

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**

2019
Press pack

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

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



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 and TV networks 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 **OLIVE PRESS**

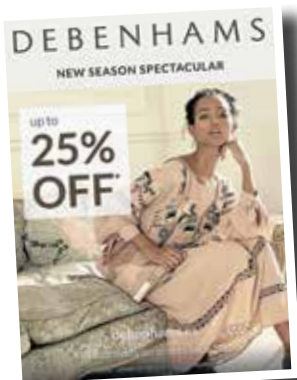
The **OLIVE PRESS**



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

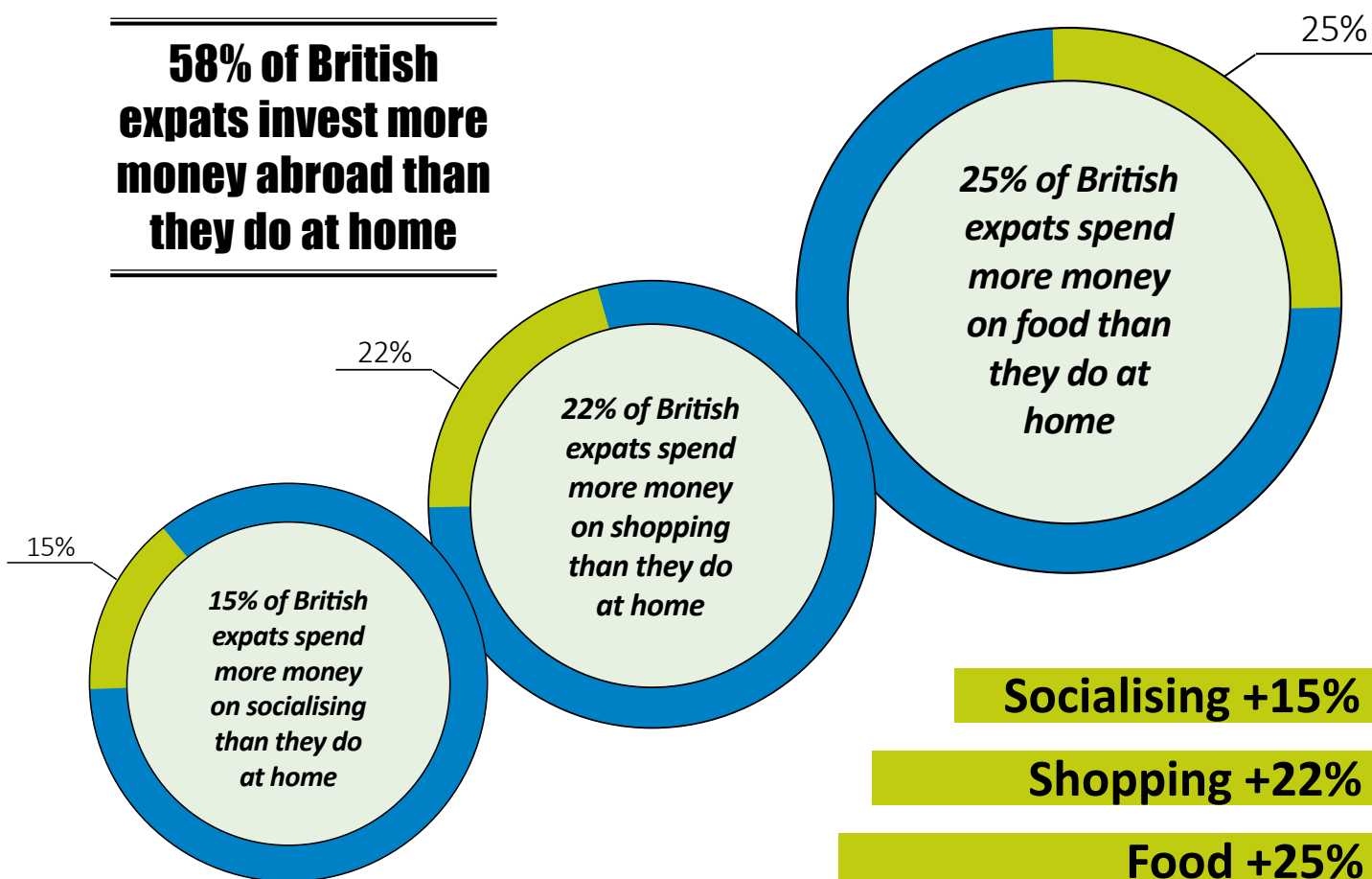
Our readers are English-speakers in Andalucia, or who have strong links to Andalucia, and **want a quality read about the region.**

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



More than just the news

JOIN THE...

