

The **OLIVE
PRESS**

2020
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 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 **60,000 copies per issue** and the paper

has expanded geographically, covering all of Andalucia, Costa Blanca, Gibraltar and Mallorca, plus receives over **40,000 visitors a day** to its website www.theolivepress.es and gets around **1.7 to 1.9 MILLION** pages viewed a month.

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

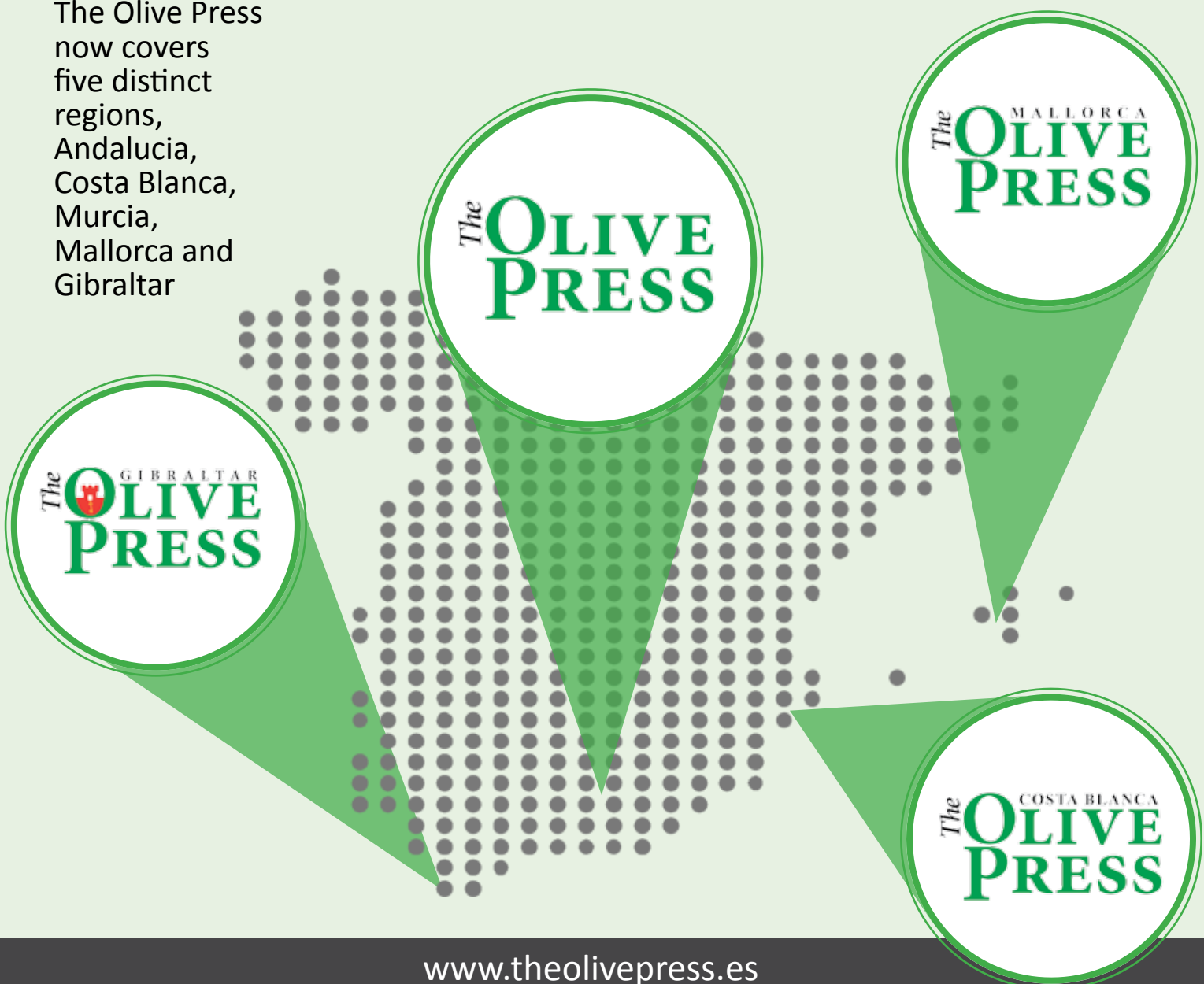
The Olive Press is the most popular English language publication in Spain and is **free**. The *Rough Guide* votes it 'the best for its investigative reporting, etc' while we were also voted 'best expat paper in Spain' and 'second in the world' at the TESCA awards in London.

