

The **OLIVE
PRESS**

The ^{GIBRALTAR}**OLIVE
PRESS**

The ^{MALLORCA}**OLIVE
PRESS**

The **OLIVE
PRESS**

2021
Press pack

www.theolivepress.es

The ^{COSTA BLANCA}**OLIVE
PRESS**

The **OLIVE
PRESS**
COSTA BLANCA SUR / MURCIA

The **OLIVE
PRESS**
VALENCIA / COSTA AZAHAR

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.

Six Printed Editions

The Olive Press now covers six distinct regions, **Andalucia, Costa Blanca, Murcia, Mallorca, Gibraltar and Valencia**



www.theolivepress.es

admin@theolivepress.es | (0034) 951 273 575

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.**

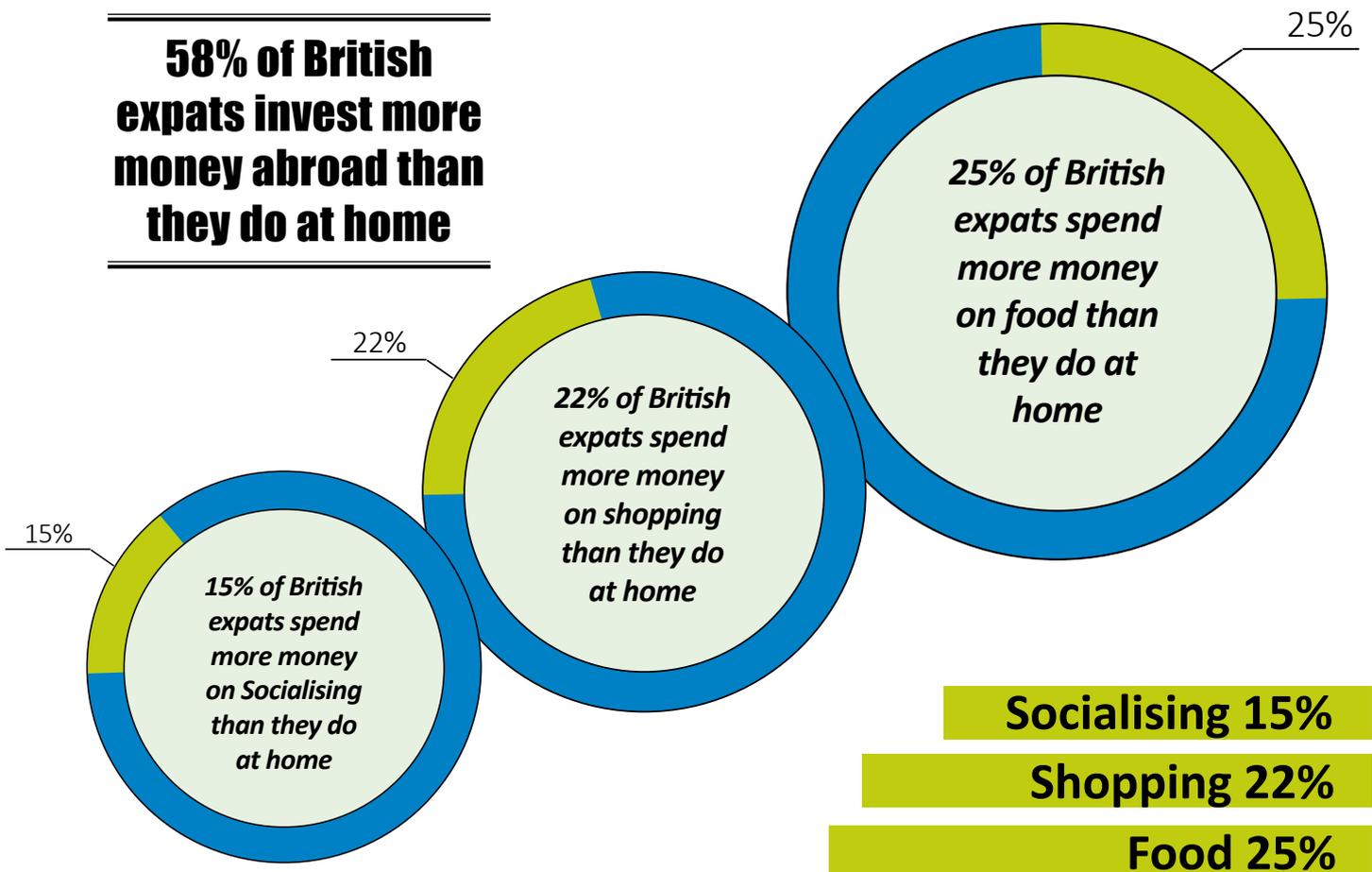
Our loyal readership is attracted to interesting articles that cover everything from the Spanish legal systems to tourism meaning that **advertisers of all markets benefit.**

