

*The* **OLIVE  
PRESS**

*The* **OLIVE  
PRESS**  
GIBRALTAR

*The* **OLIVE  
PRESS**  
COSTA BLANCA

*The* **OLIVE  
PRESS**

**2023**  
Press pack

[www.theolivepress.es](http://www.theolivepress.es)

*The* **OLIVE  
PRESS**  
MALLORCA

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

# 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**

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](http://www.theolivepress.es) and gets over **1 MILLION** pages viewed a month, while still having a fast-growing paywall 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.

## Five Printed Editions

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





# 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.



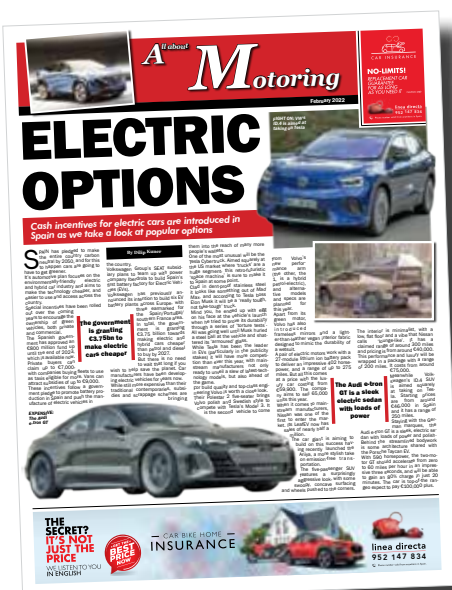
**Our supplement specials cover...**

### 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) 951 273 575  
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.**

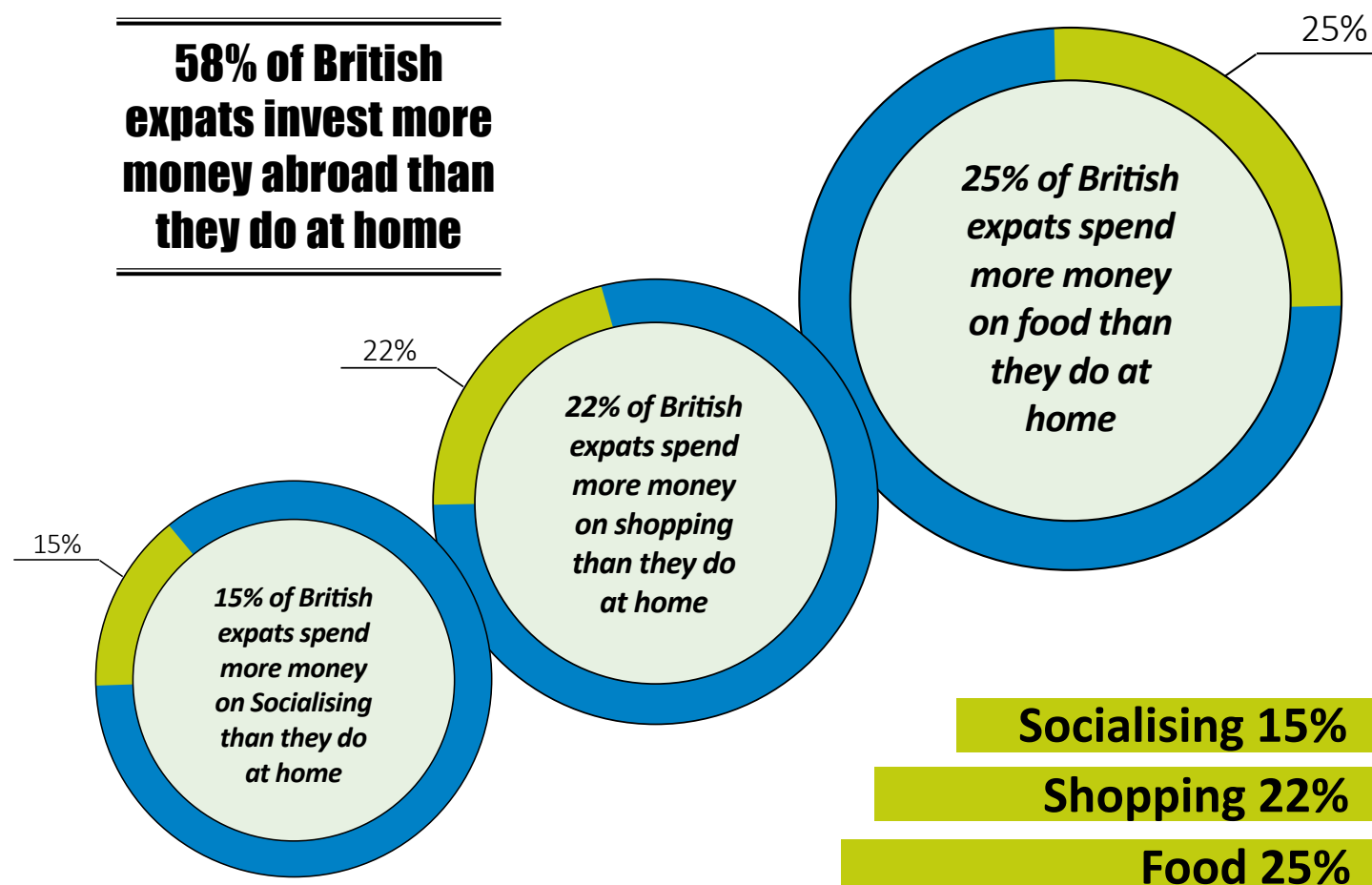
Our loyal readership is attracted to interesting articles that cover everything from the Spanish legal systems to tourism meaning that **advertisers of all markets benefit.**

