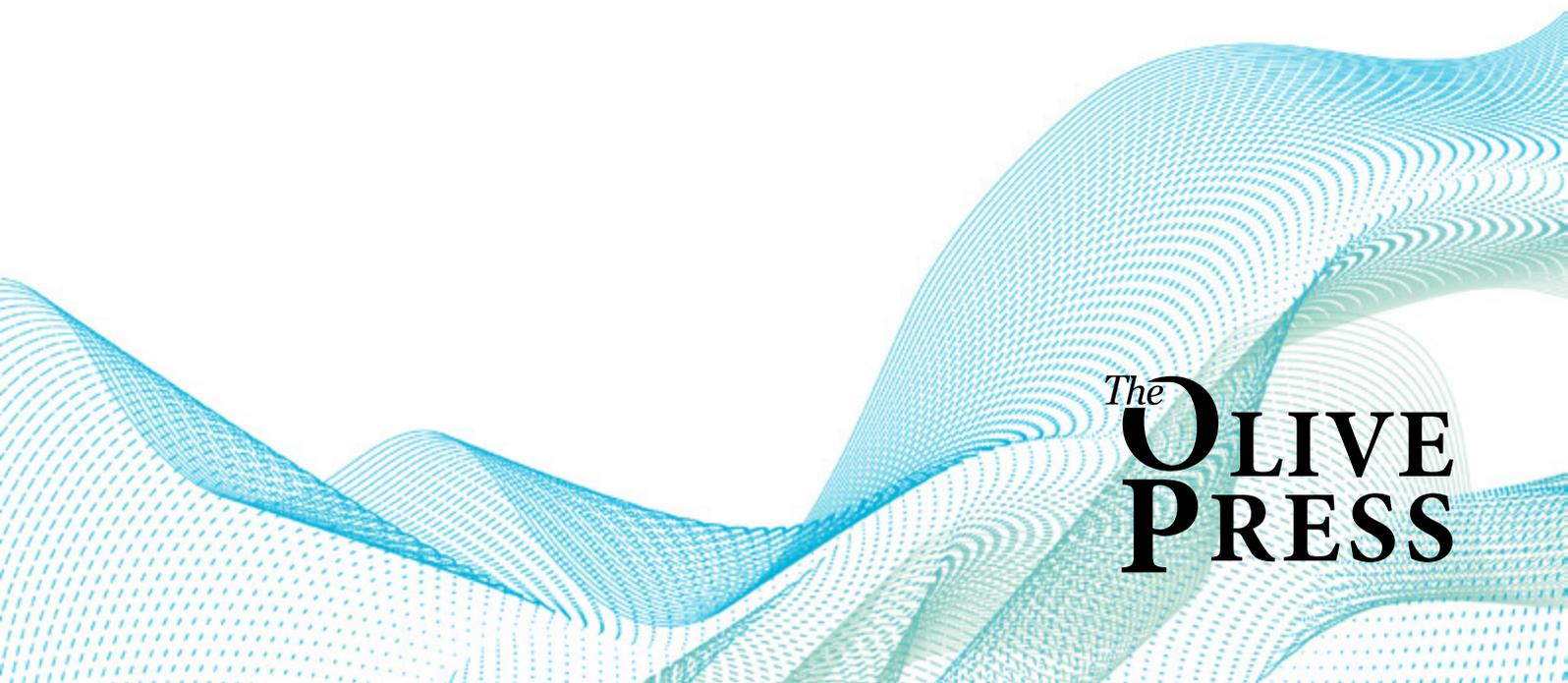


Digital  
**Advertising**  
Media Pack  
2026



*The* **OLIVE**  
**PRESS**

# 1 Welcome

**The Olive Press** is a modern award-winning media group combining trusted journalism with cutting-



edge digital reach, allowing businesses to capitalise on the huge online advertising opportunities we offer.

Unlike most news aggregation sites in Spain, **The Olive Press** breaks news stories, delivers in-depth analysis, and provides unique insights into Spain's most important financial, property, gastronomic, travel, cultural, and artistic developments. We remain Spain's only newspaper in English,

written by professionally trained investigative journalists, as well as business and celebrity columnists.

For our work, *The Expat Survey Consumer Awards (TESCA)* saw us voted #1 expat newspaper in Spain, while this year we were named *Spain's Best English Newspaper* by the Diputacion de Malaga.

