



Welcome

the olive press responds to the need for a proper hard-hitting medium to represent and serve the huge expatriate community in southern Spain.

An alternative to the bland, one-dimensional news coverage, **the olive press** supplies the latest news, as well as cultural matters and artistic events.

Launched in May 2006, it is Andalucía's only newspaper written by real investigative journalists, professional food, travel and art writers and with contributions from many of Spain's top foreign writers.

Growing from strength to strength, the fortnightly paper's distribution is **over 67,000 copies** (including 40,000 digital downloads) and the paper has expanded geographically, covering most of the Andalusian region and further afield through its website www.theolivepress.es.

Content that goes into making **the olive press** unique...

- Exclusive investigations and reporting on both a regional and national level.
- In-depth features from our network of correspondents.
- Regular campaigns on issues including the environment, nature and animals.
- Resources for learning Spanish and integrating into the culture in La Cultura.
- Regular food and drink articles with recipes and restaurant reviews.
- Business profile section, expert legal, financial and property advice columns.
- A comprehensive listings and events calendar.
- Dedicated home and garden, travel, sport and property sections.
- The ALL ABOUT series spotlighting various towns and areas around the region.
- An extensive classified section

Advertising

To share in **the olive press's** success and increase your business potential further, our sales team are happy to take your calls or emails and answer any queries you may have. Please contact us and see how we can help you. Telephone: (0034) 951 16 60 60 or 691 831 399 or email jon@theolivepress.es or admin@theolivepress.es.

Reasons to advertise with **the olive press**...

...The Market

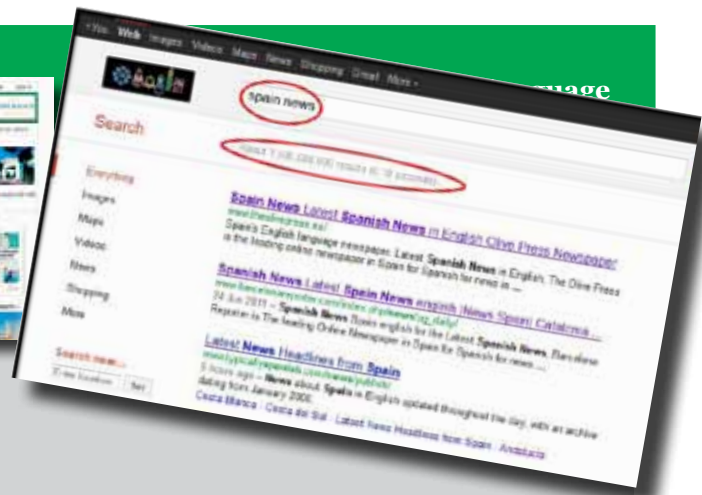
- Our readers are English-speaking people in Andalucía, or with strong links to Andalucía, who **want a quality read about the region.**
- Our loyal readership is attracted to our interesting and useful articles that cover everything from the Spanish legal systems to tourism meaning that **advertisers of all markets benefit.**
- More than **one million expats living in Andalucía** mostly from Britain but also from Germany, Scandinavia, Holland and America. The amount of expendable wealth that our readers have at their disposal continues to attract advertisers. 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%).
- Many of our readers are well travelled and show a keen interest in experiencing their region, which is a **prime advertising medium for travel and tourism related businesses.**

...The Paper

- **the olive press** is the most popular English language publication in Andalucía and is **free.** The Rough Guide recently voted it 'the best ..for its investigative reporting etc'
- **27,000 issues a fortnight** are printed plus 40,000 downloaded online giving an estimated **readership of up to 148,000 people per issue.**
- Distribution covers most of inland and all the way along the coast from Cadiz to Nerja and the Costa Tropical of Granada and is **continually expanding** into new areas.
- We consistently maintain a **high ratio (at least 50/50) of quality news items and features to adverts** compared to the majority of our competitors. As a result, any advertisement stands out more in our publication.
- **Prime advertising slots** soon sell out due to limited spaces. Therefore, by advertising now, any advertiser will be able to get ahead by holding onto a prime position and keeping it.

...The Website

- Supporting the paper is its popular website www.theolivepress.es, **Andalucía's best news website**, receiving over 100,000 visitors each month. A fantastic way to get your business noticed, Google ranks it as 5/10, which is the highest ranking for an English website in Spain.
- It is read all over the English speaking world, ranked 193,281 in the top five million global websites (compared with Sur in English who are ranked 286,986).
- All issues of the paper are available as downloadable PDFs opening up advertisers to a worldwide audience.
- We are able to offer advertisers appearing in the newspaper a **special rate** for website advertising.
- We have regular visitors from all over the world and have seen an **80 per cent increase** in the last 12 months.