More than **one million expats live in Andalucía, 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**



# 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



27,000K



31,000K

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 **70-plus**, with 20,000 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+

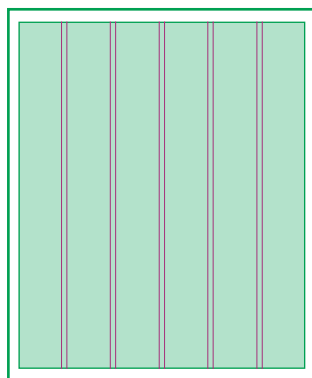
Monthly page views  
1million+

Domain  
authority  
65+

- 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%**

# Price List

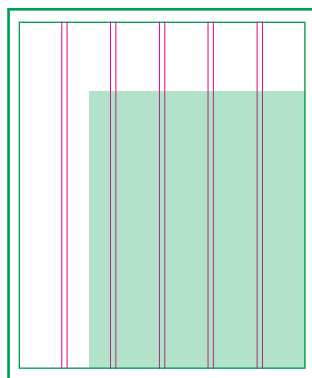
**FULL PAGE**



(256mm W x 342mm H)

Andalucia - 1190 €  
Costa Blanca N - 1065 €  
Costa Blanca S - 1065 €  
Gibraltar - 830 €  
Mallorca - 830 €

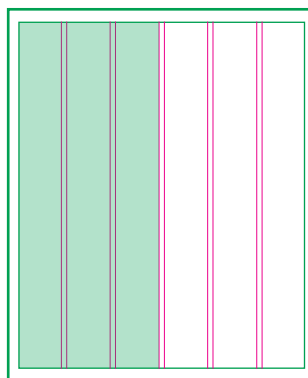
**JUNIOR PAGE**



(200mm W x 250mm H)

Andalucia - 940 €  
Costa Blanca N - 830 €  
Costa Blanca S - 830 €  
Gibraltar - 715 €  
Mallorca - 715 €

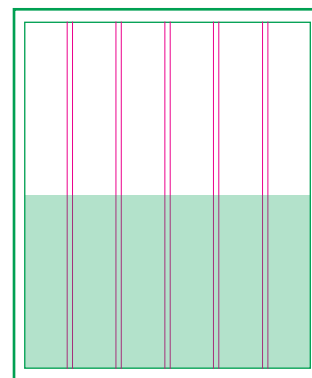
**1/2 PAGE VERTICAL**



(126mm W x 341mm H)

Andalucia - 715 €  
Costa Blanca N - 645 €  
Costa Blanca S - 645 €  
Gibraltar - 485 €  
Mallorca - 485 €