We also won the UK's *Best Trainee Journalist* award at the prestigious NCTJ awards in Sheffield and our stories have been sited in publications like *The New York Times*, *BBC*, *Sky News*, *The Daily Mail*, *The Times*, *The Guardian*, *The Washington Post*, *El País* and many more.

Through native advertising, sponsored content and email marketing services, your brand's message sits alongside our news stories and features.

This means you benefit from the same trust, authority, and readership that have defined **The Olive Press** for nearly two decades.



# The Website 2



If you're looking for digital advertising solutions to reach customers in Spain at scale, **The Olive Press** offers unmatched access to the largest audience of any English-language news website in the country.

In 2024, our website averaged an extraordinary 1 million visits per month – and we broke company records with 416,561 visits in a SINGLE day.

Our most popular content remains national and regional news stories, but we have strong readership for education, entertainment, food & drink, finance, health, travel and property. In fact, one of our top-read articles (81,264 readers) was a British expat sharing

tips about buying property in Spain.

Among our top sponsored content in 2024 were topics such as:

- A lawyer sharing updates on Spain's 'floor clause' mortgage scandal (27,802 readers)
- A real estate agent revealing high demand for property in an unknown town in Alicante (14,072 readers)
- A restaurant owner launching a new beachfront venture (7,968 readers)

**2024 VISITS**  
1 Million / Month  
416,561 / Day





## TOP 25 WEBSITE VISITORS BY REGION IN SPAIN:

1. Madrid
2. Barcelona
3. Malaga
4. Valencia
5. Torrevieja
6. Sevilla
7. Alhaurin de la Torre
8. Benidorm
9. Marbella
10. Palma
11. Quesada
12. Fuengirola
13. Alicante
15. Murcia
16. Zaragoza
17. Bilbao
18. Calp
19. A Coruna
20. Las Palmas de Gran Canaria
21. Nerja
22. Torremolinos
23. Granada
24. Calahonda de Mijas
25. Xabia

## TOP 10 WEBSITE VISITORS BY COUNTRY:

-  1. United Kingdom
-  2. Spain
-  3. United States
-  4. Ireland
-  5. Canada
-  6. Germany
-  7. Netherlands
-  8. France
-  9. Portugal
-  10. Sweden

The Olive Press website offers advertisers instant access to English-speaking audiences in Spain at scale. In 2024, we received **15.97 MILLION** unique page views – with **4.7 MILLION** coming from readers based in Spain, and **8.4 MILLION** from readers in the UK, Ireland, the Netherlands, Germany,

Belgium, Sweden and Norway. As advertisers will know, a large proportion of international readers in these countries have a holiday home in Spain or visit regularly. Within Spain, our online news stories reach 272 towns and cities. Our biggest readership are in areas popular with

international residents like Andalucia, the Valencian Community, Murcia, the Balearic Islands and the Canary Islands. But we have sizable readerships among expats - and tourists and even locals - in major cities like Madrid, Barcelona and Sevilla. We are also big in the Canaries.

# Digital advertising services

4

The Olive Press offers a wide array of digital advertising solutions designed to help get your business' message to your ideal audience in Spain. Our core services include sponsored posts, banner advertising, newsletters and email marketing. Each of these solutions offer measurable impacts in terms of clicks and visibility, and our case studies prove their effectiveness in adding to your bottom line.

Whether your goal is appearing at the top of search results, establishing credibility through compelling editorial content, or driving direct enquiries and bookings, *the Olive Press* offers a proven route to success. What's more, we provide generous discounts when you order in bulk or bundle multiple services together. We also run seasonal offers. For a custom proposal, get in touch with us.

## SPONSORED POSTS



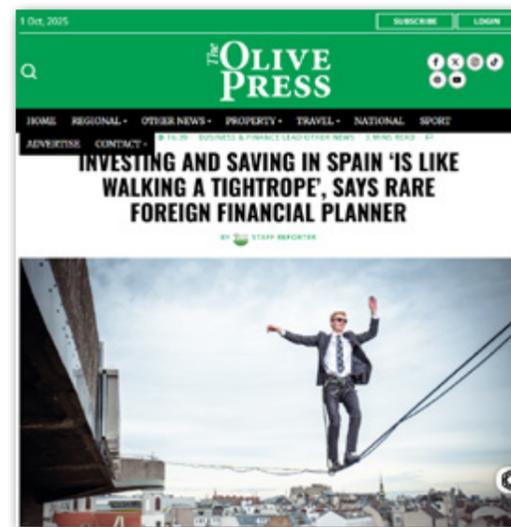
Sponsored posts are the most powerful way to boost your business' visibility online through compelling, professionally written articles. Thanks to the strength of the Olive Press' website and frequent citations in leading international media, your story will stay visible at the top of search engines for years to come – and also surface in the results of new AI-powered search tools.

