

The COSTA BLANCA
**OLIVE
PRESS**

The MALLORCA
**OLIVE
PRESS**

The GIBRALTAR
**OLIVE
PRESS**

The **OLIVE
PRESS**

2019
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 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 50,000 copies per issue and the paper

has expanded geographically, covering all of Andalucia, Costa Blanca, Gibraltar and Mallorca, plus receives **20,000 unique visitors a day** to 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.

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

- TESCA AWARDS, LONDON



The Paper

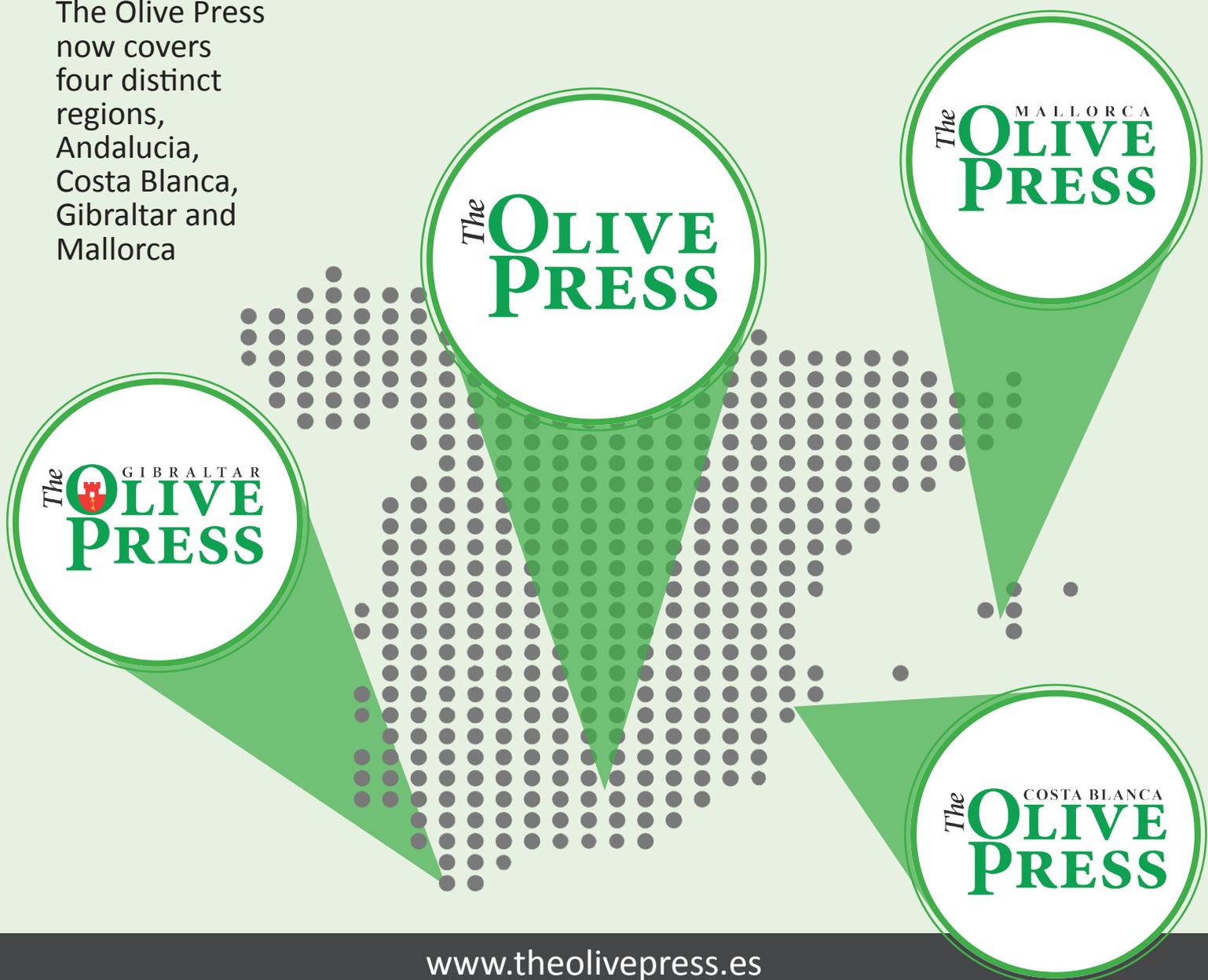
The Olive Press is the most popular English language publication in Spain and is **free**. The Rough Guide votes it 'the best ..for its investigative reporting etc' while we were also voted 'best expat paper in Spain' and 'second in the world' at the TESCA awards in London.