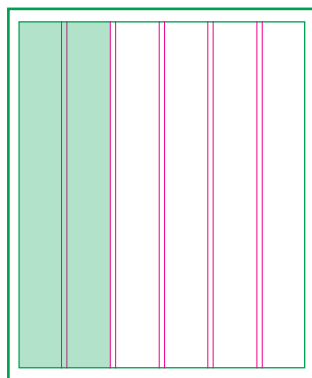
**1/2 PAGE HORIZONTAL**



(256mm W x 170mm H)

Andalucia - 715 €  
Costa Blanca N - 645 €  
Costa Blanca S - 645 €  
Gibraltar - 485 €  
Mallorca - 485 €

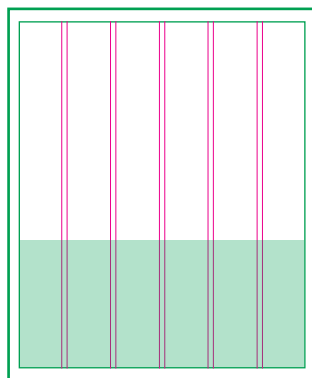
**1/3 PAGE VERTICAL**



(83mm W x 341mm H)

Andalucia - 515 €  
Costa Blanca N - 455 €  
Costa Blanca S - 455 €  
Gibraltar - 340 €  
Mallorca - 340 €

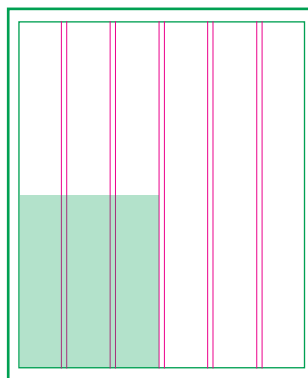
**1/3 PAGE HORIZONTAL**



(256mm W x 105mm H)

Andalucia - 515 €  
Costa Blanca N - 455 €  
Costa Blanca S - 455 €  
Gibraltar - 340 €  
Mallorca - 340 €

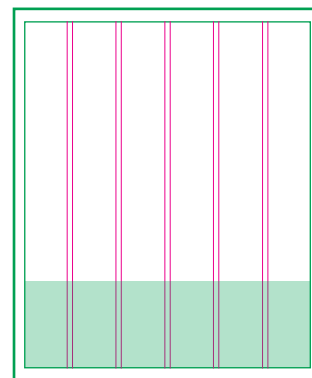
**1/4 PAGE**



(126mm W x 170mm H)

Andalucia - 475 €  
Costa Blanca N - 425 €  
Costa Blanca S - 425 €  
Gibraltar - 315 €  
Mallorca - 315 €

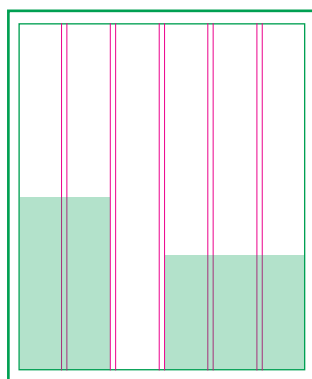
**DOUBLE STRIP**



(256mm W x 90mm H)

Andalucia - 455 €  
Costa Blanca N - 410 €  
Costa Blanca S - 410 €  
Gibraltar - 310 €  
Mallorca - 310 €

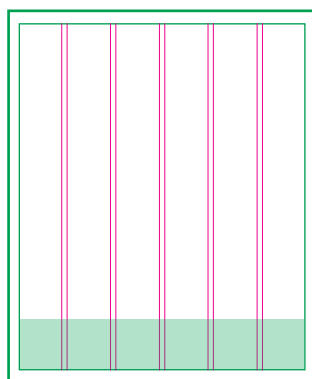
**1/6 PAGE**



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

Andalucia - 340 €  
Costa Blanca N - 310 €  
Costa Blanca S - 310 €  
Gibraltar - 230 €  
Mallorca - 230 €

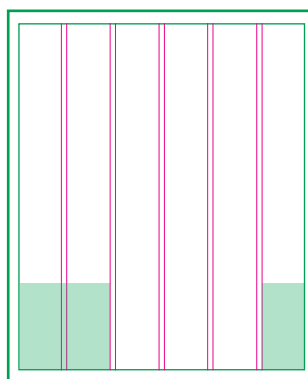
**STRIP**



(256mm W x 45mm H)

Andalucia - 340 €  
Costa Blanca N - 285 €  
Costa Blanca S - 285 €  
Gibraltar - 210 €  
Mallorca - 210 €