- Every sponsored post includes:
- Permanent article featuring your company on [www.theolivepress.es](http://www.theolivepress.es)
  - Content written and/or edited by a professional journalist
  - Article optimised for search engines and AI discovery tools
  - Post shared across Facebook and X (formerly Twitter) around 60,000 followers
  - Inclusion in the weekly news roundup email sent to 70,000+ subscribers

**Please note:** In compliance with the Spam Policies on search engines like Google, we offer no-follow links to your website. This ensures your article has maximum chances of receiving consistent search engine hits for years to come, while still building authority and online citations.



## THREE ALTERNATIVE TYPES OF POST



**1. Columnist (most popular!)**  
You are the featured voice behind an *Olive Press* column and receive a free author profile with images, website links and social media profiles. This option is fantastic to build trust and credibility as an expert in your field. We find the columnist-style sponsored post generates leads and sales for the longest period of time after publication. Your column is written by you, or ghostwritten by a journalist for an additional fee. Free consultation included with our SEO Manager to select topics with maximum potential for hits.

case for potential customers. We find the review-style sponsored post leads to rapid generation of reservations and sales – especially when combined with email marketing. Your review is written by a professional journalist and prepared by our SEO Manager to appear whenever anyone searches for your establishment online.

Your interview is written by a professional journalist and prepared by our SEO Manager to appear whenever anyone searches for your establishment online.



**2. Review**  
Your business gets a visit and first-person review by our Food & Drink or Travel writer, with photographs included as appropriate. This option is best for restaurants, hotels, leisure activities and education centres to make a compelling

**3. Interview**  
You are featured as a trusted expert, giving valuable insights and advice to *Olive Press* readers. This option is best for businesses who have achieved something remarkable, launched a new innovation, or wish to provide commentary on items currently in the news. We find the interview-style sponsored post is best for building social proof around your business, and building confidence with potential clients.



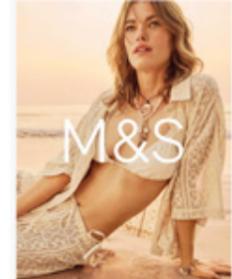
**STANDARD ARTICLE €695 + IVA  
3X OR MORE €495 + IVA EACH**

**DON'T MISS: Fabulous 30% exclusive discount for Olive Press readers at Marks & Spencer as the UK retail giant expands in Spain**



Dear Olive Press readers,  
Get ready for summer in style – with an exclusive 30% off at Marks & Spencer stores in Marbella, Málaga, Granada, and Madrid, available until 22nd June!

We're excited to announce the opening of two new stores in Granada (C.C. Nevada) and Madrid (C.C. La Vaguada), expanding our presence in Spain alongside our existing stores – including Gibraltar.



To celebrate, Marks & Spencer has partnered with The Olive Press to bring you this special **in-store only offer**. Just show this email or the double-page spread in the current printed Olive Press in Andalucía to claim your discount.

**New Season, New Looks: Discover Our Summer Collection**  
From sun-soaked shores to evening strolls, our new collection brings effortless summer style.



**For Her:**  
Bold prints, elegant silhouettes with sun-protective technology, and breezy fabrics are just the beginning. Add effortless linen trousers, cotton-rich shirts, and floaty dresses to your getaway wardrobe.



**For Him:**  
Introducing the M&S Man's Holiday Shop.



**For the Kids:**  
Keep them cute and protected with UPF50+ swimwear in fun, matching family prints – all made from chlorine-resistant fabrics for comfort and durability.