With a team of nearly a dozen professionally-trained journalists around Spain, 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 and nearby Portugal.

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.

FOUR SEPARATE EDITIONS

The Olive Press now covers four distinct regions, Andalucia, Costa Blanca, Gibraltar and Mallorca



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 Spain, or who have strong links, and **want a quality read about their region.**

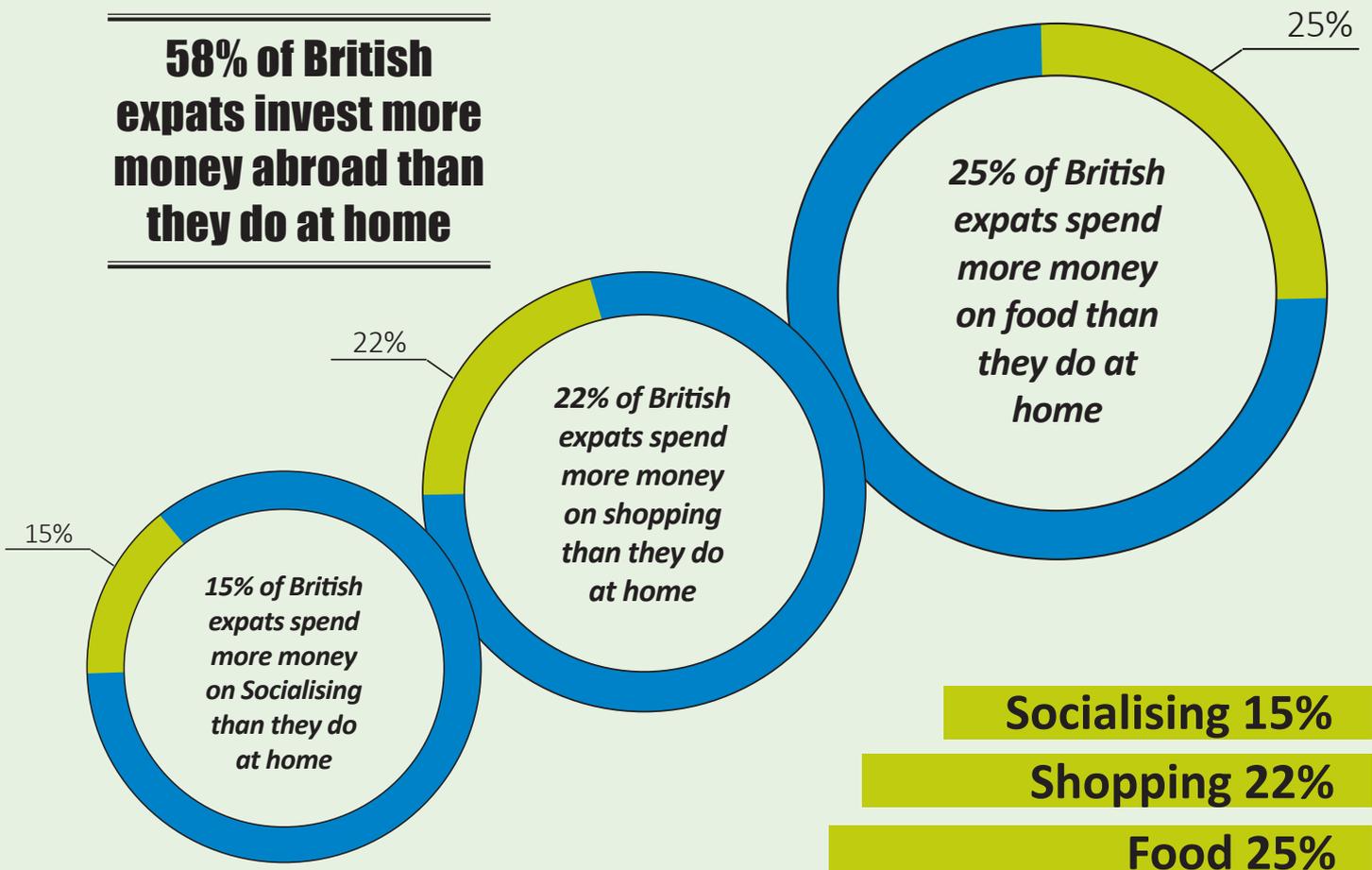
Our loyal readership is attracted to interesting articles that cover everything from the Spanish legal systems to tourism meaning that **advertisers of all markets benefit.**

More than **one million expats live in Andalucía and Costa Blanca** 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



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 Axarquia.