Top rank

The Olive Press is now rated Spain's no. 1 English website with a five-star rating from Google

AFTER four years of hard work our website has seen its Google 'Page Rank' go up to five stars. It was also recently found to be top of Google.com for the search term "Spain news".

This means that our website – www.theolivepress.es - is now among the most important English websites in Spain, even trumping long-established websites like Andalucia.com.

Getting over 100,000 visits a month, it has established itself as a very important marketing tool for businesses in Spain.

"Incoming links, keywords, meta-descriptions are all very important," commented technology expert John Kramer. "A Page Rank of five is very good."

We hope you can appreciate why we are moving up the charts.

And fundamentally it is you – the readers – who have helped us get this far.

A clever and well travelled bunch

An incredible six out of ten **olive press** readers can speak Spanish 'sufficiently to communicate'.

After an in-depth poll of our readers, we also discovered that over half of our readers earn more than 20,000 euros a year.

In good news for the tourism and restaurant sector, some 70 per cent of them eat out more than three times a month, while four out of ten people travel out of Spain more than three times a year.

Over 60 per cent of our readers check our website on a daily or weekly basis

In the questionnaire undertaken by hundreds of participants, we also discovered that some 80 per cent of our readers are over 40.

In a fascinating mix of nationalities we found that six per cent of our readers are from the USA and six per cent are from Ireland.

Surprisingly four per cent were Dutch, while two per cent were from France, and another two per cent were from Denmark and Portugal.

The vast majority of course – around 70 per cent – come from the UK.

Most importantly, over 60 per cent of our readers check the **olive press** (www.theolivepress.es) website on a daily or weekly basis.

And we expect this figure to rise to up to 80 per cent by the end of next year.

The poll was conducted both in the paper and online. A total of 900 readers filled in questionnaires.

Key statistics

- 80% of readers are over the age of 40.
- Over half of our readers earn more than 20,000 euros a year.
- Over 40% of our readers travel out of Spain more than three times a year.
- 72% of our readers are from the UK.
- Almost 70% of our readers eat out more than three times per month.
- Over 60% of our readers speak Spanish sufficiently to communicate.
- Over 60% of our readers check the Olive Press website on a daily or weekly basis

**WHERE TO FIND THE OLIVE PRESS. Delivered every other Wednesday -
but hurry - they don't hang around!**

ALAMEDA	CASABEMERJA	CARTAMA ESTACION	GAUCIN	NUEVA ANDALUCIA	MARINA
ALCALA	COLMENAR	CASARABONELA	GIBRALTAR	PUERTO BANUS	TARIFA
ALCALA LA REAL	FRIGLIANA	CASARES	GRANADA	MIJAS PUEBLO	TEBA
ALGAIDAS	LA CALETA	CHICLANA	GRANADA	MOLLINA	TOLOX
ALGATOCIN	LA HERRADURA	COIN	CITYGUADALMINA	MONDA	TORREMOLINOS
ALHAURIN EL GRANDE	LA VINUELA	COMARES	COMM CENTRE	MONTECORTO	UGIJAR
ALORA	LOS ROMANES	CONIL	GUARO	MONTEFRIO	VEJER
ALOZAINA	NERJA	CORDOBA	IZNAJAR	MONTEJAQUE	VILLANUEVA DE TAPIA
ALPUJARRAS	PERIANA	CORTES DE LA FRONTERA	JEREZ	PIZZARA	VILLANUEVA DE TRABUCO
BUBION	PUENTE DON MANUEL	CORTES ESTACION	JIMENA DE LA FRONTERA	RIO FRIO	YUNQUERA
CAPILEIRA	RIO GORDO	CUEVAS DEL BECERRO	JIMENA DE LA FRONTERA	RONDRA	ZAHARA DE LA SIERRA
LANJARON	TORRE DEL MAR	DIANA	LA CALA	RUTE	ZALEA
ORGIVA	TORROX	DUQUESA PORT	ESTACION	SABANILLAS	
PAMPANEIRA	TRIANA	EL CHORRO	JIMERA DE LIBAR	SALINAS	
PITRES	VELEZ MALAGA	EL FARO	LA CALA	SAN PEDRO	
ANTEQUERA	BENALAURIA	EL ROSARIO	LA HERRADURA	SAN ROQUE	
ARCHIDONA	BENAOJAN	ELVIRIA	LECRIN VALLEY	SAYDO	
ARDALES	BENAHAVIS	ESTEPA	LOJA	SIERRA DE YEGUAS	
ARRIATE	BENHAVISTA	ESTEPONA	LOS VENTORROS	SITIO DE CALAHONDA	
ATAJATE	CABOPINO	ESTEPONA MARINA	LUCENA	SOTOGRADE	
AXARQUIA	CABOPINO MARINA	FUENGIROLA	MALAGA CITY	GUARDARIO	
BENAMARGOSA	CADIAR	FUENTE DE PIEDRA	MARBELLA	SOTOGRADE	
BENOMACARRA	CALAHONDA		GOLDEN MILE		
	CAMPILLOS				