**Offer Details:**

- 30% off Womenswear, Menswear, Linen, Kidswear, Home & Beauty
- **In-store only at Marbella, Málaga, Granada, and Madrid**
- Valid until 22nd June
- Excludes online purchases, Food & Drink, and cannot be used with other promotions.
- Excludes Gibraltar store

Browse the full collection online: [www.marksandspencer.com/iss](http://www.marksandspencer.com/iss)  
(Note: Offer redeemable in-store only)

# 4 Digital advertising services

## THE OLIVE PRESS SOLUS EMAILS

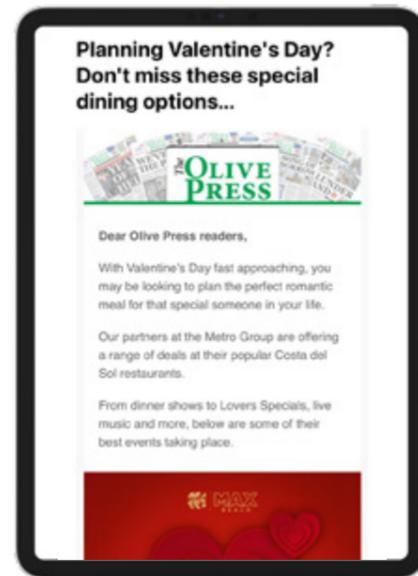


### EMAIL MARKETING - SOLUS EMAILS

Email marketing with *the Olive Press* delivers an instant surge of attention for your business' latest launches, offers, and giveaways. At the time of writing, our database reaches 70,000 plus subscribers, giving you direct access to a highly engaged readership through our tailored and creative email marketing services. In 2025 we worked with over a dozen leading company, including Intervision, Iberian Tax, WWF and Marks & Spencer with SOLUS emails.

Every email campaign includes:

- Distribution to our 70,000 plus subscribers
- Direct links in each email to your website or to your sponsored post on the Olive Press site
- Content edited by a professional journalist



## THE OLIVE PRESS BANNER ADS

### BANNER ADVERTISING

Banner advertising with *the Olive Press* lets you put your business directly in front of tens of thousands of people every day – targeting those who live in, or frequently visit, your chosen areas of Spain. It's the most cost-effective way to gain visibility, delivering the highest number of impressions for the lowest cost.

Our banner ads are displayed in a standard 600 (w) x 400 (h) pixel format, supplied as a GIF, PNG, or JPEG in RGB colour at 72dpi. Animated GIFs are supported, with a maximum of four rotations.

Every banner campaign includes:

- Your display ads featured on the Olive Press main pages and news features
- Option to target specific locations and/or news categories
- Full tracking and reporting on impressions and clicks
- Option to use our in-house designers to create your ad visuals.





# 6 Case studies

And don't just take our word for it: Take a look at a few case studies to show what we can offer

FAIRWAY LAWYERS

## LEGAL LIFT-OFF

A single Olive Press post helped Fairway Lawyers reach 15,000 readers and generate unprecedented leads

AFTER seeing little traction from their own website and social media profiles, the legal firm

Fairway Lawyers turned the Olive Press for help.

The prospect wasn't easy: reaching potential expat victims of an unfair mortgage practice in Spain, many of whom weren't even aware they had been mislead.

But the first sponsored post reached 15,000 unique readers thanks to being written by an Olive Press journalist, and

appearing at the top of Google for relevant searches like "spanish mortgage claims".

In fact, the post was so popular that Fairway Lawyers ditched their social media post strategy and started solely running paid Facebook advertising to our article!

Diego Echavarria, CEO of Fairway Lawyers (above), told the Olive Press: "I am still receiving lots of enquiries from the article a couple of years later.

"In fact I have never had so many

leads, it's amazing," Fairway Lawyers has since published five more online sponsored posts with the Olive Press, making sure each one covers important updates or successful cases regarding mortgage claims in Spain.



DDG RETREAT

## BOOKED UP

Over 10,000 euros from 20 new couples who visited stunning boutique hotel via a trio of Olive Press sponsored posts

