

*The* OLIVE  
PRESS

*The* ANDALUCÍA  
OLIVE  
PRESS

*The* GIBRALTAR  
 OLIVE  
PRESS

*The* COSTA BLANCA  
OLIVE  
PRESS

*The* MALLORCA  
OLIVE  
PRESS

MEDIA KIT 2025

# WELCOME

*The Olive Press* - now in its 19th year - responds to the need for a proper hard-hitting media group to represent and serve the huge expatriate community in Spain.

An alternative to the vast majority of cut-and-paste publishing companies, the *The Olive Press* breaks the news, analyses it, as well as explores Spain's most important travel, gastronomic, cultural and artistic events. Launched in November 2006, it is Spain's only newspaper in English, written by fully-qualified 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 monthly distribution is around **80,000 printed copies** and the paper has expanded geographically, covering all of Andalusia, Costa Blanca, Gibraltar and Mallorca, plus receives over **50,000 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 with **60,000 registered** users for its content. Among the mix are:

- Dedicated travel, health, business and property sections.
- The ALL ABOUT series spotlighting various towns and areas around the region.
- A monthly PROPERTY magazine



## 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, health and animals.
- Resources for learning Spanish and integrating into the culture.
- Regular food and drink articles with recipes and restaurant reviews.
- Business profile section, expert legal, financial and property advice columns.

# 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 best in the world' at the *TESCA* awards in London. In 2020, it also 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 and America to investigate stories in Spain and nearby Portugal.



**50%  
EDITORIAL  
ADVERTISING  
50%**

*The Olive Press* in print maintains a **high ratio (approx. 50%/50%) of news 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. Being a paper that has supported the environment from our first edition it is naturally recycled paper.