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.

FIVE SEPARATE EDITIONS

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



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.**

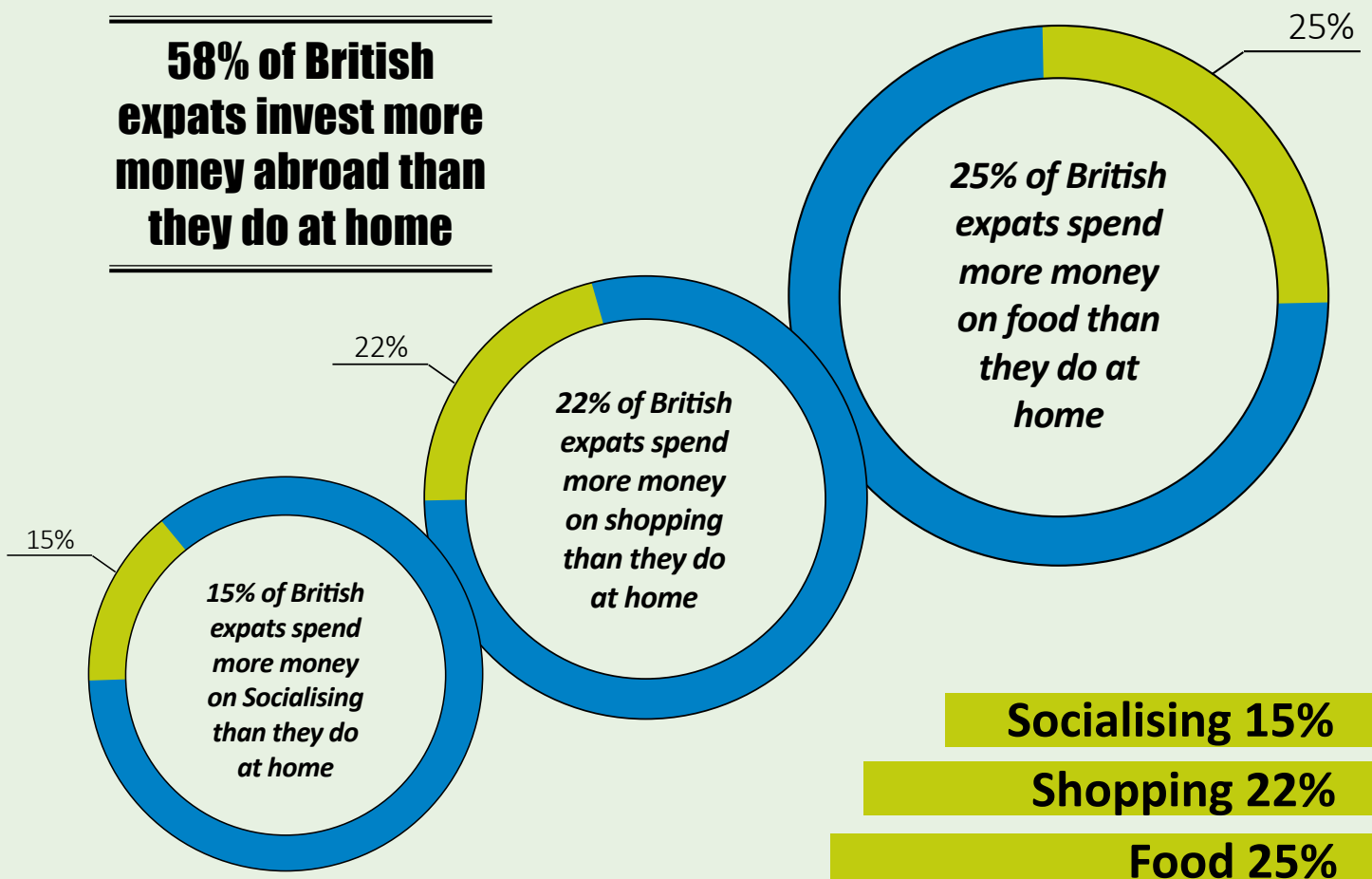
Our loyal readership is attracted to interesting articles that cover everything from the Spanish legal systems to tourism meaning that **advertisers of all markets benefit.**

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



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 **70 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 **1500 readers** filled in questionnaires.