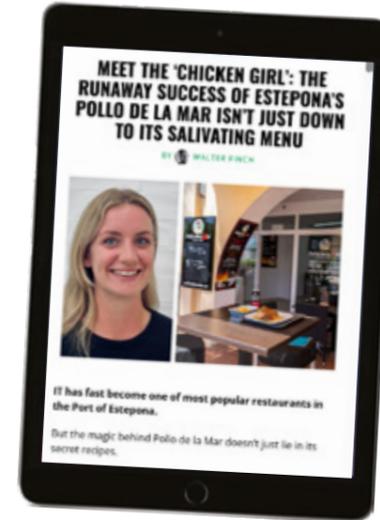
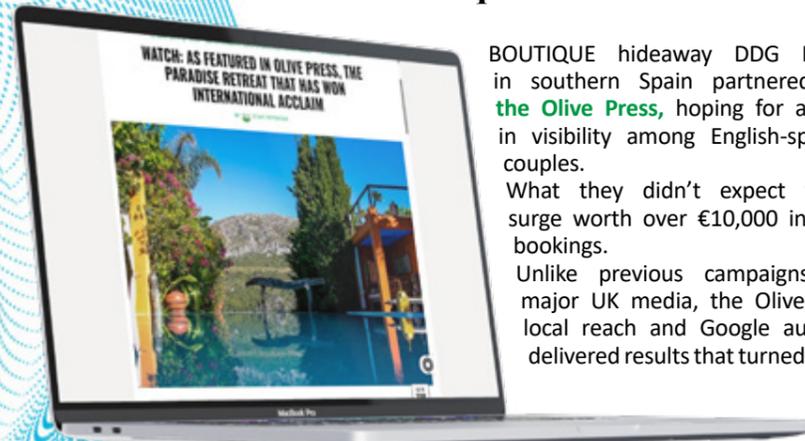
BOUTIQUE hideaway DDG Retreat in southern Spain partnered with the Olive Press, hoping for a boost in visibility among English-speaking couples.

What they didn't expect was a surge worth over €10,000 in direct bookings.

Unlike previous campaigns with major UK media, the Olive Press' local reach and Google authority delivered results that turned heads.

Across three professionally written sponsored posts, our journalist highlighted different angles:

- It being a new, luxury escape for couples looking for romance in southern Spain.
- A first-person travel feature, with stunning photography and an authentic guest experience.
- A 'breaking news' story, celebrating DDG Retreat's win of a major international award.



POLLO DE LA MAR

## BUSINESS DOUBLED

Andalucia restaurant sponsored post went viral with 8,167 unique views in just 7 days

WHEN the general manager of Estepona's Pollo de La Mar took out advertising with the Olive Press, she didn't realise she was about to become a local celebrity.

We interviewed Lisanne, 26, for a sponsored native article that received two thousand views overnight.

She told the Olive Press: "The morning after it was published, I was walking in the port when at least two or three people from other businesses told me they had seen me on the Olive Press Facebook page.

"And I hadn't even seen it yet, so I was like 'you saw me'?... And then it never stopped."

Lisanne added: "Customers were coming into the restaurant because they had seen me online and they wanted to try the rotisserie chicken, both new clients and regulars.

"People would stop me and say 'hey Chicken Girl, how are you doing?'"

But thanks to the Olive Press' strong authority

on search engines like Google, the reach and the impact of the sponsored post travelled far beyond Estepona.

Lisanne explained: "I was getting messages on Facebook from people sending me the link or screenshots, or people who saw it on their Google Discovery feed.

"I saw a lady at a wedding whose mum lives in England – she told me her mum had seen the advert and that next time she comes for a visit she wants to visit my restaurant! That's when I realised it had gone way bigger than I expected."

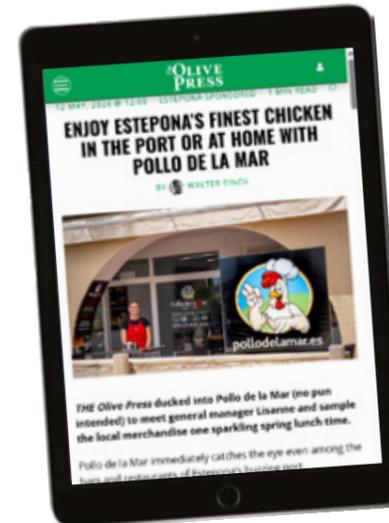
Business boomed and doubled because of the post.

"It has been really positive," she concluded.

"People came to the restaurant because they wanted to try it out after what they had seen on the

website, it really worked!"

**When people kept coming up to me saying they had seen me on Facebook I knew the impact**



The three articles reached readers at every stage of the booking journey – from discovery to decision – and the impact was immediate: the campaign generated 20 direct bookings tracked from Olive Press clicks, with an average booking in the region of €500. And there have certainly been many more since then. Owners Sasha and Olga were thrilled. "Our campaign with the Olive Press brought even more bookings than the London Times," revealed Sasha.