Our supplement specials cover...

Special interest

- Health and Fitness
- Education
- Golf

Specific locations

- Marbella
- Malaga
- Palma
- 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 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.

Social Media Reach



6,8K



17,2K

The Olive Press is read all over the world and ranked around **180,000th** 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 or weekly basis

Daily unique visitors
10K+

Monthly visits
280K+

Daily page views
25K+



Online

Supporting the paper is the popular website www.theolivepress.es, **Spain's best news website**, receiving over 600,000 visits each month. A fantastic way to get your business noticed, the website receives around 20,000 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
- Android apps

We have over 6,800 legitimate Twitter and 17,200 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

Our other sites

DINING SECRETS
of Andalusia
THE OLIVE PRESS GOURMET GUIDE

ALL ABOUT
Andalusia
THE OLIVE PRESS INSIDER'S GUIDE

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

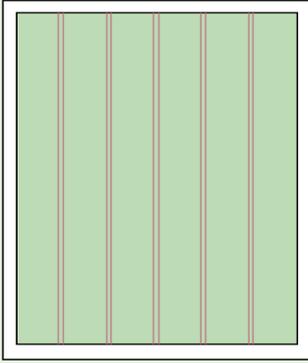
For travel, culture and entertainment, we have the highly popular www.allaboutandalucia.com, which is updated daily.

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) 951 273 575

Price List

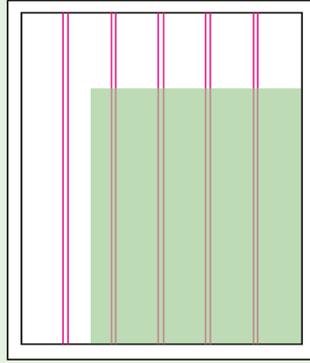
FULL PAGE



(256mm W x 342mm H)

Andalucia - 1050 €
Costa Blanca - 945 €
Gibraltar - 700 €
Mallorca - 700 €

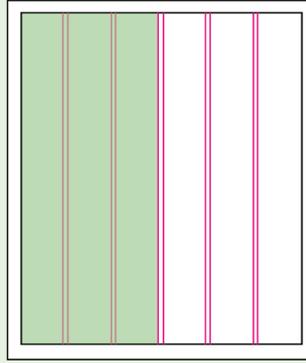
JUNIOR PAGE



(200mm W x 250mm H)

Andalucia - 800 €
Costa Blanca - 675 €
Gibraltar - 550 €
Mallorca - 550 €

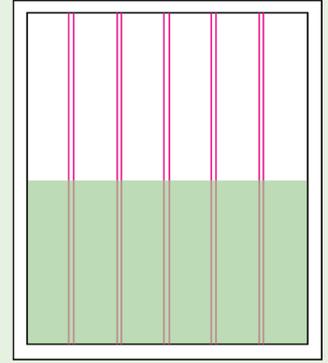
1/2 PAGE VERTICAL



(126mm W x 341mm H)

Andalucia - 630 €
Costa Blanca - 565 €
Gibraltar - 420 €
Mallorca - 420 €

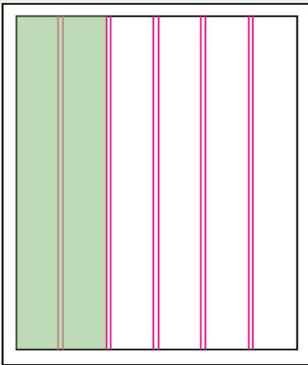
1/2 PAGE HORIZONTAL



(256mm W x 170mm H)

Andalucia - 630 €
Costa Blanca - 565 €
Gibraltar - 420 €
Mallorca - 420 €

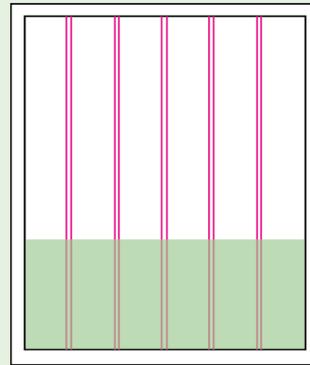
1/3 PAGE VERTICAL



(83mm W x 341mm H)