Social Media Reach



The Olive Press is read all over the world and ranked around **11,000th** in the top 10 billion global websites, by Amazon's Alexa.com. It comes about **700th** position in Spain and **500th** in the UK. 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 **70%** 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 in English**, receiving over 1.3million visits each month. A fantastic way to get your business noticed, the website receives over 40,000 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



This site ranks:

11,392

 **United Kingdom**
470

 **Spain** # 683

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.

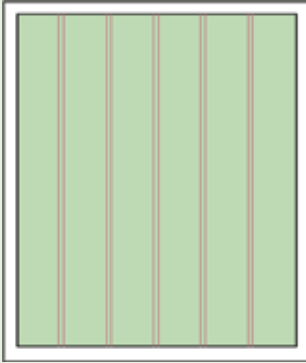
For travel, culture and entertainment, we have the highly popular www.allaboutandalucia.com, which is updated daily.

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

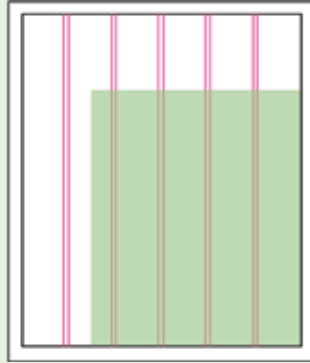
FULL PAGE



(256mm W x 342mm H)

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

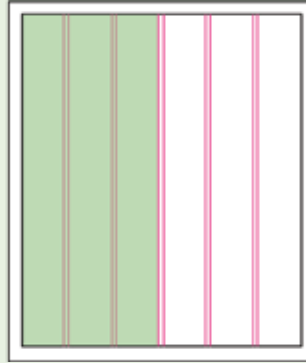
JUNIOR PAGE



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

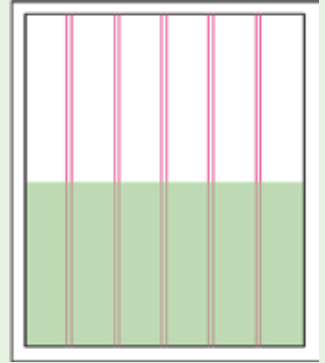
1/2 PAGE VERTICAL



(126mm W x 341mm H)

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

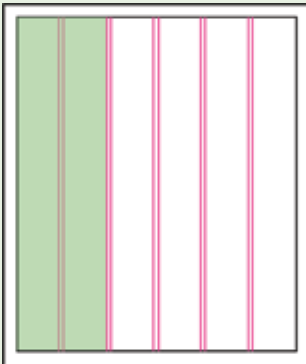
1/2 PAGE HORIZONTAL



(256mm W x 170mm H)

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

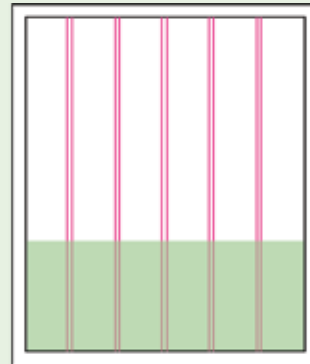
1/3 PAGE VERTICAL



(83mm W x 341mm H)

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

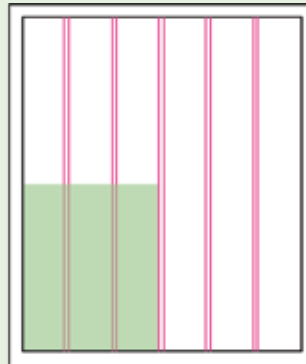
1/3 PAGE HORIZONTAL



(256mm W x 105mm H)

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

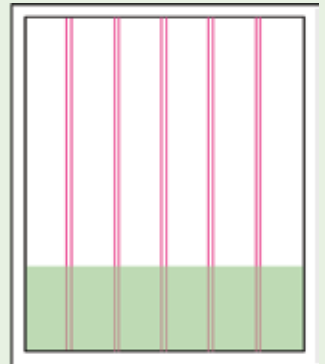
1/4 PAGE



(126mm W x 170mm H)

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

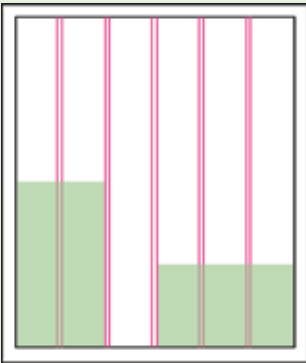
DOUBLE STRIP



(256mm W x 90mm H)