The Olive Press Property

...BOOM

The Olive Press group launched a brand new exciting stand alone Property Magazine in 2018, geared towards the exciting and rapidly expanding property market, that had ground to a halt during the recession. As well as distributing thousands of copies to over 300 agents on the Costa del Sol, it also appears inside every copy of the Andalucia edition, with smaller versions appearing in Gibraltar and Mallorca

- Original, incisive content about the Spanish property market
- Specialist opinion and comment articles each month
- Current clients include Savills, Fine & Country, Panorama, Winkworth, Chestertons, Engel & Volgers and Taylor Wimpey
- Exclusive advertorials compliment any advertising campaign



Massive growth in buyers from abroad, with the British leading the way despite Brexit fears

FOREIGN FIREBALL

AN avalanche of foreign buyers is setting Spain's property market on fire. A total of 35,000 homes were acquired by foreigners in the first half of 2018. The massive figure shows the 55,000 sales recorded in the same period of 2017, when Spain's property market was at its peak. It had no impact on the British continue to lead the way, accounting for a record 7,613 purchases, up 8.6% on 2017.

Second up on the French, who bought 6,211 properties (a drop of 3% on last year) and the Germans, who bought 5,138 homes, some 2% less than last year. When it comes to buying trends it turns out that the Irish, Dutch and most notably the Moroccan - are the fastest growing nationalities. Morocco bought 3,000 properties, a growth of 20% on last year, while the Dutch were up by 18%. Britons meanwhile continue to be a strong market having bought 6,576 homes.

Destinations-wise, Valencia was the favourite province for investors, accounting for a third of all foreign sales, with 13,013. It was the region with the highest year-on-year growth at 16.7%. Andalusia came in second with 9.2% of the foreign market (9,717 sales), followed by Catalonia with 7,270 sales, unsurprisingly a 4.5% decline from the same period last year, much to the chagrin of the region's government. The fifth highest destination was Madrid, where foreign market sales increased by 4.4% (4,011 purchases).

'Spain's most interesting and incisive property publication'



Also found inside EVERY printed edition of the main Olive Press newspaper



Supplementing the news

OVER A DOZEN SPECIAL SUPPLEMENTS EACH YEAR



The Olive Press undertakes special supplements on a range of different topics every year, including education, health and skiing.

The paper also publishes around a dozen pullout supplements on a series of the region's most important areas and towns, including the Serrania de Ronda, the Costa de la Luz and the Axarquía.

Our supplement specials cover...

Special interest

- Health and Fitness
- Education
- Golf

Specific locations

- Marbella
- Estepona
- Ronda
- Sierra Nevada
- Costa de la Luz



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.

