

The **OLIVE
PRESS**

The **OLIVE
PRESS**
GIBRALTAR

The **OLIVE
PRESS**
COSTA BLANCA

The **OLIVE
PRESS**

2024
Press pack

www.theolivepress.es

The **OLIVE
PRESS**
MALLORCA

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

The **OLIVE
PRESS**
ALEMÁN

Welcome

"Spain's best English daily news website"

- the Rough Guide



The Olive Press responds to the need for a proper hard-hitting medium to represent and serve the huge expatriate community in Spain.

Google News Initiative gave the Olive Press a substantial grant.



- GOOGLE

An alternative to the bland, one-dimensional news coverage that came before, 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 Andalusia, Valencia, Gibraltar and Mallorca, plus receives **20,000 visitors a day** to its website www.theolivepress.es and gets over **1 MILLION** pages viewed a month, while still having a fast-growing payroll for its content.

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, health 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. In 2020, it won an award from the *Google News Initiative* for its original, unbiased reporting.

With a team of over 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. We also print on heavier, better quality paper that further helps us stand out from our rivals.

Six Printed Editions

The Olive Press covers **five distinct regions, Andalusia (English and German language), Costa Blanca, Murcia, Mallorca and Gibraltar**



www.theolivepress.es

admin@theolivepress.es | (0034) 951 154 841

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 Malaga city.



Our supplement specials cover...

Special interest

- **Health and Fitness**
- **Education**
- **Motoring**

Specific locations

- **Marbella**
- **Malaga**
- **Palma**
- **Sierra Nevada**
- **Costa de la Luz**



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) 951 154 841
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.**

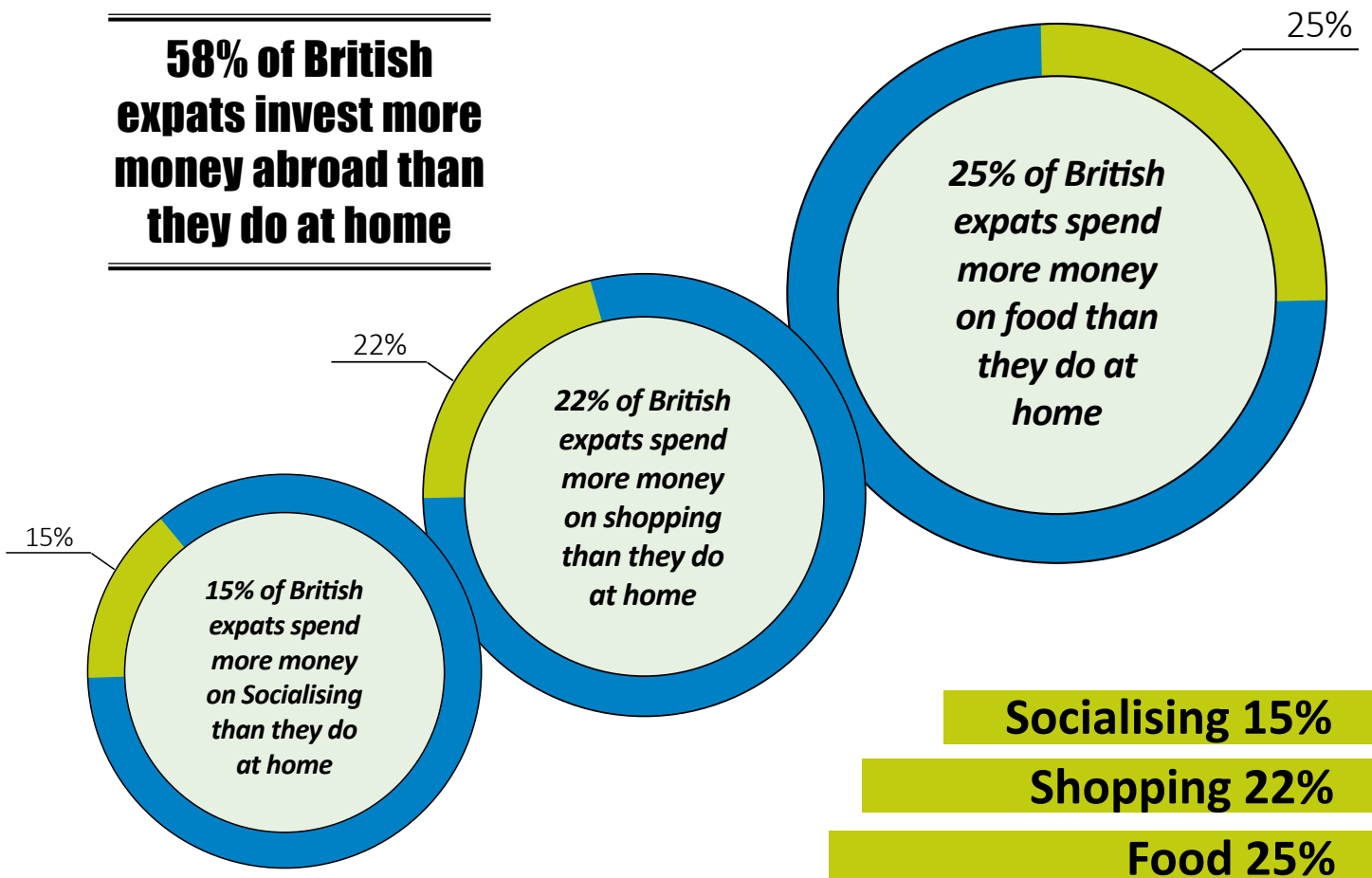
Our loyal readership is attracted to interesting articles that cover everything from the Spanish legal systems to tourism meaning that **advertisers of all markets benefit.**