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



Socialising 15%

Shopping 22%

Food 25%

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.



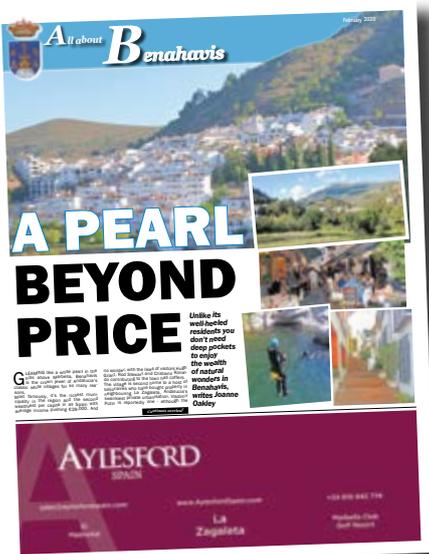
Our supplement specials cover...

Special interest

- **Health and Fitness**
- **Education**
- **Golf**

Specific locations

- **Marbella**
- **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 **35 to 40 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 over the next few years. The poll was conducted both in the paper and online. A total of **1500 readers** filled in questionnaires.

Web and social reach



10K



30,000K

The Olive Press is read all over the world and in 2020 was given an award by Google for its news. It is ranked in the top 1% of websites globally, and has a domain authority of around 70. 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.
- Around **35%** 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

Daily visitors
30,000 to
50,000+

Monthly visits
850,000+

Monthly
page views
2.25m+

Online



Supporting the paper is the popular website www.theolivepress.es, **Spain's best news website in English**, receiving around one million visits each month and with a paywall with already 20,000 registered subscribers.

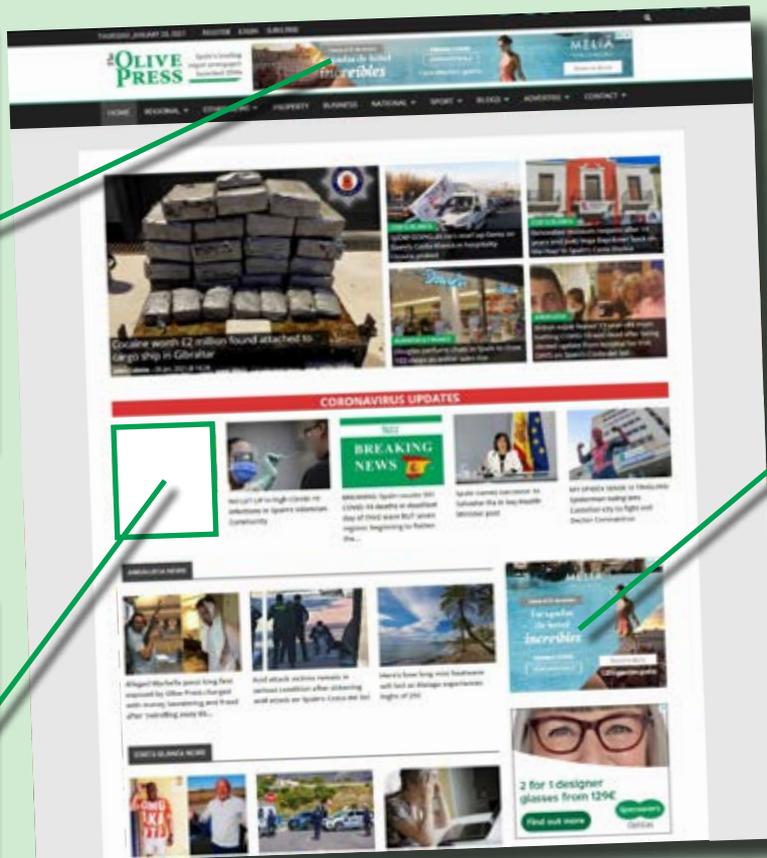
A fantastic way to get your business noticed, the website receives over 25,000 visitors a day



