



## 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 November 2005, 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 230,000 copies (including 160,000 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.
- Extensive classified advertising section.

## Advertising

To share in *The Olive Press* success and increase your business potential further, our sales team are happy to answer any queries you may have. Please contact us and see how we can help you. Telephone: (0034) 951 273 575 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 interesting 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'
- **35,000 issues a fortnight** are printed plus up to 80,000 copies are downloaded online giving an estimated **readership of up to 200,000 people per issue.**
- Distribution covers the entire Costa del Sol from Gibraltar to Nerja and the Costa Tropical of Granada as well as Almería and Mojacar and inland to Córdoba, Jaén and Sevilla provinces.
- *The Olive Press* consistently maintains a **high ratio (around 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 the popular website [www.theolivepress.es](http://www.theolivepress.es), **Andalucía's best news website**, receiving over 200,000 visits each month. A fantastic way to get your business noticed, Google ranks it as 5/10, the highest ranking for an English website in Spain.
- It is read all over the English speaking world, **ranked around 150,000 in the top five million global websites**, by Alexa.com (compared with Sur in English, for example which is ranked at around 500,000).
- All issues of the paper are available as downloadable PDFs opening up advertisers to a worldwide audience.
- **The Olive Press** is able to offer newspaper advertisers a **special rate** for website advertising, with regular visitors from all over the world there has been a **50 per cent increase** in the last 12 months.



## Top rank

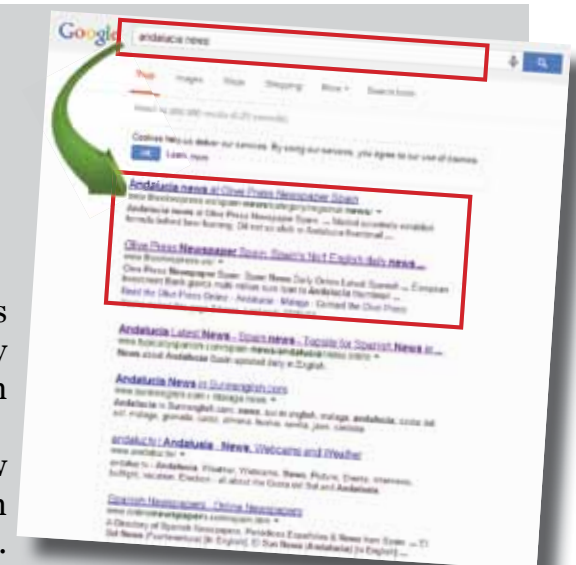
**The Olive Press is now rated Spain's No. 1 English website with a five-star rating from Google**

AFTER six 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 including Andalucia.com. Getting over 250,000 visits a month, it is an important marketing tool for businesses in Spain. According to Alexa.com it is around 150,000 in the world, some 300,000 places in front of competitor Sur in English and 200,000 in front of 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.





# A clever and well travelled bunch

An incredible six out of ten **The 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

- 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



# 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*





**Delivered every other Wednesday - but hurry – they don't hang around!**

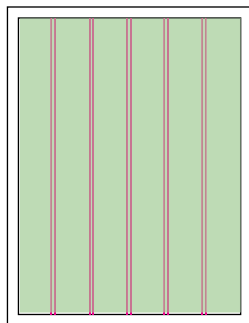
ALAMEDA	AXARQUIA	CADIAR	FUENGIROLA	MARBELLA	SITIO DE CALAHONDA
ALBOX	BENAMARGOSA	CALAHONDA	FUENTE	GOLDEN MILE	SOTOGRADE
ALCALA	BENOMACARRA	CAMPILLOS	DE PIEDRA	NUEVA	GUARDARIO
ALCALA	CASABEMERJA	CARTAMA	GARRUCHA	ANDALUCIA	SOTOGRADE MARINA
LA REAL	COLMENAR	ESTACION	GAUCIN	PUERTO	TARIFA
ALGAIDAS	FRIGLIANA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

