



## 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 monthly paper's distribution is **up to 200,000 copies** (including over 120,000 digital downloads) per month and the paper has expanded geographically, covering all of Andalucía 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.
- Regional focus on Gibraltar and the Axarquia

## 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

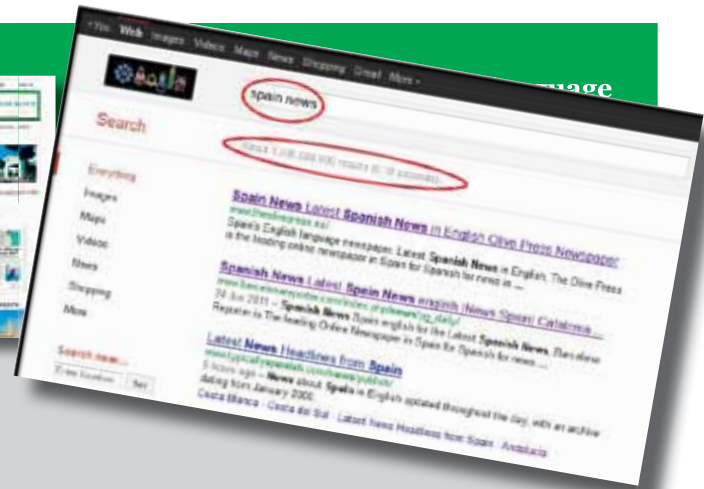
- Our readers are English-speaking people in Spain, or with strong links to the country, who **want a quality read about the region.**
- Our loyal readership is attracted to our interesting and useful articles that cover everything from the Spanish legal systems to tourism meaning that **advertisers 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 (our research suggests they travel abroad 3 times a year) 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 in southern Spain... for its investigative reporting etc'
- **33,000 issues a fortnight** are printed plus up to 100,000 downloaded online giving an estimated **readership of around 300,000 people per month.**
- Distribution covers the entire Costa del Sol and all the way along the coast from Cadiz to Mojacar in Almeria and the vast majority of inland Andalucía. It is **continually expanding** into new areas and new distribution points.
- We consistently maintain a **high ratio (around 50/50) of editorial to adverts**, much higher than the majority of our competitors. As a result, any advertisement stands out more in our publication.

## ...The Website

- Supporting the paper is its popular website [www.theolivepress.es](http://www.theolivepress.es), **Andalucía's best news website**, receiving around 250,000 page views each month and up to 100,000 'unique' visitors. 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 80,000 in the top five million global websites**, by *Alexa.com* (compared with *Sur in English* and *Euro Weekly News* who are ranked much lower at over 300,000).
- 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 five 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](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).

Getting over 150,000 visits a month, it is an important marketing tool for businesses in Spain. According to [Alexa.com](http://Alexa.com) it is **76,900 in the world**, some 200,000 places in front of closest competitor *Euro Weekly News*.

"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. We also count Spanish readers at up to 10 per cent.

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

WE HAVE OTHER  
DISTRIBUTION SPOTS  
NOT MENTIONED HERE  
AND HAVE MANY MORE  
TO COME... WE HAVE  
EXPANDED FROM  
12,500 TO 33,000  
PAPERS AN ISSUE SINCE  
JANUARY 2010

## Distribution - Over 1,000 outlets covering eight provinces of Andalucía



# 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*



**Bupa**

**RETIRING ABROAD?**  
We're with you all the way.

Are you considering retiring to the sun, sea and subtropical climate of Spain? Bupa offers a range of retirement options to suit your needs. Choose from a 20-25 year term or a 20-25 year term with a 20-25 year term. The advantages of each are explained in our brochure.

For more information or to make your FREE application, contact us on +44 (0) 1273 322 337 or [www.retireabroadwithbupa.com](http://www.retireabroadwithbupa.com)

See our website for more information on our services and products.



**PANORAMA**  
Real Estate

Discover the best properties in the area. From luxury villas to modern apartments, we have it all. Contact us today for more information.