## SUPPLEMENTING THE NEWS

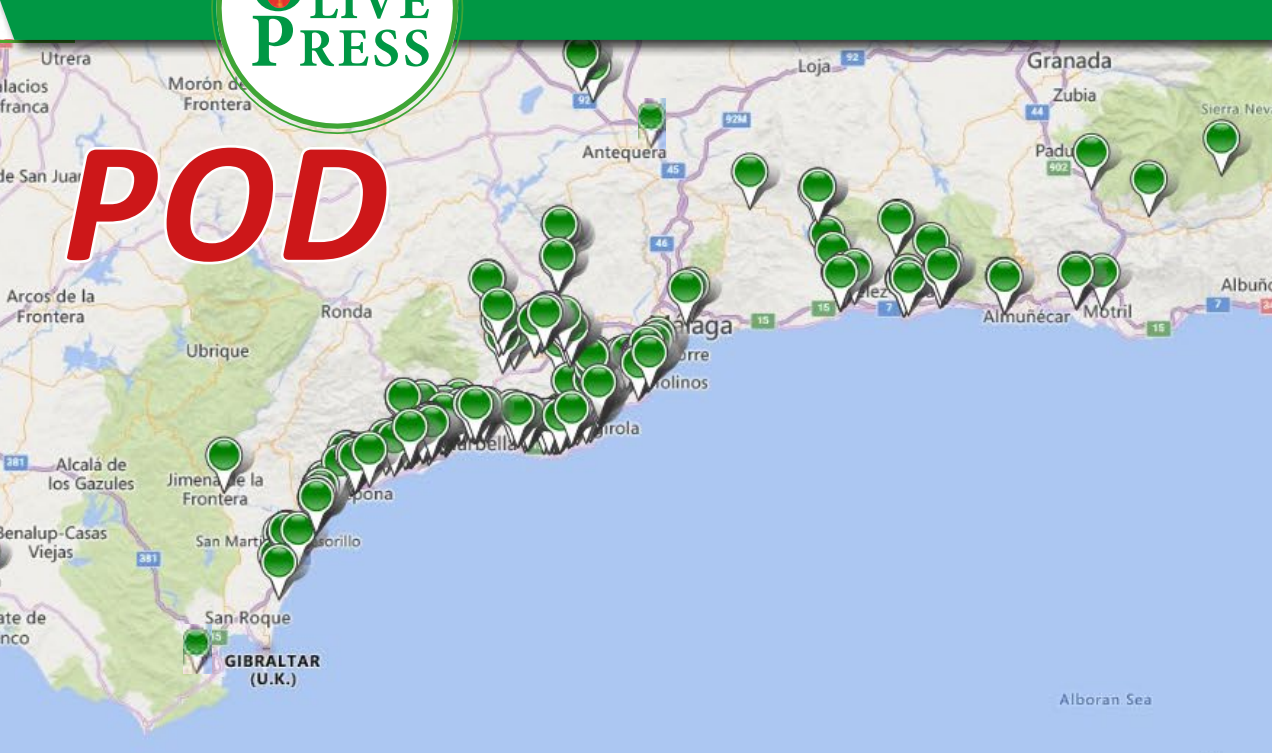
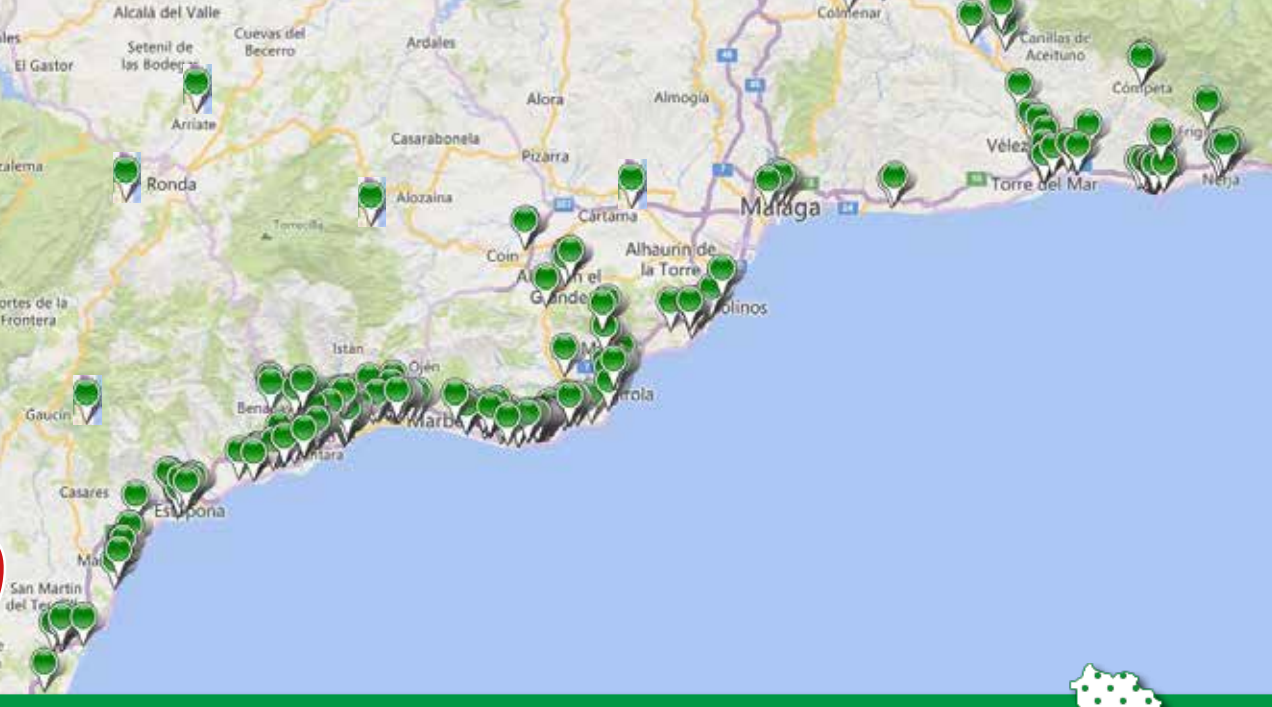
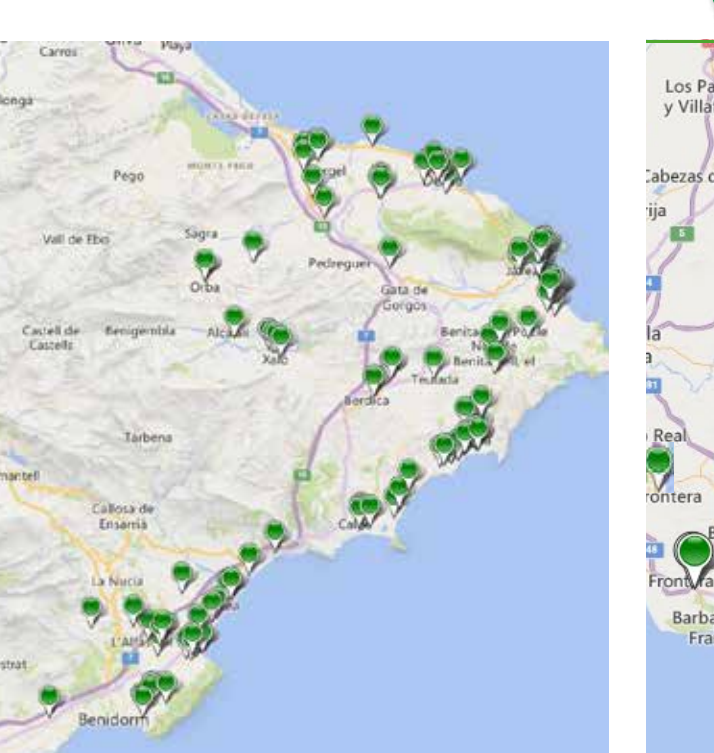