WE HAVE OTHER  
DISTRIBUTION SPOTS  
NOT MENTIONED HERE  
AND HAVE MANY MORE  
TO COME... WE HAVE  
EXPANDED FROM  
12,500 TO 35,000  
PAPERS AN ISSUE SINCE  
JANUARY 2010

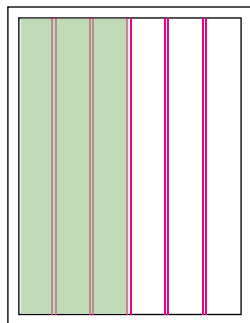
# Distribution

*- 1,000 outlets covering eight provinces of Andalucía*

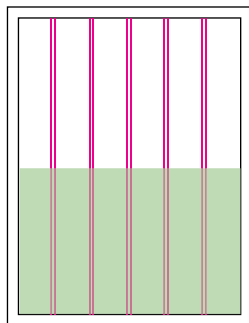




**FULL PAGE**  
(256mm W x 342mm H)  
698.00 euros



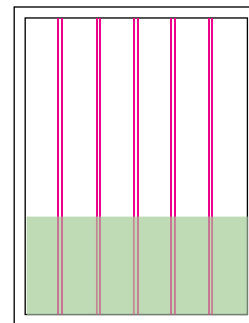
**1/2 PAGE VERT.**  
(126mm W x 344mm H)  
463.00 euros



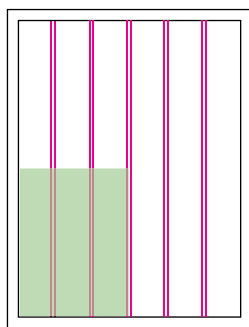
**1/2 PAGE HORIZ.**  
(256mm W x 170mm H)  
463.00 euros



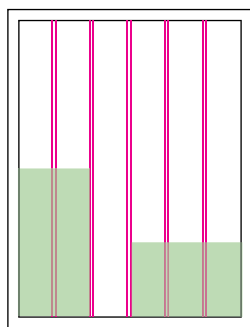
**1/3 PAGE VERT.**  
(83mm W x 344mm H)  
370.00 euros



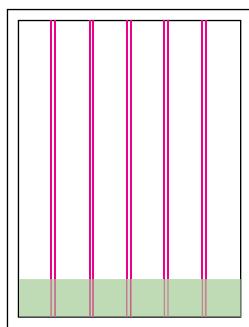
**1/3 PAGE HORIZ.**  
(256mm W x 105mm H)  
370.00 euros



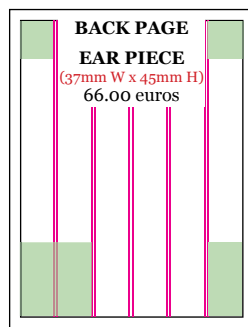
**1/4 PAGE**  
(126mm W x 170mm H)  
293.00 euros



**1/6 PAGE**  
(Vert. 83mm W x 170mm H  
or Horiz. 126mm W x 110mm H)  
173.00 euros



**STRIP**  
(256mm W x 45mm H)  
163.00 euros



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

**1/12 PAGE**  
(83mm x 84mm)  
137.00 euros

**1/24 PAGE**  
(39mm x 70mm)  
82.00 euros

## CLASSIFIEDS

### Lineage ads

87c per word, min  
of 10 words  
First two words in bold  
For an all bold entry  
add 25%

**Single display box**  
39mm W x 50mm H  
39.00 euros

**Double display box**  
79mm W x 50mm H  
52.00 euros

**Triple display box**  
120mm W x 50mm H  
76.00 euros

## SPECIAL OFFERS:

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

**All prices are per edition (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  
Wednesday

### 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 951 273 575 or 691 831 399 or email [admin@theolivepress.es](mailto:admin@theolivepress.es)**