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

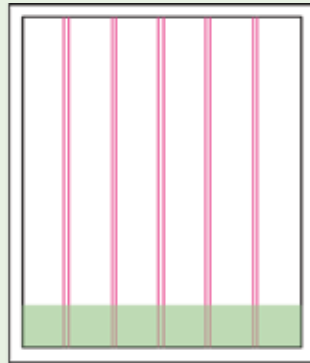
1/6 PAGE



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

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

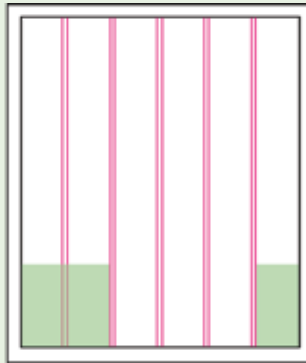
STRIP



(256mm W x 45mm H)

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

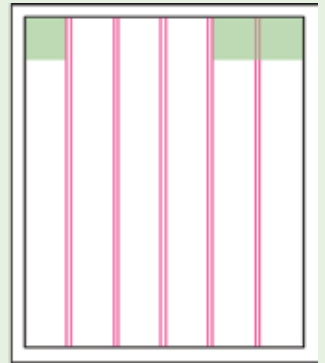
1/12 & 1/24 PAGE



(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

Single front page earpiece

Single FP module

Double FP module

Classified single display box

Classified double display box

Classified triple display box

12th page advert

Half page advert

6th page advert

Quarter 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

The **OLIVE**
PRESS

The COSTA BLANCA
OLIVE
PRESS

The MALLORCA
OLIVE
PRESS

The GIBRALTAR
OLIVE
PRESS

P The OLIVE PRESS
roperty

2020
Press pack

www.theolivepress.es

More than just the news

JOIN THE...



...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 and other property related businesses on the Costa del Sol, it also appears inside every copy of the Andalucia edition, with smaller versions appearing in Costa Blanca, Gibraltar and Mallorca.

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



FOREIGN FIREBALL

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

AN influx of foreign buyers is setting Spain's property market on fire.

A total of 22,559 homes were acquired by foreigners in the first half of 2018.

The massive figure dwarfs the 22,000 sales recorded in the same period of 2017, when Spain's property market was at its peak.

And, as it were, the British continue to lead the way, accounting for a record 2.6 million purchases, up 8.8% on 2017.

That's according to the latest official figures from Spain's ministry, one showing that 14% of all foreign buyers were British.

Second up came the French, who bought 6,511 properties (a drop of 2% on last year) and the Germans, who bought 6,135 homes, some 4% less than last year.

When it comes to buying trends it turns out that the Irish, Dutch and more interestingly the Mexicans, are the fastest growing contingents.

Spring up the market, Mexicans bought 3,662 properties, a growth of 28% on last year, while the Dutch were up by 18% and the Irish 45%.

Business travellers continue to be a strong market having bought 3,972 homes.

Domestically, Valencia was the favorite province for investors, accounting for a third of all foreign sales, with 14,674.

It was the region with the highest year-on-year growth at 10.7%.

Andalusia came in second with 8.2% of the foreign market (16,277 sales), followed by Catalonia with 12,010 sales, unsurprisingly with a 3.5% decline from the same period last year. Madrid is also with a 3.5% decline from the same period last year. Madrid is the fifth highest destination was Madrid, where foreign market sales increased by 5.4% (14,111 purchases).

'Spain's most interesting and incisive property publication'

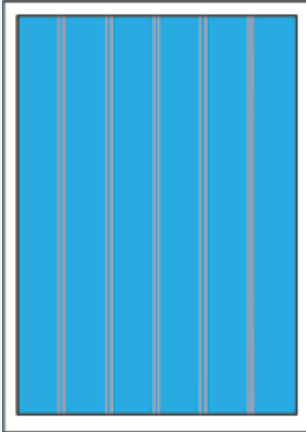


Also found inside EVERY printed edition of the main Olive Press newspaper



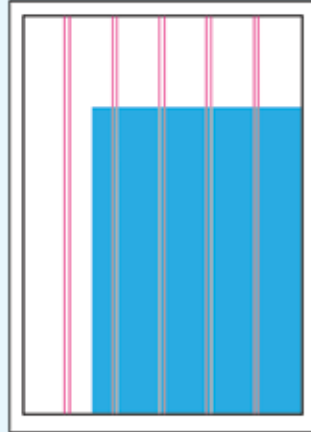
PROPERTY Price List

FULL PAGE



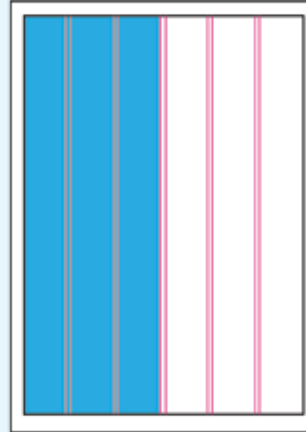
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Andalucia - 1150 €