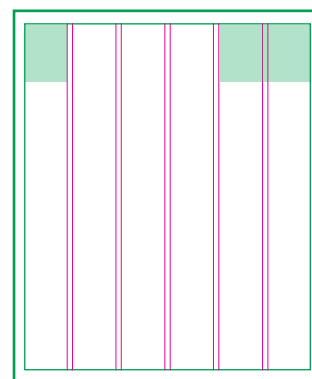
**1/12 & 1/24 PAGE**



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

Andalucia - 205 €  
C. Blanca N - 185 €  
C. Blanca S - 185 €  
Gibraltar - 135 €  
Mallorca - 135 €

**EARPIECES**



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

Andalucia - 175 €  
C. Blanca N - 150 €  
C. Blanca S - 150 €  
Gibraltar - 115 €  
Mallorca - 115 €

Andalucia - 285 €  
C. Blanca N - 250 €  
C. Blanca S - 250 €  
Gibraltar - 175 €  
Mallorca - 175 €



# 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](mailto:admin@theolivepress.es)**

[www.theolivepress.es](http://www.theolivepress.es)  
[admin@theolivepress.es](mailto:admin@theolivepress.es) | (0034) 951 273 575





# Online



Supporting the paper is the popular website [www.theolivepress.es](http://www.theolivepress.es), **Spain's best news website in English**, receiving around one million pages viewed each month and with a paywall with already 27,000 registered subscribers.

**A fantastic way to get your business noticed, the website receives over 20,000 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

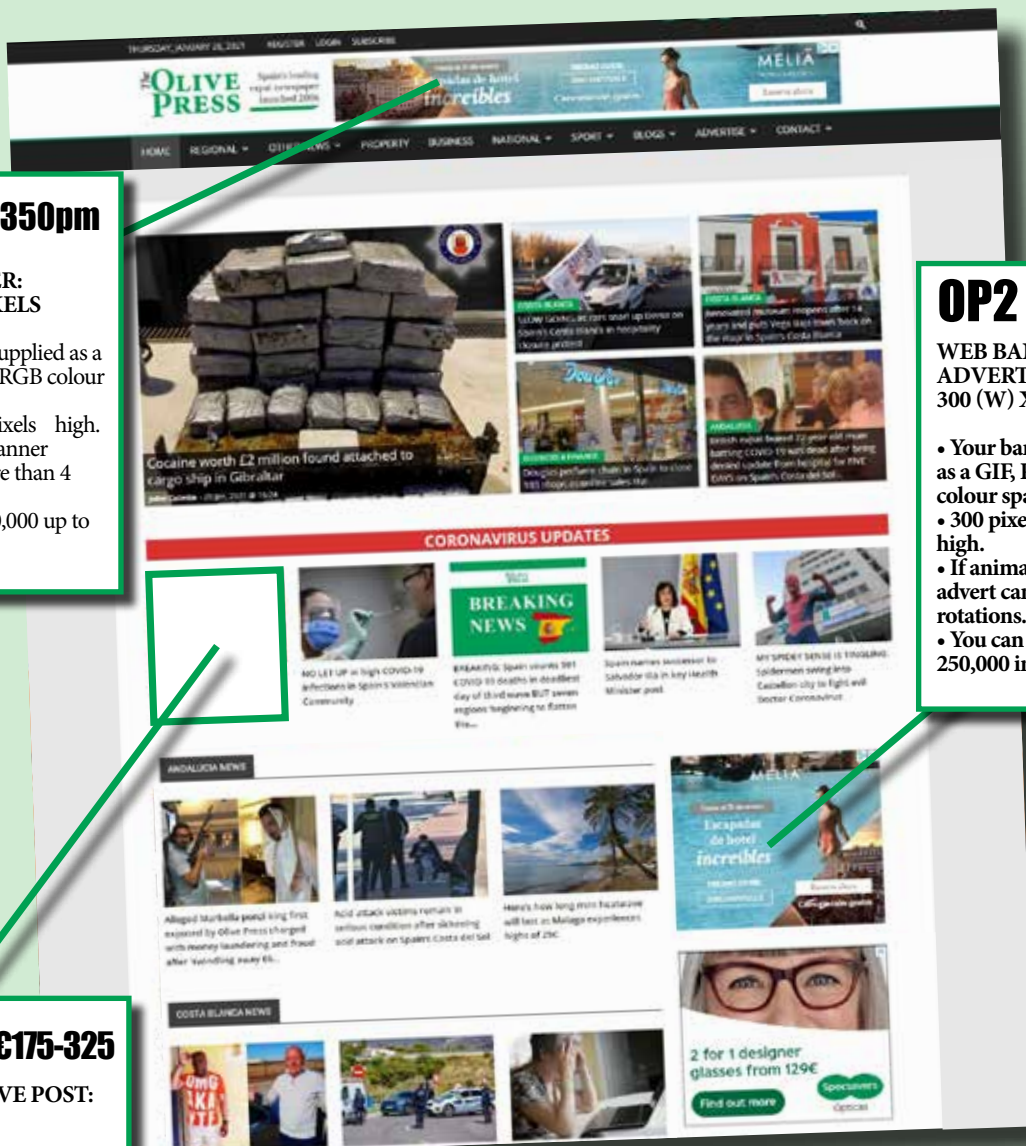
WEB BANNER HOME PAGE  
ADVERTISING (A2):  
300 (W) X 250 (H) PIXELS