*The Olive Press* undertakes special supplements on a range of different topics every year, including education, health and skiing.

The paper also publishes ten Property magazines and around a dozen pull-out supplements on a series of the region's most important areas and towns, including the the Costa de la Luz, Calvia and Javea. Working with the local institutional, including town halls and travel associations guarantees the best insightful copy and photos. The aim to create localised, focused special reports for both readers to consume relevant content, but and also creating a targeted advertising opportunity for our advertisers.

**BACK TO SCHOOL**  
**BENAHAVÍS**  
**BENALMÁDENA**  
**CALVIA**  
**CORDOBA**  
**COSTA DE LA LUZ**  
**COSTA TROPICAL**  
**EDUCATION**  
**ESTEPONA**  
**FUENGIROLA**  
**GIBRALTAR**  
**GRANADA**  
**GUADALHORSE**  
**HEALTH**  
**JAEN**  
**JAVEA**  
**MALAGA**  
**MANILVA**  
**MARBELLA**  
**MIJAS**  
**MORAIRA**  
**MOTORS**  
**POLLENSA**  
**RONDA**  
**SAN PEDRO**  
**SIERRA NEVADA**  
**SOTOGRADE**  
**TORREVIEJA**





# WE ALWAYS DELIVER

## GUARANTEED AND CERTIFIED DELIVERY

By partnering with one of the best distribution companies in Spain (that also covers the UK and other parts of Europe), we have developed an effective and highly efficient delivery system to ensure our printed product hits all the right spots.

Called **POD (or Proof of Delivery)** our distribution process includes a signed digital record (with photographs) of every drop off, containing quantities, date, time and exact location. This has led to returns of less than 0.5% of our papers.

Resulting in our copies getting into the best spots for readers to collect, whilst minimising environment wastage and guaranteeing your hard earned investment is seen and not ending up on a landfill.



**THE OLIVE PRESS GUARANTEES 'POD - PROOF OF DELIVERY' ACROSS FOUR DISTINCT REGIONS OF SPAIN: ANDALUCIA COSTA BLANCA, MALLORCA & GIBRALTAR**



## ADDITIONAL DELIVERY SERVICES

Through our extensive distribution network of thousands of regular drops, we can also offer delivery of leaflets to multiple urbanisations, all around Spain. Either directly or as inserts within our newspapers. This creates an additional advertising channel to target consumers.



# ADVERTISING

## THE MARKET

Our readers are English- or German speakers who either live or who have an interest in Spain, but - above all - **want a quality read about their country region.**

Our loyal readership is attracted to interesting articles that cover everything from the Spanish legal system 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 expendable wealth they 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.**



**ONE+ MILLION EXPATS**



## OUR READERSHIP

An incredible six out of ten **Olive Press** readers can speak Spanish 'sufficiently to communicate'.

After an in-depth poll of our readers five years ago, 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 newspaper 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 6% from Ireland.

Some 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.

**40+ YEARS OLD**

**20+ EARNINGS**

**X3 PER week**

**25%**

**11%**

**6%**

**3%**

**3%**

Here are just a few of the many fantastic brands that trusted us to get their message out to our readers in 2024...