Andalucia - 450 €
Costa Blanca - 400 €
Gibraltar - 300 €
Mallorca - 300 €

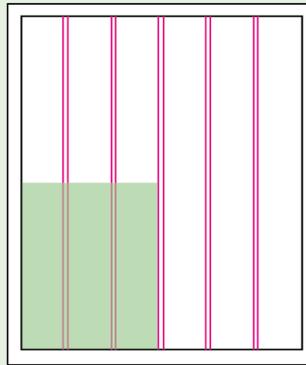
1/3 PAGE HORIZONTAL



(256mm W x 105mm H)

Andalucia - 450 €
Costa Blanca - 400 €
Gibraltar - 300 €
Mallorca - 300 €

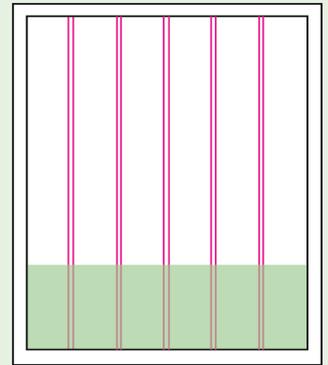
1/4 PAGE



(126mm W x 170mm H)

Andalucia - 415 €
Costa Blanca - 375 €
Gibraltar - 275 €
Mallorca - 275 €

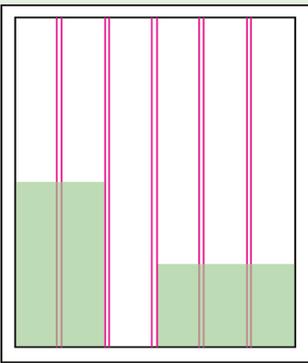
DOUBLE STRIP



(256mm W x 90mm H)

Andalucia - 400 €
Costa Blanca - 360 €
Gibraltar - 270 €
Mallorca - 270 €

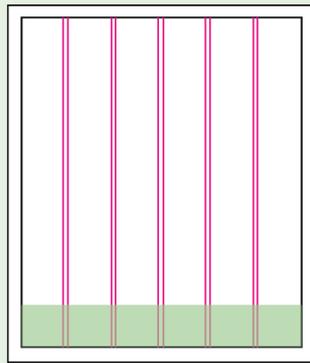
1/6 PAGE



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

Andalucia - 300 €
Costa Blanca - 270 €
Gibraltar - 200 €
Mallorca - 200 €

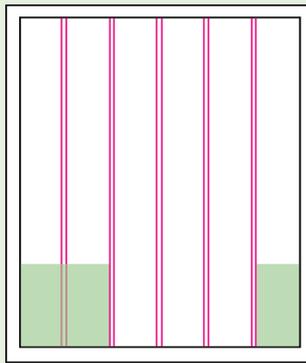
STRIP



(256mm W x 45mm H)

Andalucia - 270 €
Costa Blanca - 245 €
Gibraltar - 180 €
Mallorca - 180 €

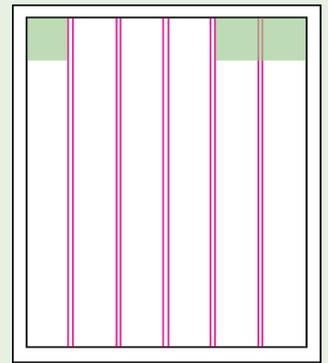
1/12 & 1/24 PAGE



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

Andalucia - 180 € Andalucia - 100 €
Costa Blanca - 160 € Costa Blanca - 90 €
Gibraltar - 120 € Gibraltar - 70 €
Mallorca - 120 € Mallorca - 70 €

EARPIECES



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

Andalucia - 150 € Andalucia - 250 €
Costa Blanca - 135 € Costa Blanca - 225 €
Gibraltar - 100 € Gibraltar - 150 €
Mallorca - 100 € Mallorca - 150 €

CLASSIFIED ADVERTS

LINEAGE ADS

87c per word, minimum of 10
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

Price List cont.

How it works...

Double front page earpiece



**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

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