

# *the olive press*

Western Andalucia's fortnightly news publication



## **Introduction to the Olive Press**

*The Olive Press* is a campaigning, community newspaper born out of the need for a proper hard-hitting medium to represent the huge and growing expatriate community in southern Spain. We are convinced that the foreign community in Andalucia (whether it be Dutch, British or Scandinavian) is fed up of the bland, one-dimensional news coverage and puff journalism it has been spoon-fed for years.

We believe that the huge group – more than a million strong - deserves a better quality product. Like us, we believe they are angry at the depth of corruption and environmental damage being wrought on the region. We are sure they are equally concerned by the rising levels of crime and security for their children.

We are convinced our readers want to keep abreast of the latest news, as well as cultural and artistic events. We believe they want to learn about the best restaurants and hotels. They are interested in travel and the region's wines, hams and cheeses, as well as the wonderfully rich history of the area.

Finally Andalucia has a newspaper written by trained journalists from a national British level. Using professional food, travel and art writers, as well as serialising the region's best new books (including those by Chris Stewart and Guardian correspondent in Madrid Giles Tremlett), we are convinced of the need of a paper like the Olive Press.

Coming out fortnightly, with 12,500 copies a month across both our Eastern and Western Andalucia editions, we are rapidly getting the region covered.

## **The Readers of *the Olive Press***

We are proud of our all-round readership, ranging from professional and affluent northern European tourists and residents, to eco-friendly students and those seeking an alternative lifestyle.

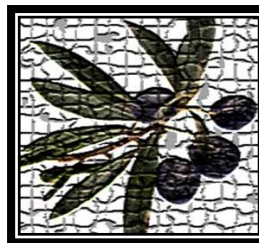
However the socio economic profile that makes up the highest percentage of *the Olive Press*' readership is the Expatriate. There are over 1 million expats living in Andalucía mostly from Britain but also from Germany, Holland and America.

What continues to attract advertisers to *the Olive Press* is the amount of expendable wealth that our readers have at their disposal. According to the *NatWest Expat wealth ranking survey* over 58% of British expats invest more money abroad than they do at home. Spending more on shopping (+22%) food (+25%) and socialising (15%).

On average the annual income of an Expat is £67000 per year, 43% higher than the national average in the UK

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## Origins of *the Olive Press*

*The Olive Press* was launched in May 2006, as an English-speaking newspaper to serve the expatriate population of Granada province. Printed fortnightly, it began with a print run of 4,000 copies. With an increasing foreign population in Granada alone, the paper was soon able to increase its print run to 7,000 copies.

In November 2006 former Fleet Street journalist Jon Clarke and co-owner of the paper, published the first issue of *the Olive Press Western Edition*, based in Ronda, and covering the provinces of Malaga, Cordoba, Cadiz and Sevilla.

In just eight months the Western Edition grew from 3,500 to 8,000 copies and from 32 to 40 pages. Since the beginning of 2009 the total has risen sharply again, to 12,500 copies per issue. With his ten years' experience at the *Daily Mail*, *Mirror* and *Telegraph*, among others, Jon Clarke has assembled a team of talented writers around the region, who continue to break numerous hard-hitting stories.

## Areas Covered by *the Olive Press*:

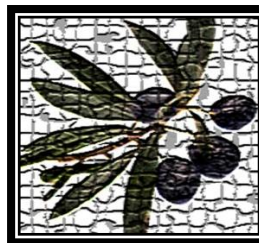
*The Olive Press* is the **most popular English language publication** in Andalucia. It is continually expanding into new areas, and has recently started distributing in Sevilla and south Cordoba, as well as most parts of the Costa del Sol.



