



## 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 print run is **over 34,000** (including 10,000 digital downloads) and the paper has expanded geographically, covering most of the Andalucian region and further afield through its website [www.theolivepress.es](http://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](mailto:jon@theolivepress.es) or [admin@theolivepress.es](mailto: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'
- **24,000 issues a fortnight** are printed in full colour with an estimated **readership of up to 100,000 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](http://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 6/10, which is the highest ranking for an English website in Spain, level with Sky News.
- 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 six-star rating from Google***

AFTER four years of hard work our website has seen its Google 'Page Rank' go up to six stars.

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

The figure is awarded for all 'votes' a website gets from other websites in the form of incoming links.

Every website has a 'PageRank', which is essentially Google's way of deciding a page's importance from 0 to ten.

"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](http://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!**

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

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

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

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

Great range of International food

**EROSKI**  
Serving the Antequera area for five years

10% DISCOUNT

E.C. La Bodega, C/da. Sevilla 604, E.C. Antequera  
Tel: 952 704 667 / 952 704 646

## SNOWTIME by MELIÁ

Sierra Nevada, one of the sunnier Ski Resort of Europe offers to you the best alternatives to have an unforgettable holiday.

**MELIÁ SOL Y NIEVE**  
Discover the Sun and Snow Experience and enjoy yourself in the comfort of the most recent garden hotel. It combines the relaxed style of its fully equipped close rooms with the modern style and sophisticated facilities of its new Premium Rooms, The Last Deluxe Rooms and The Last One Bedroom Suites.

**THE SPA**  
The concept of "Après-Ski" takes on a different dimension at the YHI SPA, a mixture of the traditional massage services with the latest techniques and treatments.

**MELIÁ SIERRA NEVADA**  
The third generation of a privileged location, views and location with a warm and welcoming destination so traditional of mountain resorts in which wind, snow and morning light are professionals of all corners.

**"La Trapa de la Sierra" Restaurant**  
Enjoy the best of regional and international cuisine in a typical mountain restaurant with a warm and welcoming atmosphere. Open for lunch and dinner.

MELIÁ invites you to discover the Passion for Service, to be Welcomed, to Connect with nature, and to be positively surprised by both forest, which are ideal for skiing, for relaxation, for business.

MELIÁ *you're journey*

**Solbank**

**Siddalls**

**HiFX**  
INTELLIGENT FINANCIAL SERVICES

**TERRA SANA**  
LAGUNA VILLAGE

**linea directa**

**Liberty Seguros**

**BLEVINSFRANKS**  
www.blevinsfranksinternational.com

**TECNICAS**  
MARO  
on the coast since 1992

**Molino del Santo**

**LUSTAU**

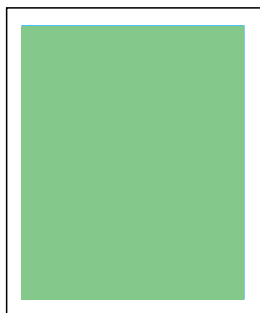
**De Cotta**  
McKenna y Santafé  
English & Spanish Lawyers

Authorised dealer  
**BT**

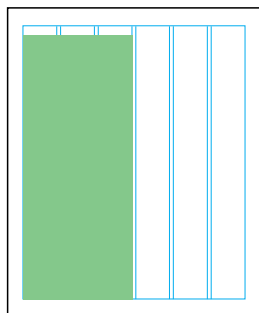
**MONEYCORP**  
commercial foreign exchange

**Abbeygate Insurance**

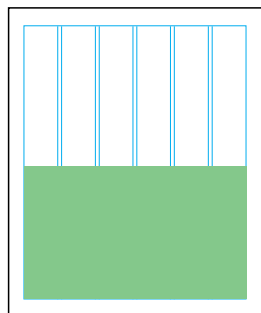
HOTEL  
*Las Casas de la Juderia*



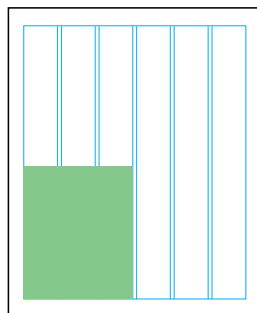
**FULL PAGE**  
(244mm x 300mm)  
590.00 euros



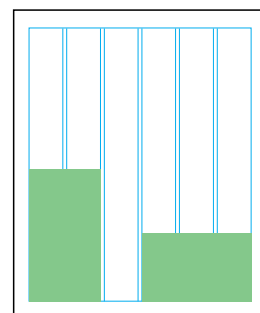
**HALF PAGE  
VERTICAL**  
(120mm x 290mm)  
395.00 euros



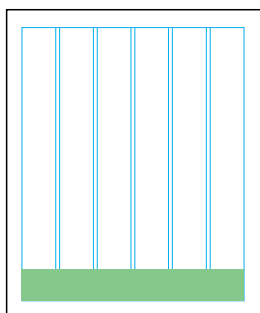
**HALF PAGE  
HORIZONTAL**  
(244mm x 145mm)  
395.00 euros



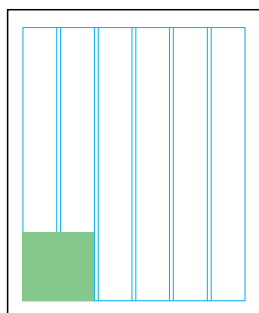
**QUARTER PAGE**  
(120mm x 145mm)  
245.00 euros



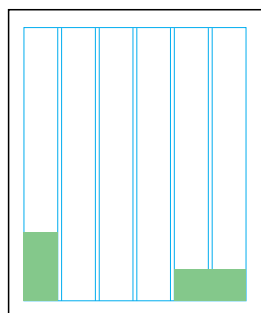
**1/6 PAGE**  
(79mm x 144mm  
or 120mm x 75mm)  
145.00 euros



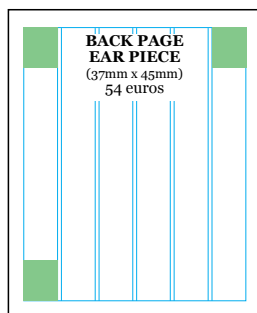
**STRIP**  
(244mm x 35mm)  
130.00 euros



**1/12 PAGE**  
(79mm x 75mm)  
110.00 euros



**1/24 PAGE**  
(37mm x 75 mm  
or 79mm x 35mm)  
70.00 euros



**BACK PAGE  
EAR PIECE**  
(37mm x 45mm)  
54 euros

**1/36 PAGE**  
(37mm x 45mm)  
55.00 euros



**CLASSIFIEDS**  
Lineage ads - 78c per word, min  
of 10 words. First two words in bold  
For an all bold entry add 25%  
Single display box - 32.00 euros  
Double display box - 47.00 euros  
Triple display box - 69.00 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%  |
| Colour premium                                   | 15%  |
| 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% |

### 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](mailto:admin@theolivepress.es)**