

The OLIVE PRESS

Voted
BEST
expat
paper
in
Spain

INCORPORATING

DINING SECRETS
of Andalusia
THE OLIVE PRESS GOURMET GUIDE

ALL ABOUT
Andalusia
THE OLIVE PRESS INSIDER'S GUIDE

THE GIBRALTAR
OLIVE PRESS

GIB
ROCKS

1

PRESS PACK

January 2017



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 2006, it is Andalusia'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 Andalusia and further afield through its website www.theolivepress.es.

Content that goes into making *The Olive Press* unique...

***"Best expat paper
in Spain, second in
the world"***

- TESCA AWARDS, LONDON

***"Spain's best
English daily news
website"***

- the Rough Guide

- 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 or admin@theolivepress.es

Reasons to advertise with *The Olive Press*...

...The Market

- Our readers are English-speaking people in Andalusia, or with strong links to Andalusia, 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 Andalusia** 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 Andalusia 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 Almeria and Mojacar and inland to Cordoba, 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, **Andalusia'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 200,000 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.



Fully interactive



The Olive Press is easy to read on all electronic devices. The newspaper is available on all Android and Apple mobile phones, tablets and other devices – totally free! Updated every morning it is easy to flick through the pages, zooming in and out on whatever device you are using. You can also now read and interact with the Olive Press through all major social media platforms, including: Facebook, Twitter, Google Plus, the IOS and Android apps. We have over 5,700 legitimate Twitter and 9,500 Facebook (not paid for) followers unlike some of our rivals. We are also big on Google+



Social Networks:



@OlivePress - 5,772 Followers



OlivePressNewspaper - 9,645 Likes



Olive Press Newspaper Spain - 7,400 subscribers

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) 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 few years these prestigious companies have all chosen the Olive Press for their media campaigns

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A DECADE OF SUCCESS

November
2006 to
November
2016

Ten years after it all started, the Olive Press is stronger than ever
Here, is what a few of our contacts and clients say about us

'Stayingpower' for any business on the Costa del Sol is an achievement in itself. Reaching 10 years has to be a testament to the quality journalism and a happy readership. The Olive Press definitely ticks both boxes. Sunset beach club are delighted to have been a part of this success so offer a big congratulations to Jon and his team and here's looking forward to another 10 years of entertaining and informative news.



Mark Wardell, manager
Sunset Beach Club,
Benalmadena

"It is great to have worked with the Olive Press over all these years and I am just delighted there is, at least, one newspaper here that has the same way of thinking as me... the little guy, indeed everyone, has the right to get even."



Antonio Flores, Lawbird
Legal practice, Marbella

Just a note to say that on your 10th Anniversary, The British Chamber of Commerce in Spain sends you its heartiest congratulations, for providing the local Community with many years of high quality professional journalism, and our best wishes for the future



Derek A Langley, Regional
Vice-President Andalusia
for British Chamber of
Commerce in Spain



Keep up the brave fight

Geordie Greig, Editor of the
Mail on Sunday

I would like to send my congratulations to the Olive Press team, who have been keeping Brits in Andalusia informed for the past ten years.



Simon Manley,
British Ambassador to Spain

Thanks so much for consistently providing the best read in English in Andalusia every fortnight - we even get it in Tarifa and along the Costa de la Luz

Peter Whaley, owner
Hurricane Hotel, Tarifa

We approached The Olive Press to promote Palo Alto, Marbella's fastest selling luxury development situated in Ojén just 5 minutes from La Canada Shopping Centre.

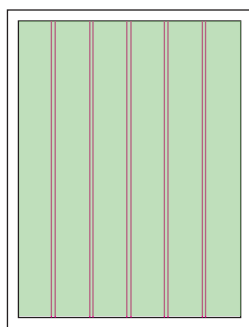
Jon and his team were extremely responsive and worked with us to put together a media plan that met our budget and addressed our key goals of raising brand awareness and generating leads. So far, the combination of advertising alongside their well-written editorial has generated a great response from qualified buyers living on the coast.

Ailse Warriner-MacFarlane,
Marketing Director,
Palo Alto Marbella

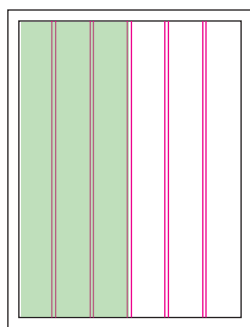


PRESS PACK

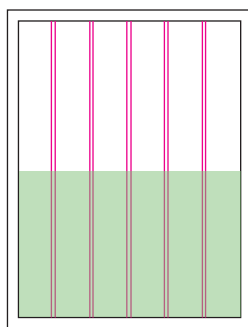
January 2017



FULL PAGE
(256mm W x 342mm H)
850.00 euros



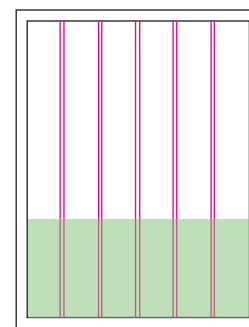
1/2 PAGE VERT.
(126mm W x 344mm H)
525.00 euros



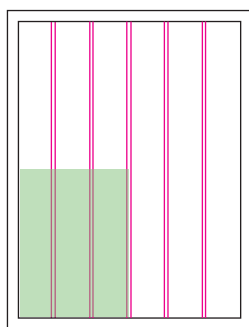
1/2 PAGE HORIZ.
(256mm W x 170mm H)
525.00 euros



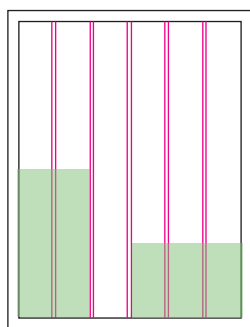
1/3 PAGE VERT.
(83mm W x 344mm H)
410.00 euros



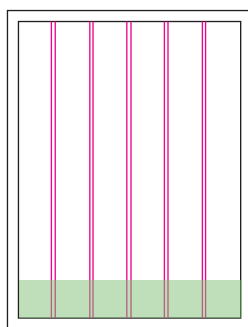
1/3 PAGE HORIZ.
(256mm W x 105mm H)
410.00 euros



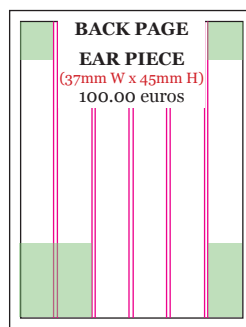
1/4 PAGE
(126mm W x 170mm H)
340.00 euros



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



STRIP
(256mm W x 45mm H)
230.00 euros



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

1/12 PAGE
(83mm x 84mm)
160.00 euros

1/24 PAGE
(39mm x 70mm)
110.00 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
49.00 euros

Double display box
79mm W x 50mm H
69.00 euros

Triple display box
120mm W x 50mm H
89.00 euros

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