- 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.



# — Social Media Advertising —



# SOCIAL MEDIA SORCERY



## ***Olive Press targeted promotions***

The Olive Press can offer a great 360-degree marketing package away from print, but including native posts, editorials, mailouts to our subscribers and social media.

We are offering a package of four articles a month, with do follow links, to share on all platforms from just 400 euros plus iva.

## **BOOST BOOST BOOST**

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

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](mailto:sales@theolivepress.es) Or on 951273575*

## **EXTRA ONLINE ADD ON**

We recommend doing a Special package which includes a sponsored post on our website (20.000-plus visitors a day) with a permanent do follow link, also going on Facebook and mailed out to our nearly 30,000 registered users online from just 175 euros each.

*Get in touch at [sales@theolivepress.es](mailto:sales@theolivepress.es) Or on 951273575*



**P** The OLIVE PRESS  
**roperty**

**2023**  
Press pack



# More than just the news

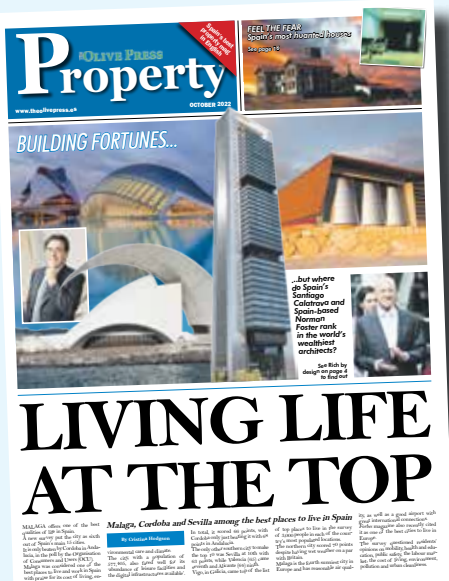
JOIN THE...



...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

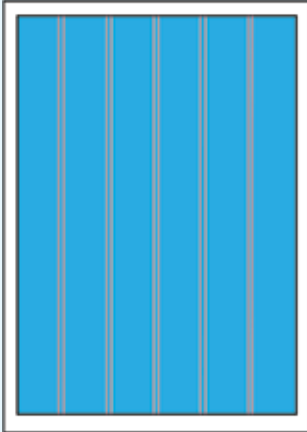


Also found inside  
**EVERY**  
printed  
edition of  
the main  
Olive Press  
newspaper



# PROPERTY Price List

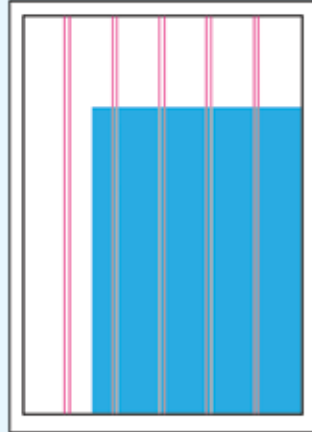
FULL PAGE



(256mm W x 342mm H)