**TERRA MERIDIANA**

**ANDALUCIA DEVELOPMENT**  
EST. 1981



**SALA GROUP**  
MARBELLA

**linea directa**

**Cape Reed**

**quirónsalud**  
Marbella

**LA ZAMBRA**

**insparya**  
HAIR COMPANY

**DUNNES STORES**

**LAUDE SAN PEDRO INTERNATIONAL COLLEGE**

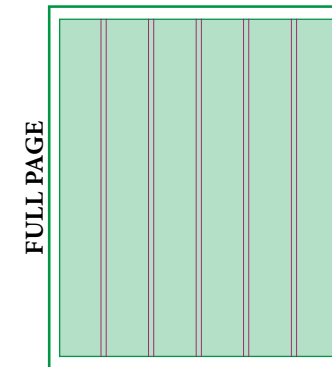
**Avalon**  
FUNERAL PLANS

**Kempinski**

**Jennifer Cunningham Insurances S.L.**  
EXPAT SERVICES

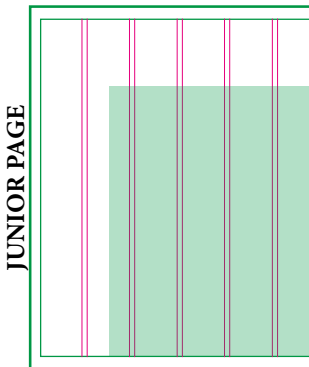
**Tikitano**  
besaya

# PRICING



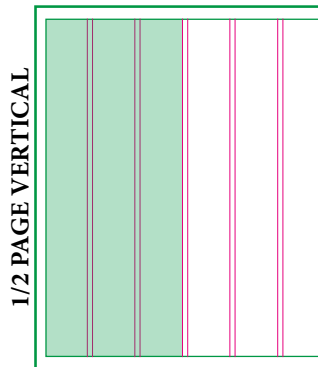
(256mm W x 342mm H)

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



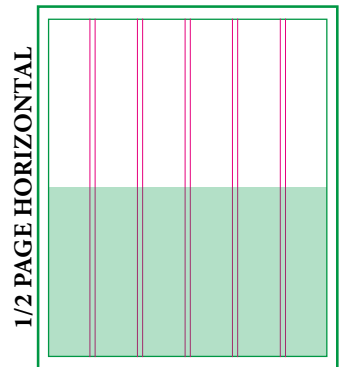
(200mm W x 250mm H)

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



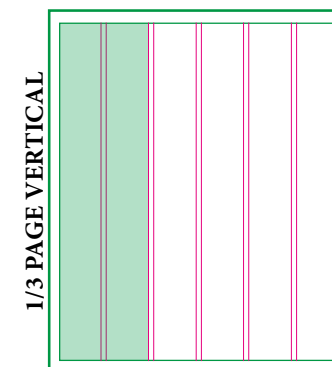
(126mm W x 341mm H)

Andalucia - 750 €  
Costa Blanca - 680 €  
Gibraltar - 505 €  
Mallorca - 505 €



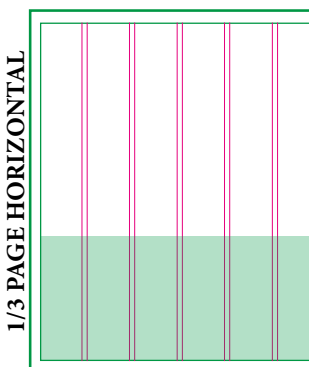
(256mm W x 170mm H)

Andalucia - 750 €  
Costa Blanca - 680 €  
Gibraltar - 505 €  
Mallorca - 505 €



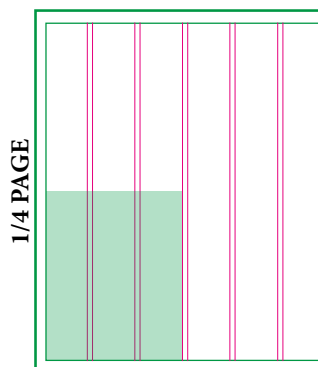
(83mm W x 341mm H)