More than **one million expats live in Andalucía, Mallorca and Valencia** 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%).

Our readers are well travelled and enjoy experiencing Spain, which makes us **a prime advertising medium for travel-related businesses.**

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



Socialising 15%

Shopping 22%

Food 25%

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%** 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 **80%** 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%** of our readers are over 40.

In a fascinating mix of nationalities we found that 11% per cent of our readers online are from the USA and **6%** are from Germany and six per cent from Ireland. Surprisingly 3% were Dutch, while 2% were from France, and another 2% were from Denmark and Portugal.

The vast majority of course – around **25%** – come from the UK.

The poll was conducted both in the paper and online. Some **1500 readers** filled in questionnaires.

Web and social reach



3K



10K



33,000K



Newsletter mailouts

35,000K

- 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.
- 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 website on a daily or weekly basis
- Average time on website is nearly **2 minutes**, with a bounce rate of nearly **50%**

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 **71**, with over **88,000** backlinks linking to us. All issues of the paper are available as downloadable PDFs opening up advertisers to a worldwide audience.

DAILY VISITORS

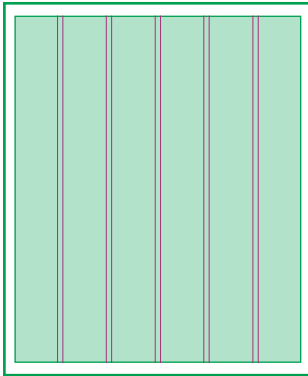
20,000 to
25,000+

MONTHLY
PAGE VIEWS
1million+

REGISTERED
USERS
35,000

Price List

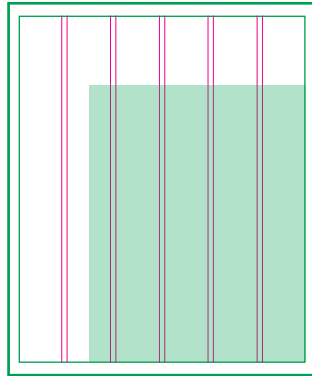
FULL PAGE



(256mm W x 342mm H)

Andalucia - 1250 €
Costa Blanca N - 1120 €
Costa Blanca S - 1120 €
Gibraltar - 870 €
Mallorca - 870 €

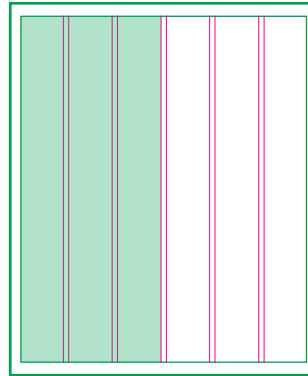
JUNIOR PAGE



(200mm W x 250mm H)

Andalucia - 985 €
Costa Blanca N - 870 €
Costa Blanca S - 870 €
Gibraltar - 750 €
Mallorca - 750 €

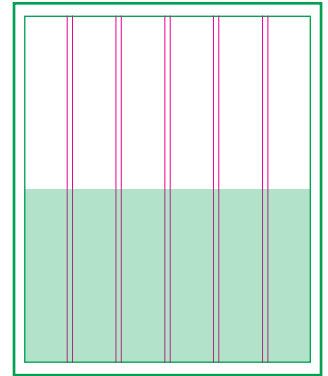
1/2 PAGE VERTICAL



(126mm W x 341mm H)

Andalucia - 750 €
Costa Blanca N - 675 €
Costa Blanca S - 675 €
Gibraltar - 510 €
Mallorca - 510 €

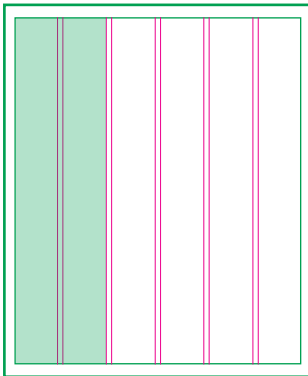
1/2 PAGE HORIZONTAL



(256mm W x 170mm H)

Andalucia - 750 €
Costa Blanca N - 675 €
Costa Blanca S - 675 €
Gibraltar - 510 €
Mallorca - 510 €