OP1 - FROM €350pm

WEB BANNER
HOMEPAGE HEADER:
728 (W) X 90 (H) PIXELS

- Your banner may be supplied as a GIF, PNG or JPEG file. RGB colour space 72dpi.
- 728 pixels wide x 90 pixels high.
- If animated GIF the banner advert can have no more than 4 rotations.
- You can book from 50,000 up to 250,000 impressions



OP2 - FROM €200pm

WEB BANNER HOME PAGE
ADVERTISING (A2):
300 (W) X 250 (H) PIXELS

- Your banner may be supplied as a GIF, PNG or JPEG file RGB colour space 72dpi.
- 300 pixels wide x 250 pixels high.
- If animated GIF the banner advert can have no more than 4 rotations.
- You can book from 50,000 up to 250,000 impressions.

OP3 - FROM €175-325

SPONSORED/NATIVE POST:

- 400 to 700 words.
- One permanent do-follow link.
- Discounts for more than one.

Our other sites

ALL ABOUT
Andalucia
THE OLIVE PRESS INSIDER'S GUIDE

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

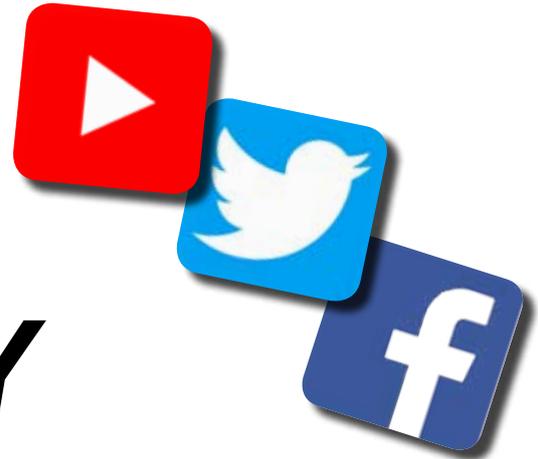
For lovers of food, www.diningsecretsofandalucia.com is an absolute must.

DINING SECRETS
of Andalucia
THE OLIVE PRESS GOURMET GUIDE

Linked into the popular book, it has hundreds of restaurants reviewed and a fully interactive comments section.

Social Media Advertising

SOCIAL MEDIA SORCERY



Olive Press targeted promotions

The Olive Press can offer a great value, stand-alone monthly social media campaign for local businesses looking just to target potential clients in their local area.

We are offering a package of 30 daily posts a month from just 300 euros plus iva to target traffic at key times of the day, such as breakfast trade, lunch time surfers or evening browsers.

For around 10 euros a day we will get your offering out there, seen by thousands... with a few small boosts included...

BOOST BOOST BOOST

For a small extra fee we promise to give your promotion a big boost!

Whether you want to promote your breakfast special deal, a lunch with a free glass of wine, or a brand new product for the expat market in Spain, this is a cheap and reliable way to do it.

With 30.000 daily followers and a reach of 150.000 in your local area, we promise to get out your message.

Get in touch at sales@theolivepress.es Or on 951273575

EXTRA ONLINE ADD ON

We recommend doing a Special package which includes a sponsored post on our website (30.000-plus visitors a day) with a permanent do follow link, also going on Facebook.

EXTRA, EXTRA ONLINE AND PRINT ADD ON

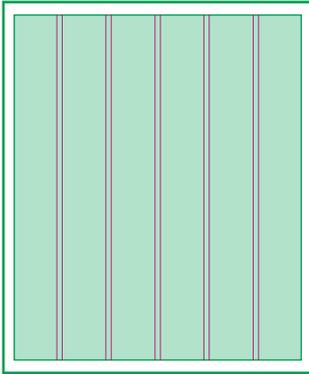
For a small extra price we can offer the online sponsored post deal, **Plus 2 x 1/6 page ads** in your local printed paper ...