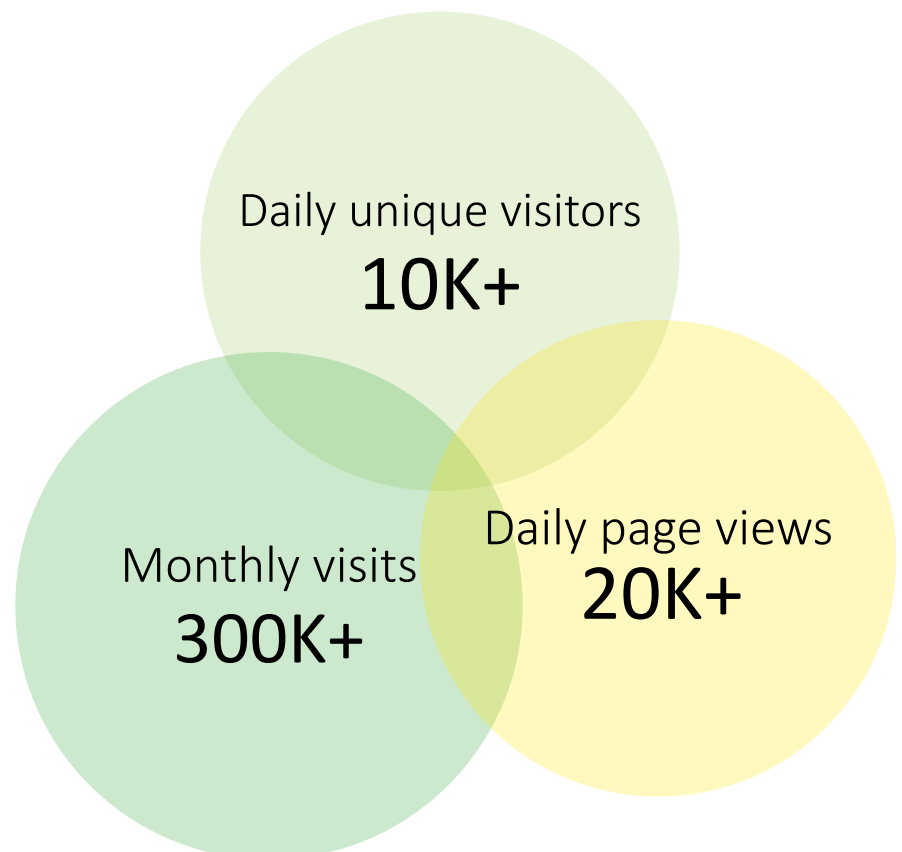
Social Media Reach



The Olive Press is read all over the world and ranked around 200,000th in the top 10 billion global websites, by Amazon's Alexa.com. It comes about 10,000th position in Spain.

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 **60%** of our readers check the Olive Press website on a daily 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



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.



Top ranking English news site in Spain



Amazon's Alexa ranking is the industry standard site measurement tool

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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.

www.theolivepress.es
admin@theolivepress.es | (0034) 951273575

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**



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 over 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

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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

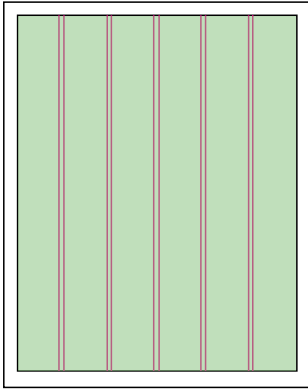


DUNNES STORES



Price List

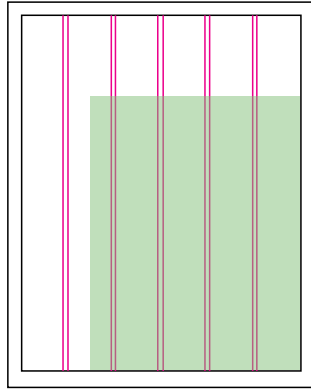
FULL PAGE



(256mm W x 342mm H)

Spain - 1050 €
Gibraltar - 700 £
Mallorca - 700 €

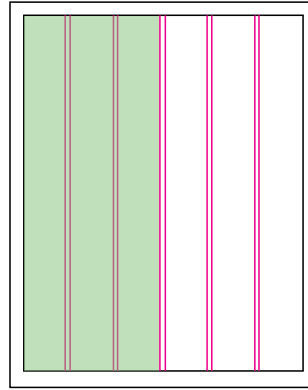
JUNIOR PAGE



(200mm W x 250mm H)

Spain - 660 €
Gibraltar - 440 £
Mallorca - 440 €

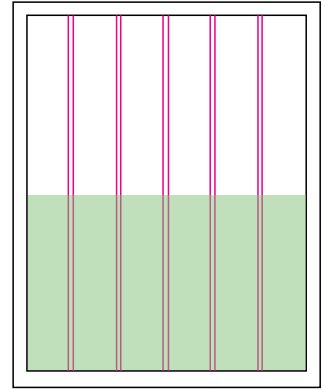
1/2 PAGE VERTICAL



(126mm W x 341mm H)

Spain - 630 €
Gibraltar - 420 £
Mallorca - 420 €

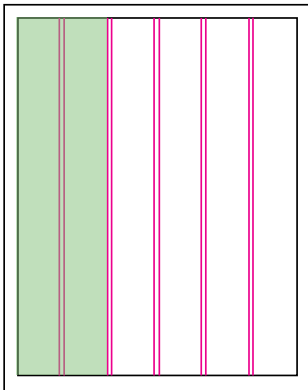
1/2 PAGE HORIZONTAL



(256mm W x 170mm H)

