

THE MALLORCA
The OLIVE PRESS

DINING SECRETS
of Andalucia
THE OLIVE PRESS GOURMET GUIDE

ALL ABOUT
Andalucia
THE OLIVE PRESS INSIDER'S GUIDE

THE GIBRALTAR
The OLIVE PRESS

The **OLIVE PRESS**
2018
Press pack

www.theolivepress.es

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 that came before,

"Spain's best English daily news website"



- the Rough Guide

The Olive Press supplies the latest news, as well as cultural matters and artistic events.

Launched in November 2006, it is Spain'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 around 100,000 copies per month and the paper has expanded geographically, covering all of

Andalucia, Gibraltar and Mallorca, plus 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.
- Dedicated travel, sport and property sections.
- The ALL ABOUT series spotlighting various towns and areas around the region.
- Extensive classified advertising section.

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

- TESCA AWARDS, LONDON



And now in it's
third year, the
popular bi-monthly
Property Magazine
counts on leading
clients including
Panorama, Taylor
Wimpey and Engel
& Volkers.



The Paper

The Olive Press is the most popular English language publication in Andalucia and is **free**. The Rough Guide votes it 'the best ..for its investigative reporting etc' while we were recently voted 'best expat paper in Spain' and 'second in the world' at the TESCA awards in London.

With a team of half a dozen professionally-trained journalists we break stories on a weekly basis and are regularly employed by the national newspapers in the UK to investigate stories in Spain.

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.

THREE SEPARATE EDITIONS

The Olive Press now covers three distinct regions, Andalucia, Gibraltar and Mallorca

The **OLIVE PRESS**

The **MALLORCA OLIVE PRESS**

The **GIBRALTAR OLIVE PRESS**



www.theolivepress.es

admin@theolivepress.es | (0034) 951273575

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
sales@theolivepress.es



The Market

Our readers are English-speakers in Andalucia, or who have strong links to Andalucia, and **want a quality read about the region.**

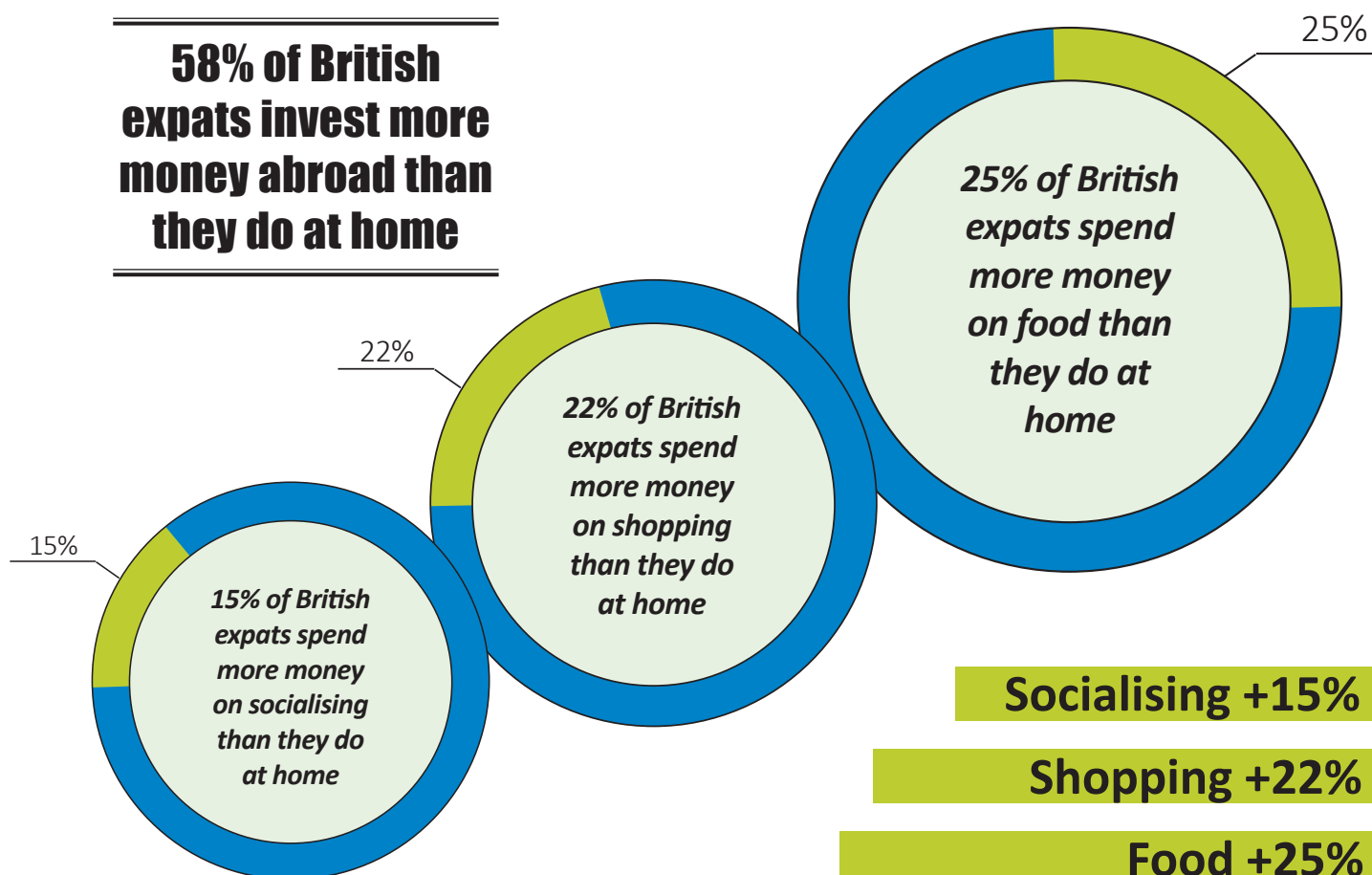
Our loyal readership is attracted to interesting articles that cover everything from the Spanish legal systems to tourism meaning that **advertisers of all markets benefit.**