STANDARD ARTICLE €695 + IVA  
3X OR MORE €495 + IVA EACH

METRO RESTAURANT

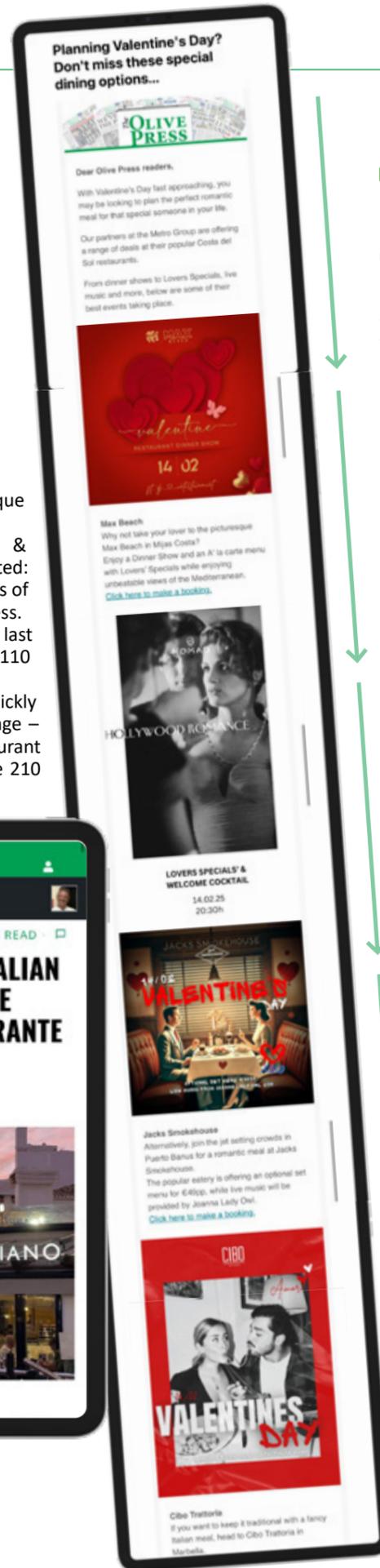
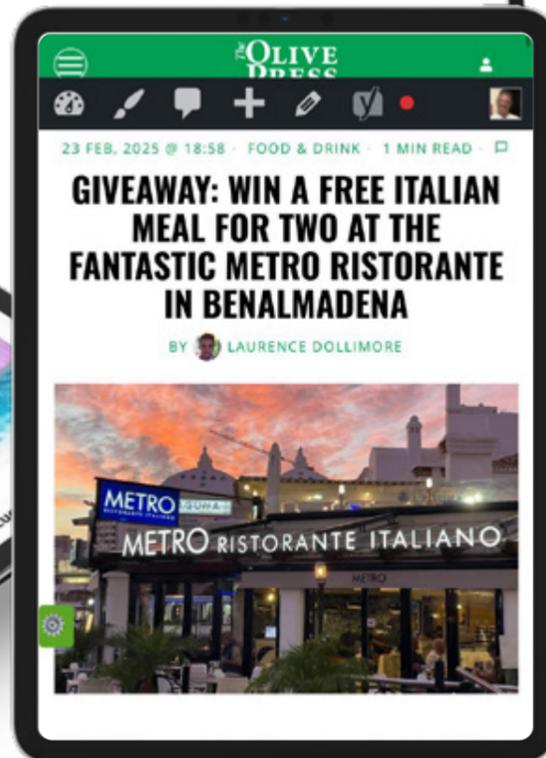
# FULL HOUSE

**Metro Ristorante's three-part Olive Press campaign packed tables with 260 competition entries and over 100 new contacts**

METRO restaurant in Benalmadena was preparing to reopen its doors, and the team wanted to build a buzz. So they turned to the *Olive Press* for a digital package mixing the power of two sponsored posts with two targeted email campaigns. The results were a fully packed restaurant. One sponsored post was a first-person restaurant feature, with photographs of Metro's signature dishes, perfectly timed with a Valentine's Day mailout that was **opened by 13,764 readers**. The second post promoted a special giveaway competition, offering a free meal for two in exchange for a reservation.

To promote the giveaway, Metro took advantage of the Olive Press' email reach with a

"Solus" email that achieved 277 unique clicks to the sponsored post. Karen Wolfson, executive assistant & operations at Metro Grupo, was delighted: "We've been very happy with the results of mailout competitions with the Olive Press. "For the reopening of Metro restaurant last year we had 260 people enter of which 110 were new contacts for us." The success didn't stop there. Karen quickly returned for another Olive Press package – this time for sister venue Nomad Restaurant in Marbella – which went on to secure 210 table reservations.