1330 €

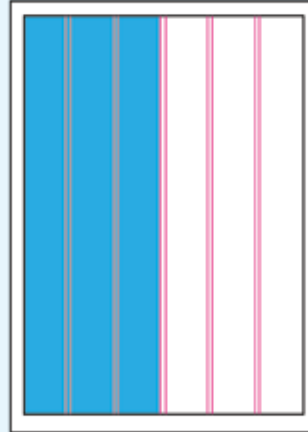
JUNIOR PAGE



(200mm W x 250mm H)

980 €

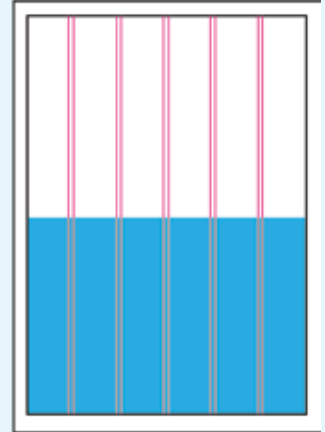
1/2 PAGE VERTICAL



(126mm W x 341mm H)

810 €

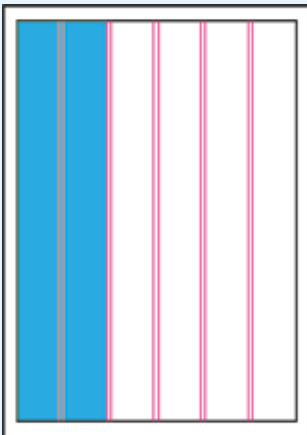
1/2 PAGE HORIZONTAL



(256mm W x 170mm H)

810 €

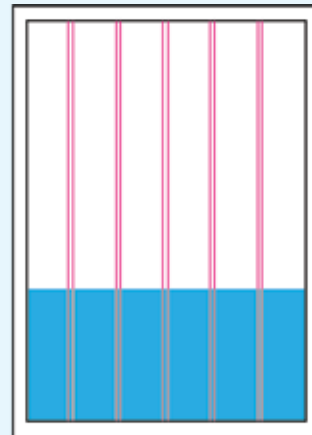
1/3 PAGE VERTICAL



(83mm W x 341mm H)

580 €

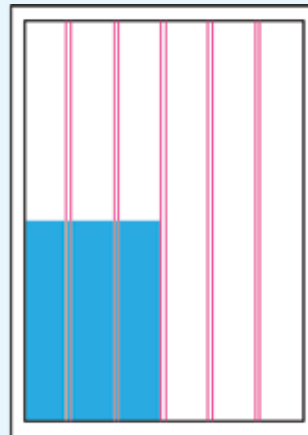
1/3 PAGE HORIZONTAL



(256mm W x 105mm H)

580 €

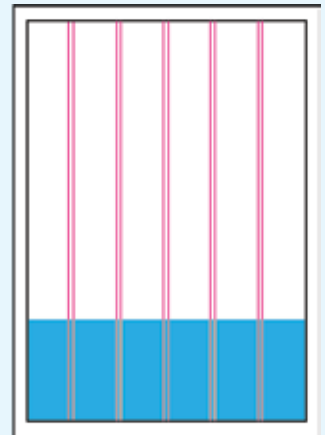
1/4 PAGE



(126mm W x 170mm H)

525 €

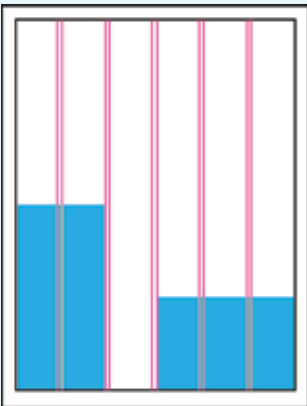
DOUBLE STRIP



(256mm W x 90mm H)

510 €

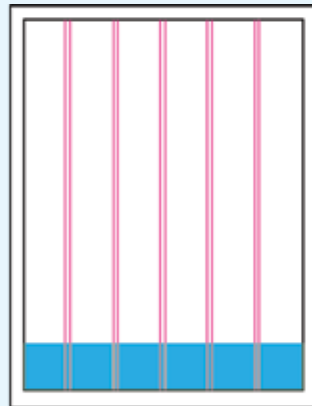
1/6 PAGE



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

385 €

STRIP



(256mm W x 45mm H)

345 €