Get in touch at sales@theolivepress.es Or on 951273575



Price List

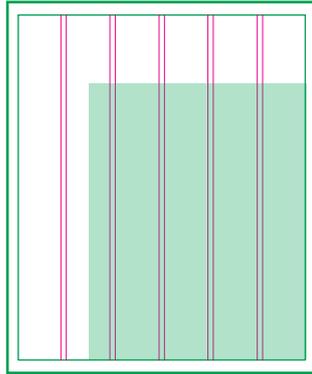
FULL PAGE



(256mm W x 342mm H)

Andalucia - 1080 €
Costa Blanca N - 965 €
Costa Blanca S - 965 €
Valencia - 965 €
Gibraltar - 750 €
Mallorca - 750 €

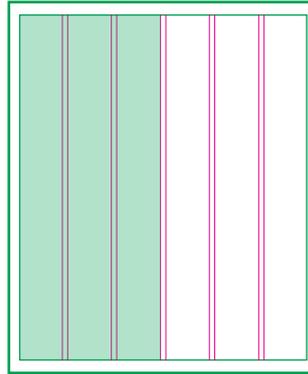
JUNIOR PAGE



(200mm W x 250mm H)

Andalucia - 850 €
Costa Blanca N - 750 €
Costa Blanca S - 750 €
Valencia - 750 €
Gibraltar - 650 €
Mallorca - 650 €

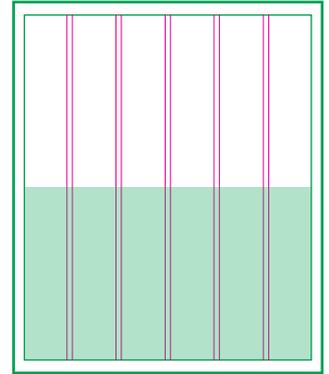
1/2 PAGE VERTICAL



(126mm W x 341mm H)

Andalucia - 650 €
Costa Blanca N - 585 €
Costa Blanca S - 585 €
Valencia - 585 €
Gibraltar - 440 €
Mallorca - 440 €

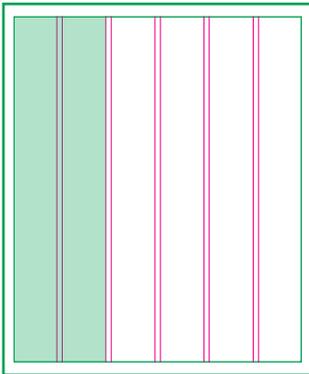
1/2 PAGE HORIZONTAL



(256mm W x 170mm H)

Andalucia - 650 €
Costa Blanca N - 585 €
Costa Blanca S - 585 €
Valencia - 585 €
Gibraltar - 440 €
Mallorca - 440 €

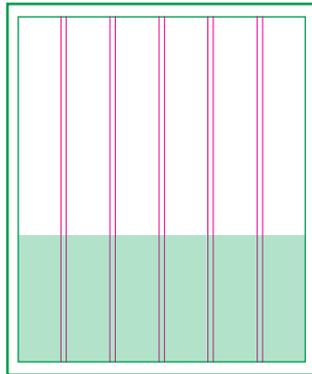
1/3 PAGE VERTICAL



(83mm W x 341mm H)

Andalucia - 465 €
Costa Blanca N - 415 €
Costa Blanca S - 415 €
Valencia - 415 €
Gibraltar - 310 €
Mallorca - 310 €

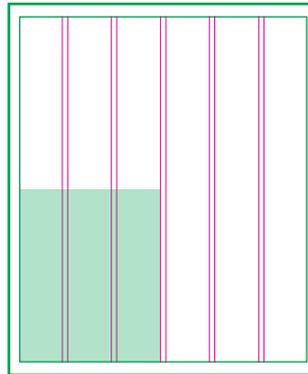
1/3 PAGE HORIZONTAL



(256mm W x 105mm H)