More than **one million expats live 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%).

Most of our readers are well travelled and show a keen interest in experiencing Spain, which makes the Olive Press a **prime advertising medium for travel and tourism related businesses.**

58% of British expats invest more money abroad than they do at home



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 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 majority of course – around **55 per cent** – come from the UK.

Most importantly, over **80 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 90 per cent by the end of 2018.

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

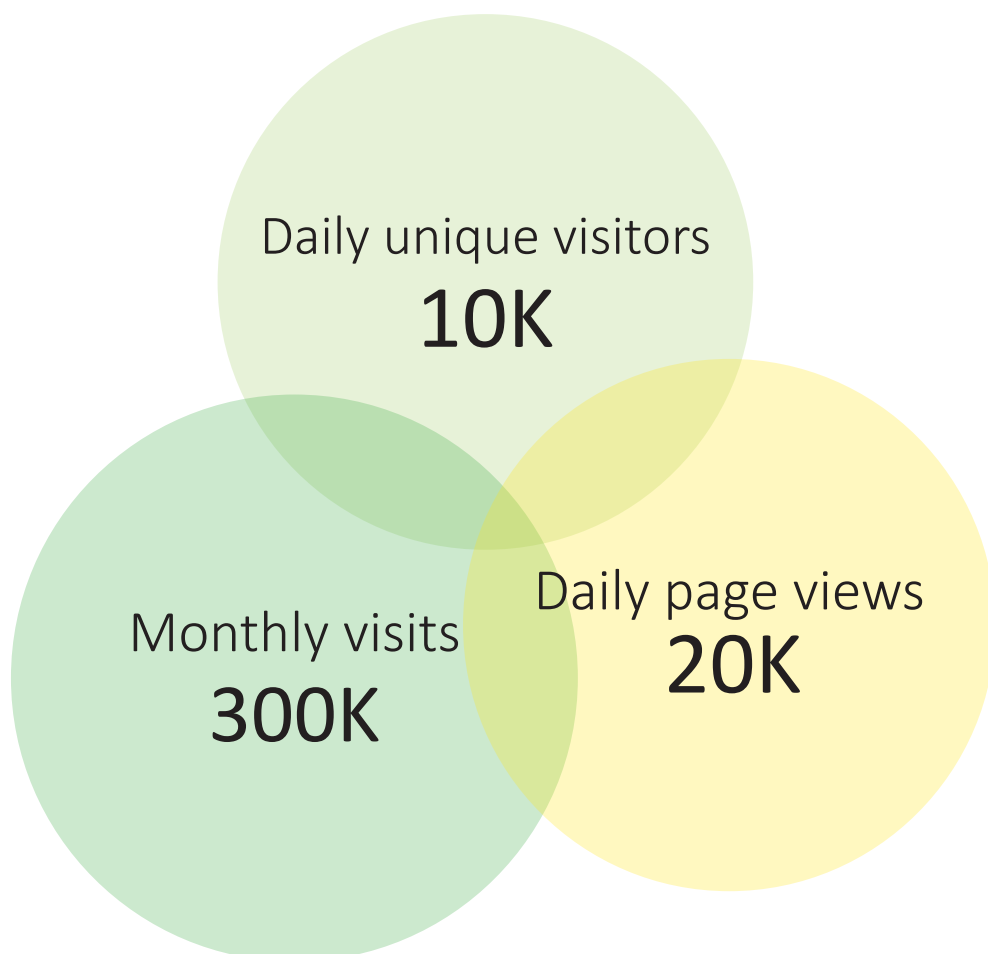
Social Media Reach



The Olive Press is read all over the English speaking world, ranked around 250,000 in the top 10 billion global websites, by Alexa.com

All issues of the paper are available as downloadable PDFs opening up advertisers to a worldwide audience.