Spain - 630 €
Gibraltar - 420 £
Mallorca - 420 €

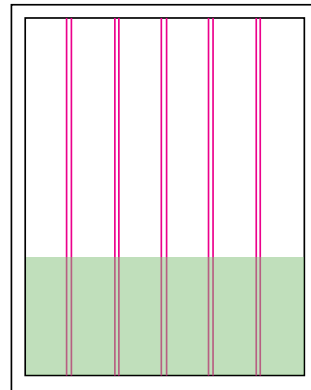
1/3 PAGE VERTICAL



(83mm W x 341mm H)

Spain - 450 €
Gibraltar - 300 £
Mallorca - 300 €

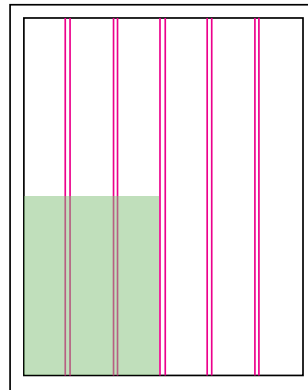
1/3 PAGE HORIZONTAL



(256mm W x 105mm H)

Spain - 450 €
Gibraltar - 300 £
Mallorca - 300 €

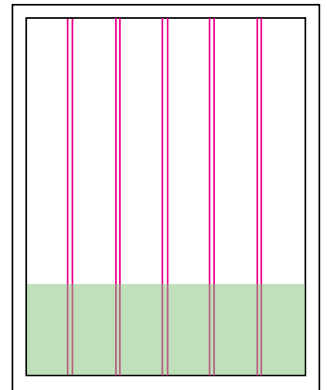
1/4 PAGE



(126mm W x 170mm H)

Spain - 415 €
Gibraltar - 275 £
Mallorca - 275 €

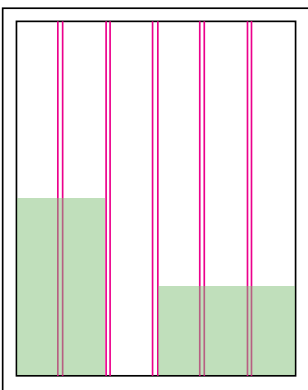
DOUBLE STRIP



(256mm W x 90mm H)

Spain - 400 €
Gibraltar - 270 £
Mallorca - 270 €

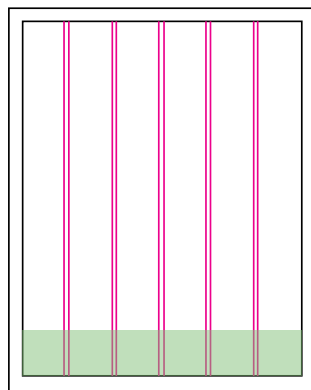
1/6 PAGE



Vertical (83mm W x 170mm H)
Horiz. (126mm W x 110mm H)

Spain - 300 €
Gibraltar - 200 £
Mallorca - 200 €

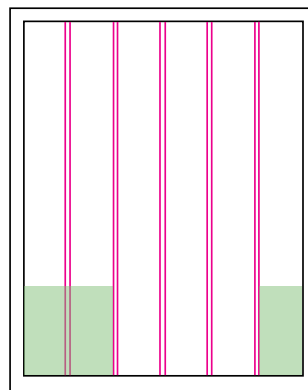
STRIP



(256mm W x 45mm H)

Spain - 270 €
Gibraltar - 180 £
Mallorca - 180 €

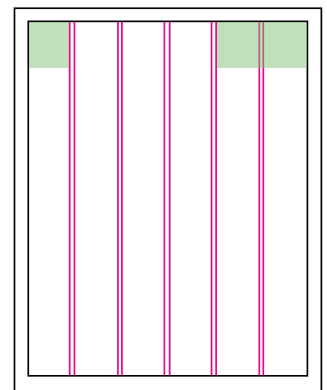
1/12 & 1/24 PAGE



(83mm x 84mm) (39mm x 84mm)

Spain - 180 € Spain - 100 €
Gibraltar - 120 £ Gibraltar - 70 £
Mallorca - 120 € Mallorca - 70 €

EARPIECES



(39mm x 52mm) (83mm x 52mm)

Spain - 150 € Spain - 250 €
Gibraltar - 100 £ Gibraltar - 150 £
Mallorca - 100 € Mallorca - 150 €

CLASSIFIED ADVERTS

Lineage ads

87c per word, minimum 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

How it works...

Double front page earpiece

Single front page earpiece

Single FP module

Double FP module

Classified single display box

Classified double display box

Classified triple display box

6th page advert

Quarter page advert

12th page advert

Half page advert



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