmap of the Open Menorca ATP Challenger 100**, which in its second edition aims to establish itself as a regular stop on the **ATP Challenger Tour** and as a sporting asset capable of generating economic, media and reputational value for Menorca.

The tournament continues to expand its network of strategic partnerships, reinforcing its model as a professional sporting event with influence both locally and internationally.

About PRISA Media

PRISA Media, together with Santillana, forms part of the **PRISA Group**, a leader in the creation and distribution of educational, news and entertainment content across the Spanish-speaking world. Present in **22 countries**, it reaches millions of people through brands such as **EL PAÍS, AS, Cadena SER, LOS40, Caracol Radio, W Radio and ADN Radio**. The company stands at the forefront of the sector thanks to the quality and credibility of its content, as well as its strong commitment to innovation and digital development..

www.prisa.com/es

About BioSport Menorca

BioSport Menorca is the **promoter and organiser of the Open Menorca ATP Challenger 100**. Specialising in the management of high-level sporting events, the company develops a professional tournament model with international ambition and a strong commitment to the economic and social development of the region.

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