- 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 **80%** of our readers check the Olive Press website on a daily or weekly basis





Online

Supporting the paper is the popular website www.theolivepress.es, **Spain's best news website**, receiving over 300,000 visits each month. A fantastic way to get your business noticed, the website receives around 10,000 visitors a day



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the olive press

green guide

OUR OTHER SITES

In addition to the Olive Press website, we have five other sites. For news and features on Gibraltar and the nearby Campo de Gibraltar area we have www.gibraltarolivepress.com.

For environmental news we have www.greenguidespain.com, which is a popular resource for expats and Spanish interested in sustainability.

For travel, culture and entertainment, we have the highly popular www.allaboutandalucia.com, which is updated daily.

For lovers of food and restaurants, www.diningsecretsofandalucia.com is an absolute must. Linked into the popular book, it has hundreds of restaurants reviewed and a fully interactive comments section.

Finally, our property site www.allaboutandaluciaproperty.com is a well-established site that is soon to have a complete overhaul.



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 fortnight 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, IOS and Android apps.**

We have over 6,200 legitimate Twitter and 13,400 Facebook (not paid for) followers unlike some of our rivals.

Digital e-editions



What they say

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 Andalucia
for British Chamber of
Commerce in Spain**

The Mail
ON SUNDAY

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 Andalucia informed for the past ten years.



**Simon Manley,
British Ambassador to Spain**

Thanks so much for consistently providing the best read in English in Andalucia 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**

www.theolivepress.es

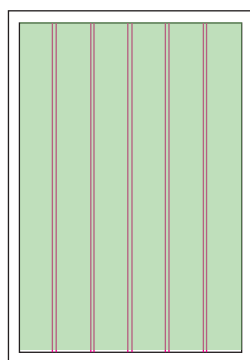
admin@theolivepress.es | (0034) 951273575

Join the ever growing family of OP advertisers

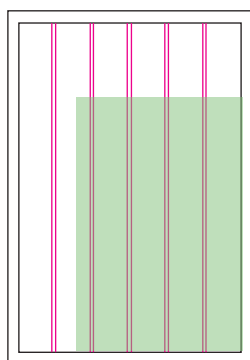
Over the last few years these prestigious companies have all chosen the Olive Press for their media campaigns



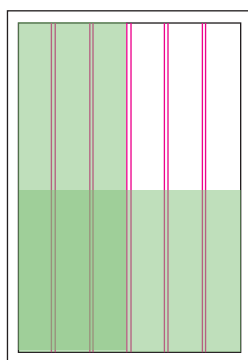
Price List



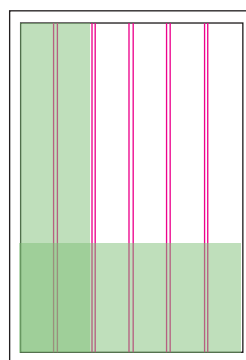
FULL PAGE
(256mm W x 342mm H)
892.50 euros



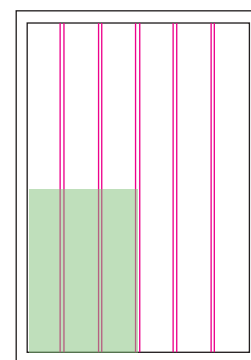
JUNIOR PAGE.
(200mm W x 250mm H)
750.00 euros



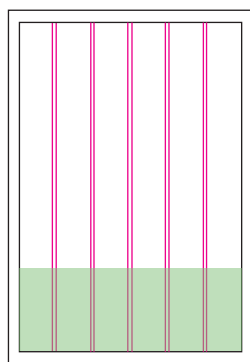
1/2 PAGE
(256mm W x 170mm H)
551.00 euros



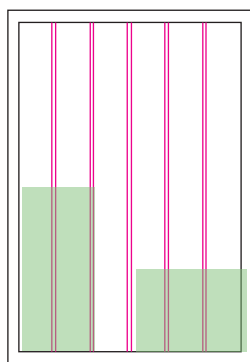
1/3 PAGE
(83mm W x 344mm H)
430.00 euros



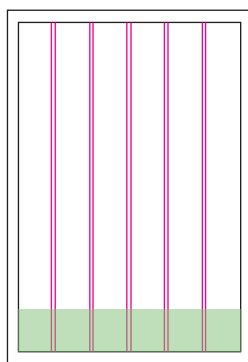
1/4 PAGE
(126mm W x 170mm H)
355.00 euros



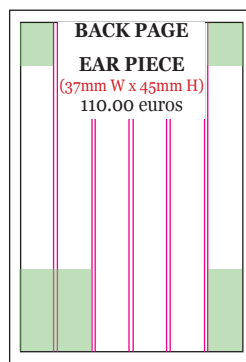
DOUBLE STRIP
(256mm W x 45mm H)
340.00 euros



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



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



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

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

1/24 PAGE
(39mm x 70mm)
115.00 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**