**Great bargains for Great Britain**

**£12** each  
Carling Lager

**£2** each  
Bio Wash

**£3** each  
Morrisons Family Roast Chicken

Just a few of the 1000s of great bargains in store today

**MORRISONS**

We are open on Bank Holiday Monday  
10:00am - 8:00pm Monday 27th August



**B S**  
**Banc Sabadell**



**HiFX**  
currency services eXpertly done



**FINCA CORTESIN**  
HOTEL, GOLF & SPA



**TERRA SANA**  
LAGUNA VILLAGE



**linea directa**



**Liberty Seguros**



**ROLEX**  
OYSTER PERPETUAL DAY-DATE



**IKEA**



**Molino del Santo**



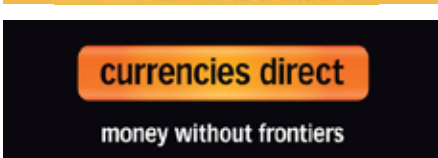
**LUSTAU**



**El Corte Inglés**



Authorised dealer  
**BT**



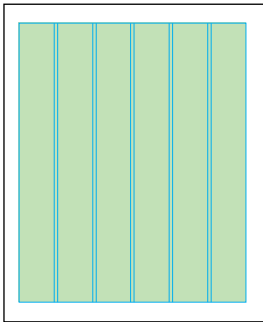
**currencies direct**  
money without frontiers



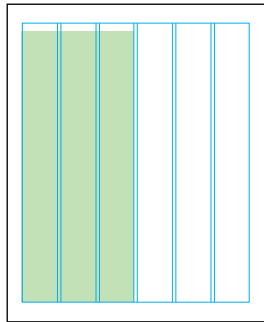
**PPP INTERNATIONAL**  
redefining standards



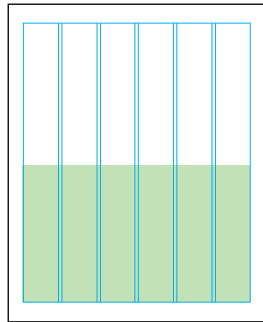
**LLOYDS BANK INTERNATIONAL**



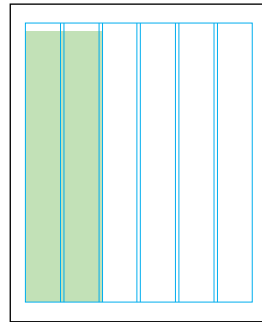
**FULL PAGE**  
(244mm W x 300mm H)  
665.00 euros



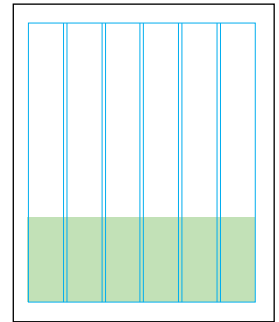
**1/2 PAGE VERT.**  
(120mm W x 290mm H)  
440.00 euros



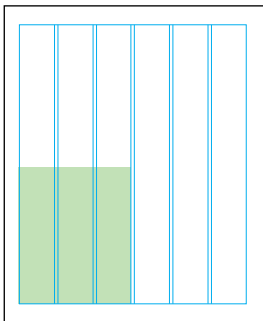
**1/2 PAGE HORIZ.**  
(244mm W x 145mm H)  
440.00 euros



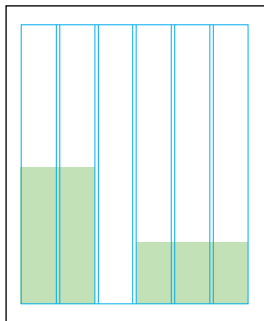
**1/3 PAGE VERT.**  
(79mm W x 290mm H)  
352.00 euros



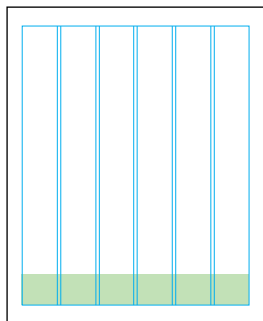
**1/3 PAGE HORIZ.**  
(244mm W x 100mm H)  
352.00 euros



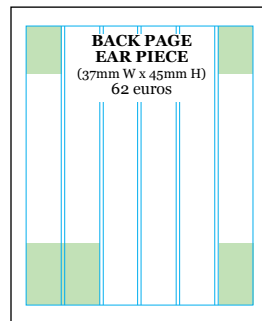
**1/4 PAGE**  
(120mm W x 145mm H)  
280.00 euros



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



**STRIP**  
(244mm W x 35mm H)  
145.00 euros



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

**1/12 PAGE** (79mm x 75mm) 130.00 euros  
**1/24 PAGE** (37mm x 75mm) 78.00 euros

## CLASSIFIEDS

### Lineage ads

85c 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  
38.00 euros

### Double display box

79mm W x 50mm H  
50.00 euros

### Triple display box

120mm W x 50mm H  
73.50 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](mailto:admin@theolivepress.es)**