WE HAVE OTHER DISTRIBUTION SPOTS NOT MENTIONED HERE AND HAVE MANY MORE TO COME... WE HAVE EXPANDED FROM 12,500 TO 24,000 PAPERS AN ISSUE SINCE JANUARY 2010

Distribution = 1,000 outlets covering six provinces of Andalusia

► Each flag is a town or village where to find the Olive Press



Join the ever growing family of OP advertisers

OUR MOST ATTRACTIVE PRICES AT BA.COM

MALAGA – LONDON
(one-way inc. taxes)

Book by 7 February
Service that's as attractive as our prices

BRITISH AIRWAYS

Over the last year these prestigious companies have all chosen the Olive Press for their media campaigns

BIG Brands LOW Prices!

FROZEN	€1.40	€3.50	€1.25	€2.75
GROCERY	€1.40	2 for €4	2 for €3	€1.40
CHILLED	€1.40	€1.40	€2.80	€1.40

Iceland brought to you by... Overseas

MÁSmovil YOUR MOBILE OPERATOR IN SPAIN

PRICE COMPARISON FOR INTERNATIONAL CALLS

Calling 10 times to a UK landline each time for 50p. With Movistar: 21.8 € With Másmovil: 5.4 € (incl. VAT)

"Since switching to Másmovil I'm making huge savings of up to 50% on calls and texts each month!"

- Our British/Scandinavian distributors and our English speaking call centre provide great service in your language.
- We use the same network as Orange and have excellent coverage.
- No obligation or contract required.
- Absolutely the lowest rates to the UK: Save more than 80% on your calls to UK! ** Only 5 cts / min. to landlines and 14 cts / min to mobile phones (excl. VAT).
- Special limited offer on mobile broadband in Spain, 1GB for € 6.90 / month, (excl. VAT, valid until Nov 2011)**.

CONTACT THE BRITISH/SCANDINAVIAN DISTRIBUTOR NEAR YOU!

Get started immediately. Buy your new number or keep your existing mobile number! Please bring with you: 1. Passport and NIE if you have it. Any recent payed bill from your Spanish bank account number (only necessary for direct debit postpaid service), and your credit-card.