Andalucia - 540 €  
Costa Blanca - 480 €  
Gibraltar - 360 €  
Mallorca - 360 €



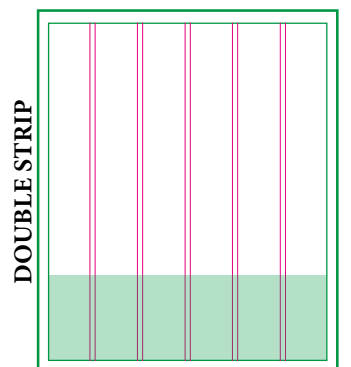
(256mm W x 105mm H)

Andalucia - 540 €  
Costa Blanca - 480 €  
Gibraltar - 360 €  
Mallorca - 360 €



(126mm W x 170mm H)

Andalucia - 495 €  
Costa Blanca - 445 €  
Gibraltar - 330 €  
Mallorca - 330 €



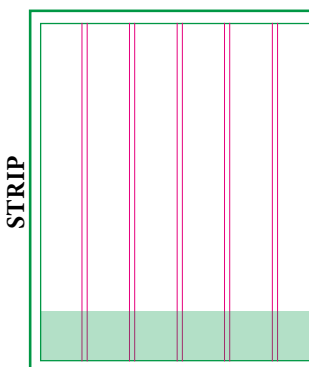
(256mm W x 90mm H)

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



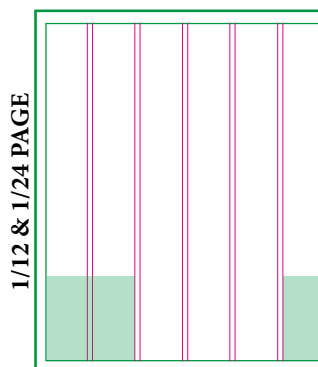
Vertical (83mm W x 170mm H)  
Horiz. (126mm W x 110mm H)

Andalucia - 360 €  
Costa Blanca - 325 €  
Gibraltar - 245 €  
Mallorca - 245 €



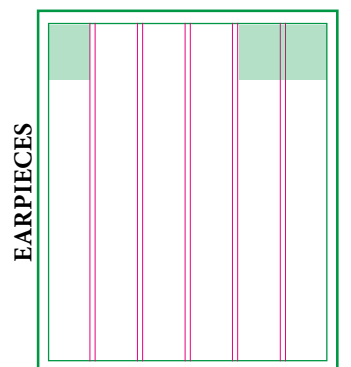
(256mm W x 45mm H)

Andalucia - 360 €  
Costa Blanca - 300 €  
Gibraltar - 220 €  
Mallorca - 220 €



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

And - 215 € CB - 195 € Gib - 145 € Mal - 145 €  
And - 115 € CB - 105 € Gib - 85 € Mal - 85 €



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

And - 180 € CB - 160 € Gib - 120 € Mal - 120 €  
And - 300 € CB - 265 € Gib - 180 € Mal - 180 €



# PRICING

## How it works...



	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		ARTWORK DEADLINE	
Right hand page premium	12%	Friday 5pm prior to publication the following Wednesday	
Back page premium*	50%		
Front page premium**	100%		
* Half, quarter sizes and 1/12 page earpice only		DESIGN AND ARTWORK CHARGES	
** 1/12 and 1/24 sizes only		Subject to sight of copy and brief for bookings of up to six issues	
DISCOUNTS			
6 - 12 issues (3 - 6 months)	5%	PAYMENT	
12 - 18 issues (6 - 9 months)	10%	Advertisements must be fully paid for prior to publication. Failure to do so will automatically lead to non publication	
18 - 24 issues (9 - 12 months)	15%		
Black & White	15%		

For further information on rates, special supplements, sponsored pages, as well as additional Internet and Classified details, please contact our sales team on +34 634 611 836 (English) or +34 629 139 928 (Spanish) or email [admin@theolivepress.es](mailto:admin@theolivepress.es)

CLASSIFIED ADVERTS

# DIGITAL

The Olive Press is so much more than just its printed products.

We also offer our clients all the major digital channels to spread their message.

Based on the huge success of our revamped website [www.theolivepress.es](http://www.theolivepress.es) and continued investment into content creation for all the important social media platforms, we can provide your business with **proven online advertising solutions**.

Our website boasts over 60,000+ registered users and consistent daily visitor numbers of 50,000+.