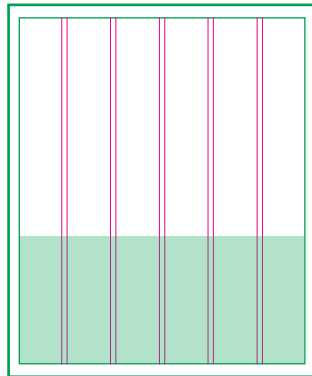
1/3 PAGE VERTICAL



(83mm W x 341mm H)

Andalucia - 540 €
Costa Blanca N - 480 €
Costa Blanca S - 480 €
Gibraltar - 355 €
Mallorca - 355 €

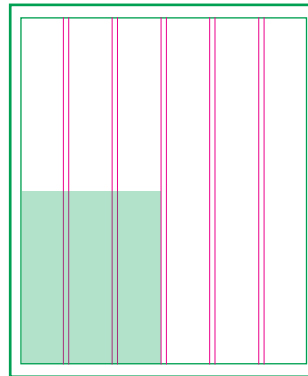
1/3 PAGE HORIZONTAL



(256mm W x 105mm H)

Andalucia - 540 €
Costa Blanca N - 480 €
Costa Blanca S - 480 €
Gibraltar - 355 €
Mallorca - 355 €

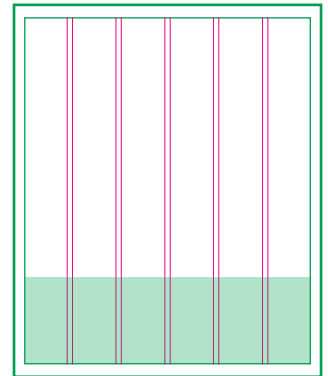
1/4 PAGE



(126mm W x 170mm H)

Andalucia - 500 €
Costa Blanca N - 445 €
Costa Blanca S - 445 €
Gibraltar - 330 €
Mallorca - 300 €

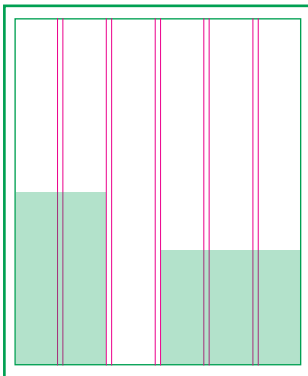
DOUBLE STRIP



(256mm W x 90mm H)

Andalucia - 480 €
Costa Blanca N - 430 €
Costa Blanca S - 430 €
Gibraltar - 325 €
Mallorca - 325 €

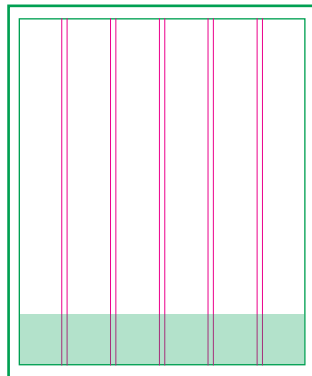
1/6 PAGE



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

Andalucia - 355 €
Costa Blanca N - 325 €
Costa Blanca S - 325 €
Gibraltar - 240 €
Mallorca - 240 €

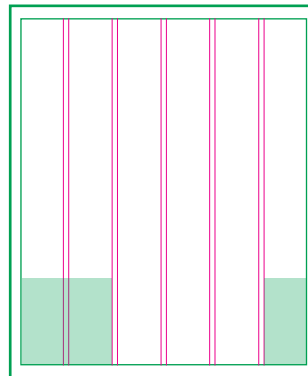
STRIP



(256mm W x 45mm H)

Andalucia - 355 €
Costa Blanca N - 300 €
Costa Blanca S - 300 €
Gibraltar - 220 €
Mallorca - 220 €

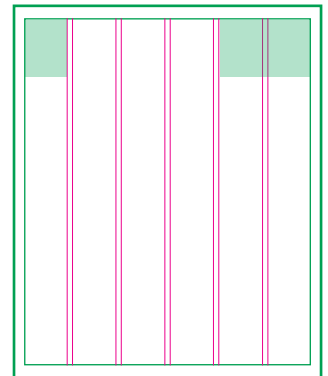
1/12 & 1/24 PAGE



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

Andalucia - 215 €
C. Blanca N - 195 €
C. Blanca S - 195 €
Gibraltar - 140 €
Mallorca - 140 €

EARPIECES



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

Andalucia - 185 €
C. Blanca N - 160 €
C. Blanca S - 160 €
Gibraltar - 120 €
Mallorca - 120 €

Andalucia - 300 €
C. Blanca N - 265 €
C. Blanca S - 265 €
Gibraltar - 185 €
Mallorca - 185 €

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)	DOUBLE DISPLAY BOX (79mm W x 50mm H)	TRIPLE DISPLAY BOX (120mm W x 50mm H)
	55 euros	75 euros	100 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 951 154 841 or 691 831 399 or email admin@theolivepress.es