PUEBLA
 Móvil: "Centro Fiberopt" 024 30765000
 024 30765000
 024 30765000

MARBELLA
 Móvil: "Centro Fiberopt" 029 52020000
 029 52020000
 029 52020000

MIAJAS
 Móvil: "Centro Fiberopt" 013 52020000
 013 52020000
 013 52020000

Or Call to our English speaking customer service for free: 1475

MÁS movil.es

Solbank

Reale
INSURANCES FOR THE REAL WORLD

AWA PPP INTERNATIONAL
redefining standards

TERRA SANA
LAGUNA VILLAGE

linea directa

Liberty Seguros

ROLEX OYSTER PERPETUAL DAY-DATE

TECNICAS MARO
on the coast since 1992

Molino del Santo

LUSTAU

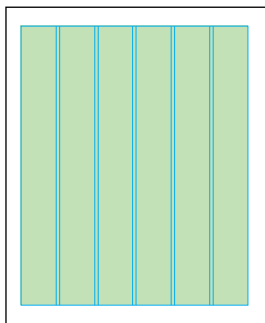
El Corte Inglés

Authorised dealer
BT

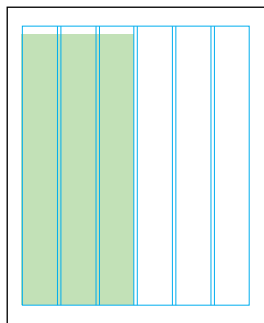
MONEYCORP
commercial foreign exchange

Abbeygate Insurance

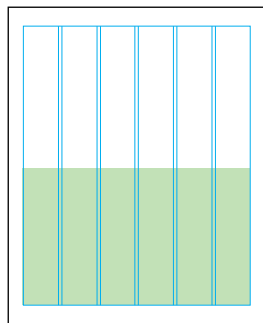
LLOYDS BANK INTERNATIONAL



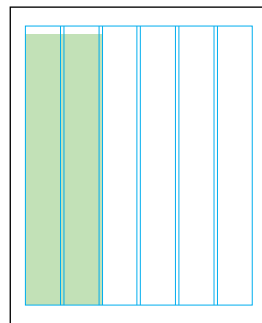
FULL PAGE
(244mm W x 300mm H)
650.00 euros



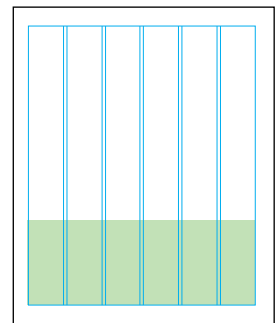
1/2 PAGE VERT.
(120mm W x 290mm H)
430.00 euros



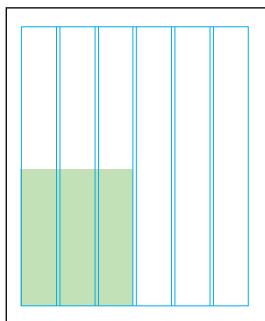
1/2 PAGE HORIZ.
(244mm W x 145mm H)
430.00 euros



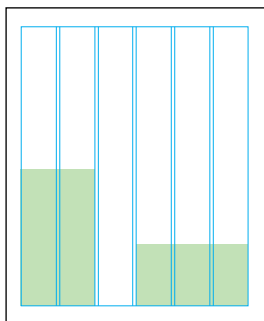
1/3 PAGE VERT.
(79mm W x 290mm H)
345.00 euros



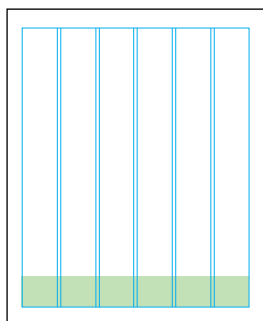
1/3 PAGE HORIZ.
(244mm W x 100mm H)
345.00 euros



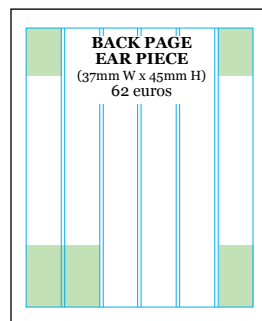
1/4 PAGE
(120mm W x 145mm H)
275.00 euros



1/6 PAGE
(Vert. 79mm W x 144mm H
or Horiz. 120mm W x 75mm H)
160.00 euros



STRIP
(244mm W x 35mm H)
140.00 euros



**BACK PAGE
EAR PIECE**
(37mm W x 45mm H)
62 euros

1/12 PAGE (79mm x 75mm) 125.00 euros
1/24 PAGE (37mm x 75mm) 75.00 euros

CLASSIFIEDS

Lineage ads

83c per word, min
of 10 words
First two words in bold
For an all bold entry
add 25%

Single display box

37mm W x 50mm H
35.00 euros

Double display box

79mm W x 50mm H
49.00 euros

Triple display box

120mm W x 50mm H
72.00 euros

SPECIAL OFFERS:

Pay for 6 and get 1 FREE or pay for 10 and get 2 FREE

**All prices are per edition for black & white adverts (IVA not included).
Minimum of 2 issues on ALL ads (including classified)**

Additional charges

Right hand page premium	12%
Back page premium*	50%
Front page premium**	100%

*Half, quarter sizes and
1/12 page earpiece only

**1/12 and 1/24 sizes only

Discounts

6 - 12 issues (3 - 6 months)	5%
12 - 18 issues (6 - 9 months)	10%
18 - 24 issues (9 - 12 months)	15%
Black & White	15%

Artwork deadline:

Friday 5pm prior to publication the
following Thursday

Design and artwork charges:

Subject to sight of copy and brief for
bookings of up to six issues

Payment:

Advertisements must be fully paid for
prior to publication. Failure to do so will
automatically lead to non publication

**For further information on rates, special supplements, sponsored pages,
as well as additional Internet and Classified details,
please contact our sales team on 951 166 060 or 691 831 399
or email admin@theolivepress.es**