We have found that **sponsored posts** on our website from just €200 have resulted in an highly effective tool to digitally connect with the right customers for your business.

The Olive Press has also seen massive engagement with its Facebook postings, with well over 36,000 registered members.

In addition, we also offer a direct daily email newsletter with a mailing list of over 50,000 registered clients.

These registered users also have weekly Property, Travel and Health mailouts, as well as special offers and a Saturday mailout from our Digital Editor Laurence Dollimore.

This has proved to be an invaluable tool to directly connect and communicate with our digital users and is available for sponsorship to our clients, whose brand gets seen at the top of each mailout.

**60k**  
**36k**  
**10k**  
**2800+**  
**2000+**  
**18k Likes**



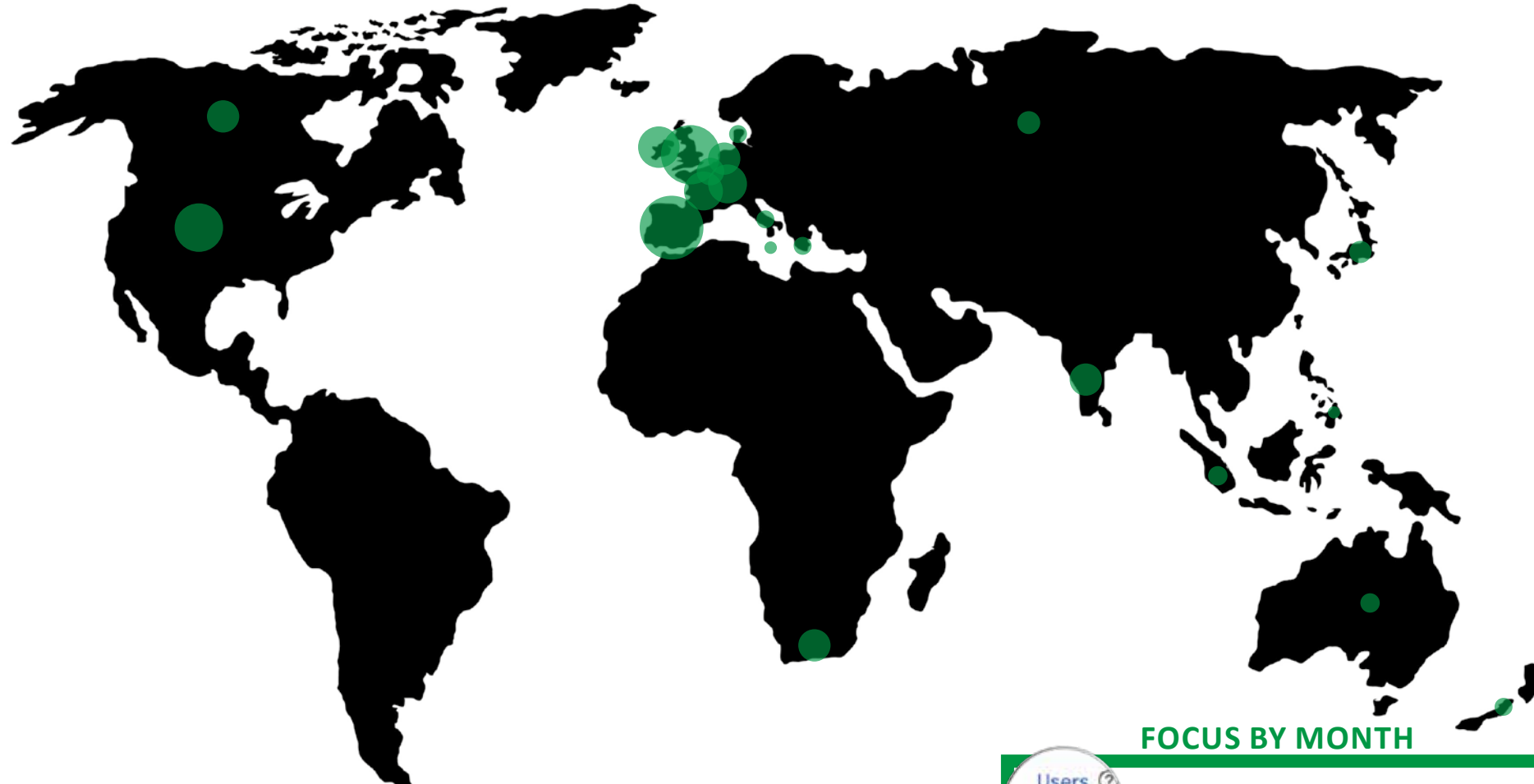
# DIGITAL

## WORLDWIDE DIGITAL REACH

The Olive Press website offers a global audience to its advertisers. We offer so much more than the Spanish market, we have users from all over the world regularly visiting our site, creating a huge and diverse network of potential customers for our clients to connect with.