We are already covering most of inland Malaga, much of Sevilla and Cadiz, and now parts of the Costa del Sol, including Mijas, Fuengirola, Torre del Mar, Velez Malaga and Nerja. **We print 12,500 issues a fortnight**, giving us an estimated **readership of 45,000 people**. (This is an increase of 100% in a year and is set to grow even further in 2009)

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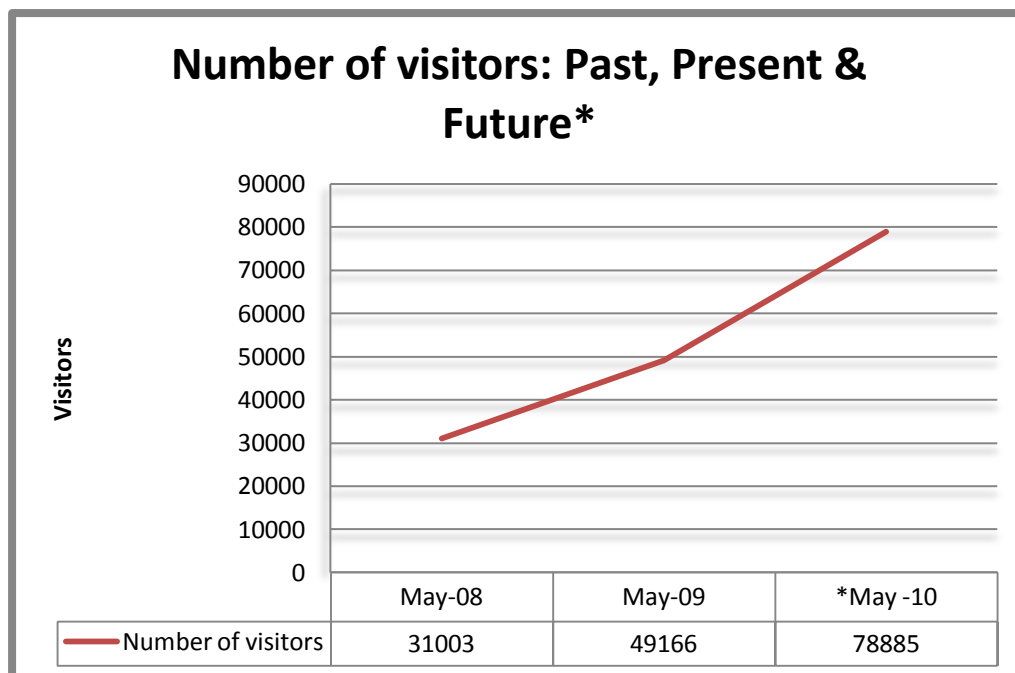
## The Olive Press Online

Our website [www.theolivepress.es](http://www.theolivepress.es) is growing each month and is read all over the English speaking world, ranked 102,925 in the top five million global websites. (Data issued by Alexa.com\*). It currently has around 40,000 visitors a month.

All issues of the paper appear on the web site as downloadable PDFs opening up advertisers to a worldwide audience.

We have regular visitors from all over the world and have seen a **60 per cent increase** in the number of visitors to our website in the last 12 months

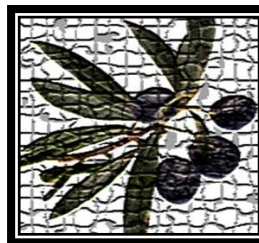
As you can see below if we continue our growth trend we will have **tripled** our visitor numbers in just 24 months.



\*Projected Growth

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## Advertise Online with *the Olive Press*:

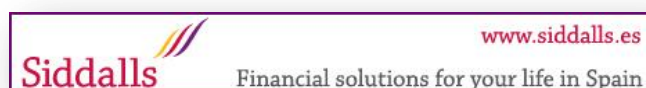
*The Olive Press Online* ([www.theolivepress.es](http://www.theolivepress.es)) is Spain's best news website... and Andalucia's most popular, according to *Google*. Over three years old, it currently counts around 40,000 'unique' visitors a month. It is a fantastic way to get your business noticed.

There is now a unique opportunity to join *the Olive Press*' growing ranks of advertisers as we look to continue our growth trend into 2010.