MARBLANC SOLAR

# SWITCHED ON

**From fresh start-up to trusted local business, Marblanc Solar used Olive Press coverage to build instant credibility**

IN early 2025, Marblanc Solar was fast becoming a leading English-speaking solar energy installer on the Costa del Sol. But as the company was relatively new, co-owners Roman Mitchell and Adam Millington worried that a lack of social proof could limit their chances of winning trust among new clients. That's where the Olive Press came in.

Our journalists created two powerful sponsored posts designed to shape Marblanc Solar's digital reputation:

- A service spotlight, ranking the best English-speaking solar installers in Marbella and showcasing how Marblanc Solar had earned the highest number of positive reviews across all platforms.
- A news-style feature, telling the story of the company's rapid rise thanks to their unique approach to solar energy in southern Spain

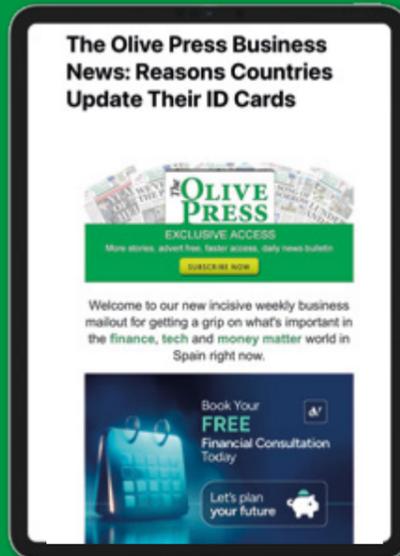


The impact was immediate. When potential customers searched online – whether for local solar installers or for the business itself – the Olive Press articles ranked top and positioned Marblanc Solar as a leading, trustworthy brand. Roman Mitchell, co-owner of Marblanc Solar, was clear about the effect: "Since the articles were published, our closing of deals has gone mad. "When a potential client checks our social proof, they see the articles, and psychologically they can trust us that little bit more."

**“The impact was immediate and since the article came out we have closed many deals”**

**STANDARD ARTICLE €695 + IVA  
3X OR MORE €495 + IVA EACH**

## NEWSLETTERS



- Choice of inclusion in a daily news email or a dedicated weekly newsletter on health, travel, environment, property, business and Editor's picks
- Includes 2 X banner ads (700 x 350 pixels) top & bottom

### NEWSLETTER MAILOUTS

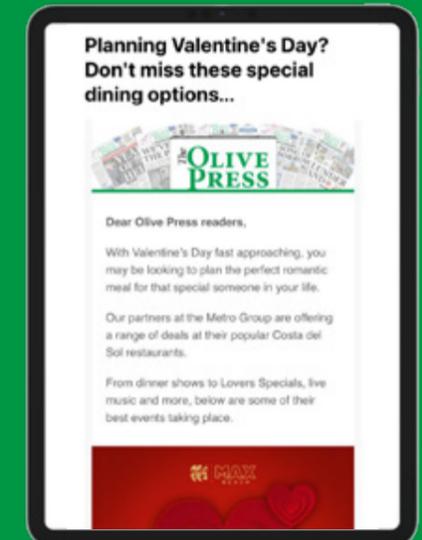
**BANNERS IN 1 N/L .. €650 + IVA**  
**3X OR MORE ..... €500 + IVA**  
**6X OR MORE ..... €450 + IVA**

## SOLUS EMAILS

- One of the best ways to grow your business is to team up with us to approach our entire database of 70,000-plus registered users.

### SOLUS EMAIL

**1 SOLUS MAIL.... €1,045 + IVA**  
**3X OR MORE .... €750 + IVA each**



## ARTICLES

- Have a tailor-made article on your business, edited by our team or including an interview.

**1 ARTICLE ..... €695 + IVA**  
**3X OR MORE ..... €495 + IVA**  
**5X OR MORE ..... €450 + IVA**



## BANNER ADS

(600 x 400 pixels)

**20,000 IMPRESSIONS .... €295 + IVA**  
*(FREE! 4,000 extra impressions when you purchase alongside a sponsored post)*

**50,000 IMPRESSIONS ..... €495 + IVA**  
*(FREE! 10,000 extra impressions when you purchase alongside a sponsored post)*

**FIXED POSITION ... From 1000€ +IVA per month**  
 Monthly or annually





**Contact the Olive Press  
sales team by email at  
[sales@theolivepress.es](mailto:sales@theolivepress.es)  
or call directly with the  
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*The*  
**OLIVE  
PRESS**