### TOP 10 WEBSITE VISITORS BY COUNTRY:

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



### BUSINESS FOCUS

#### Cluckin' result!

WHEN the general manager of Estepona's Pollo de La Mar took out advertising with the Olive Press, she had little idea of what was in store.

As well as the usual advert in the newspaper, we interviewed Lisanne, 26, for a special article that immortalised her as the 'Chicken Girl'.

Not even a day later, she was being stopped in the street after the article received tens of thousands of hits.

As she reminisced to this newspaper: "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

#### Chicken shop sees surge in sales and recognition after taking out an advert with the Olive Press

into the restaurant because they had seen me in the newspaper and they wanted to try the chicken, both new clients and regulars. "People would stop me and say 'hey Chicken Girl, how are you doing?'" But the reach and the impact of the advert went far beyond just the confined corners of Estepona Port.

Lisanne explained: "I was getting messages on Facebook from people sending me the link or screenshots, or people who saw it on their Google feed. In fact it went far beyond the Costa del Sol.

"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 has been booming for Lisanne, who says she's so proud of her team, her business, and herself for what they've been able to achieve. "It has been really positive," she concluded. "People came to the restaurant because they wanted to try it out after what they had seen in the newspaper, it really worked!"

### FOCUS BY MONTH

#### MILLION MILESTONE

THE Olive Press website reached new heights in July 2024 after pulling in more than 1.4 million views in just ONE week.

The start of July saw more than 800,000 people visit www.theolivepress.es over a seven-day period, blowing our competitors out of the water.

It came after an urgent update of our server, which was being overloaded by the rapid surge in visitors trying to access the site. It makes the Olive Press, definitively, the most popular - as well as trusted - English news site in Spain.

Our visitors are a healthy balance of British, Irish, American, Dutch, German and other Europeans (see left). We even had 49,000 Aussies visit the site in June.

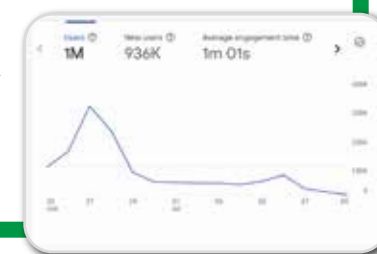
Over the past few months, we have seen nearly 15,000 people register an account on theolivepress.es. We now have 60,000 users, a figure that is currently increasing by more than 1,000 each week.

Our registered users receive weekly newsletters covering travel, property and health.

They also get to comment on stories and get sent special deals and discounts.



USER ACQUISITIONS



# DIGITAL

## DIGITAL PRICING

The Olive Press proudly offers a wide array of differing digital advertising tools to ensure that businesses have a clear way to cut through the noise and directly interact with potential customers.



### WEBSITE VISUALS

300 (w) x 250 (h) pixel visuals, supplied as a GIF, PNG or JPEG file in RGB colour at 72dpi. Animated GIF adverts can have no more than 4 rotations.

20,000  
IMPRESSIONS

€300

50,000  
IMPRESSIONS

€500

### SPONSORED POSTS

Text based website advertising posts, inserted into the main structure of the website with links and not marked as sponsored. Insertion of an exclusive click through banner is also available.

STANDARD  
ARTICLE

€500 + IVA

X 3 OR MORE

€350 + IVA

SPECIALIST  
SUBJECTS

€600 + IVA

X 3 OR MORE

€450 + IVA

### LINK INSERTIONS

STANDARD LINK  
EXISTING ARTICLE

€125 + IVA

SPECIALIST  
SUBJECTS

€175 + IVA

SUCCESS SPEAKS FOR ITSELF - SOCIAL MEDIA CLIENT STUDY

Contact the Olive Press  
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The  
**OLIVE  
PRESS**