Andalucia - 465 €
Costa Blanca N - 415 €
Costa Blanca S - 415 €
Valencia - 415 €
Gibraltar - 310 €
Mallorca - 310 €

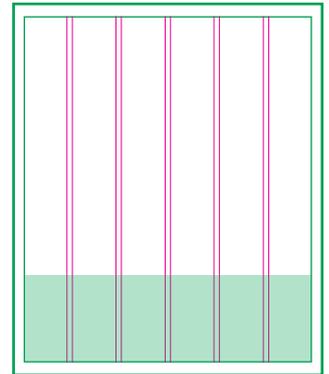
1/4 PAGE



(126mm W x 170mm H)

Andalucia - 430 €
Costa Blanca N - 385 €
Costa Blanca S - 385 €
Valencia - 385 €
Gibraltar - 285 €
Mallorca - 285 €

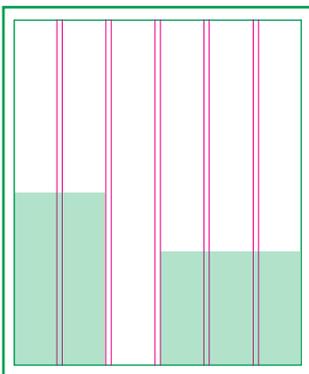
DOUBLE STRIP



(256mm W x 90mm H)

Andalucia - 415 €
Costa Blanca N - 370 €
Costa Blanca S - 370 €
Valencia - 370 €
Gibraltar - 280 €
Mallorca - 280 €

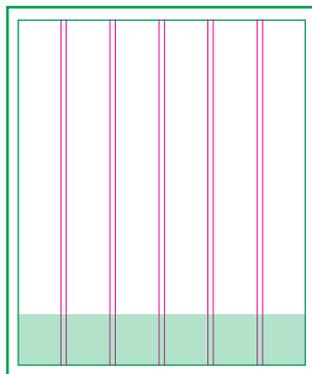
1/6 PAGE



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

Andalucia - 310 €
Costa Blanca N - 280 €
Costa Blanca S - 280 €
Valencia - 280 €
Gibraltar - 210 €
Mallorca - 210 €

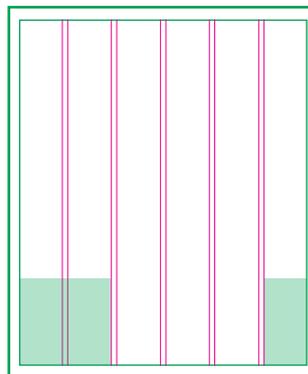
STRIP



(256mm W x 45mm H)

Andalucia - 280 €
Costa Blanca N - 255 €
Costa Blanca S - 255 €
Valencia - 255 €
Gibraltar - 190 €
Mallorca - 190 €

1/12 & 1/24 PAGE

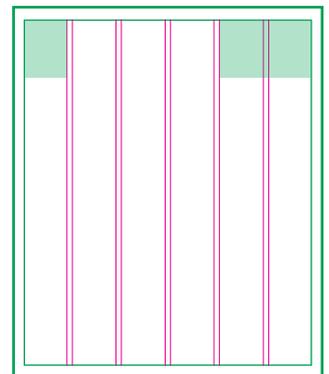


(83mm x 84mm) (39mm x 84mm)

Andalucia - 185 €
C. Blanca N - 165 €
C. Blanca S - 165 €
Valencia - 165 €
Gibraltar - 125 €
Mallorca - 125 €

Andalucia - 105 €
C. Blanca N - 95 €
C. Blanca S - 95 €
Valencia - 95 €
Gibraltar - 75 €
Mallorca - 75 €

EARPIECES



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

Andalucia - 155 €
C. Blanca N - 140 €
C. Blanca S - 140 €
Valencia - 140 €
Gibraltar - 105 €
Mallorca - 105 €

Andalucia - 255 €
C. Blanca N - 230 €
C. Blanca S - 230 €
Valencia - 230 €
Gibraltar - 155 €
Mallorca - 155 €

Price List cont.

How it works...



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
--	--	--	---

**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