There are many platforms on the site. When advertising online not only can you choose which pages you want to advertise on but you can also decide what type of advert you have.

## Types of Advert

**Banner:** This is the strip which sits at the top of the homepage. Banners are situated at the top of the page and also at the bottom.

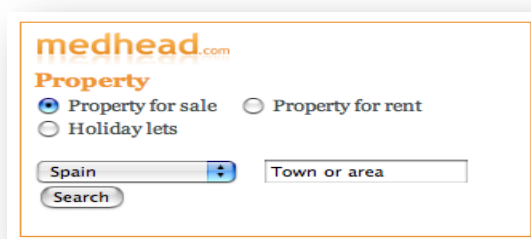


*Example Banner*

**Skyscraper:** The strip running from top to bottom on the right hand side of each page.

**Impact Tile:** This is a strip that appears in the middle of a news story or in between sections on the homepage

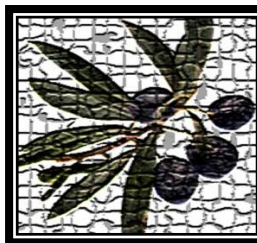
**Button:** Buttons go on particular pages, e.g. Property, Motors and Jobs. They are small boxes used for branding.



*Example Button*

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## Tracking your success with *the Olive Press*

Our bespoke system allows us to measure the hits we have to our site; this is programmed so we can give very accurate figures on how many servers visit our site

You receive monthly reports detailing:

- On what site the advert was run
- On what platform the advert was run
- The amount of page impressions booked
- Click-throughs
- Click rate
- Start date
- End date

Below is an example statistical report

TRAFFIC ANALYSIS	TOTAL IN PERIOD
Visitors per month	105,693
Visits per month	160,533
Page impressions per month	220,205
Click thru per Visit	3.86
Average Time on Site (mins:secs)	3:52
Average Time per Page (secs)	60.00

## Pricing

Our pricing is calculated by the following methods:

- Quantity of page impressions your advert will receive per month
- The size of the advert you want
- Where on the website you advert is placed.

Advert Position	Zone	Impressions Per Month	Cost for one month	Cost per month for 6 months
Banner	Homepage	10,000	€250	€138
Large Box	Homepage	8000	€160	€88
Medium Box	Homepage	12,000	€180	€99
Small box	Feature	6000	€18	€10
Small box	Region	3000	€50	€28
Medium Box	Feature	5000	€25	€14
Large Box	Region	4000	€40	€22

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## Customers of the Olive Press



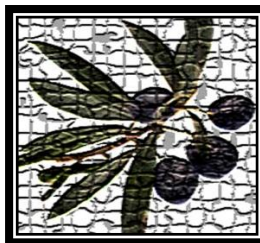
Solbank



direct line

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## Testimonials on the Olive Press

### TECNICAS MAR O

"The Olive Press is THE success story for Green Technology of the last two years... With its articles that actually make sense and educate and with its intelligent and thoughtful readers, it has proved to be by far the best medium to advertise our energy saving solutions over the last two years... We intend to continue in 2009 and wish the paper many happy returns"

*Hanne Mundbjerg, Sales Manager*  
TECNICAS



"As a client the call rate from our advert has surpassed our expectations and has topped the list of calls generated. Why? *The Olive Press* has great content, is well distributed, and all in all, is simply the best read. In fact we should have advertised sooner. Thank you again"

*Jim Fraser, Managing Director*  
PIPE-TEK SL



"The OP is the only paper that reaches all parts of inland Andalusia as well as the coast... it is incredible to find it in all the obscure isolated corners of Cadiz, Jaen and Sevilla – as well as the Eastern edition in Granada and Almeria - and I know that its readers are loyal and love the paper very much. *The Olive Press* is their voice and their window on the outside world. As a frequent advertiser looking for clients for our area around Olvera, it has proven to be very useful and we find it invaluable to be a part of."

*Antony Sharman*  
*Olvera Properties*

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