JUNIOR PAGE



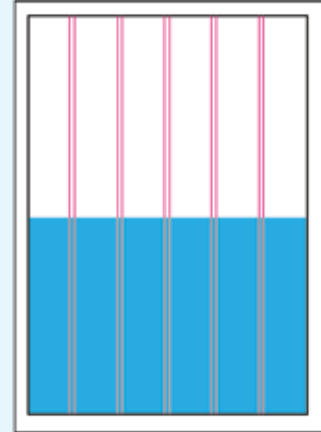
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Andalucia - 850 €

1/2 PAGE VERTICAL



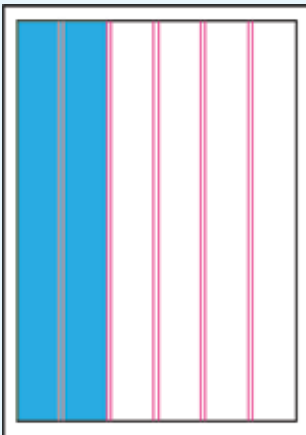
(126mm W x 341mm H)
Andalucia - 700 €

1/2 PAGE HORIZONTAL



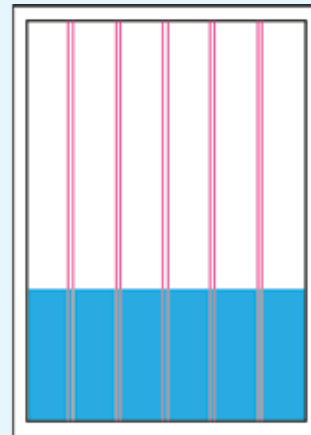
(256mm W x 170mm H)
Andalucia - 700 €

1/3 PAGE VERTICAL



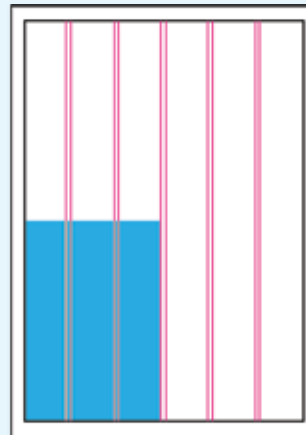
(83mm W x 341mm H)
Andalucia - 500 €

1/3 PAGE HORIZONTAL



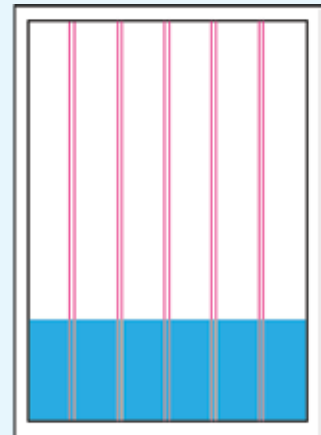
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Andalucia - 500 €

1/4 PAGE



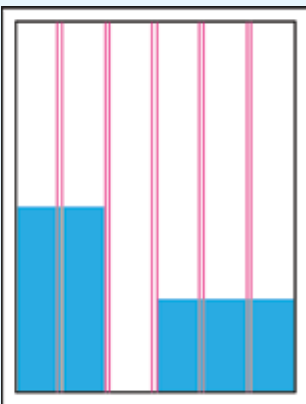
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Andalucia - 455 €

DOUBLE STRIP



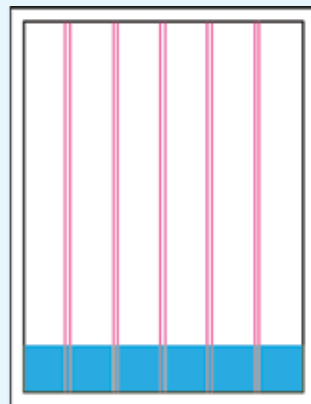
(256mm W x 90mm H)
Andalucia - 440 €

1/6 PAGE



Vertical (83mm W x 170mm H)
Horiz. (126mm W x 110mm H)
Andalucia - 330 €

STRIP



(256mm W x 45mm H)
Andalucia - 300 €

