



andalucia.com



Media Information

## The most visited website about Southern Spain in the world

The “**Information about Andalucía**” website was created in 1996. It offers clear, concise information about the region primarily for the tourist, the foreign resident and the international investment market.

**Our site receives over 450,000 visitors every month.**

The information that you will find in the **10.000 pages** at Andalucia.com is gathered from a wide variety of internationally published writers, photographers, and journalists, all of whom share a great love for all things Spanish and in particular, all things Andalucían.

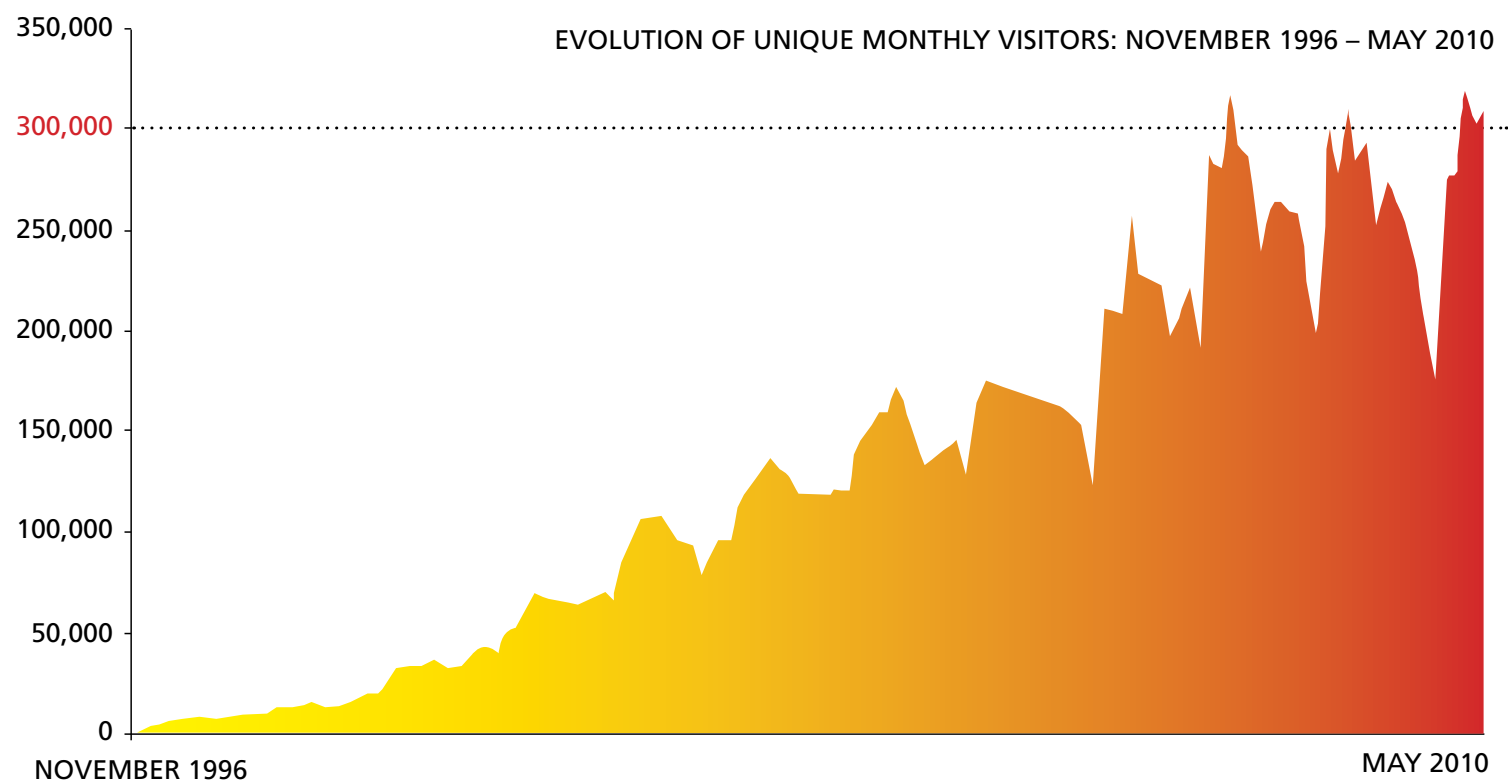


Chris Chaplow, Managing Director

We have helped thousands of businesses in Andalucía promote their products worldwide

**Our site receives over 450,000 visitors every month**

Andalucia.com is the most visited website in the English language dedicated to Southern Spain.



10,000 pages of information relating to Andalucía, Spain

# Because of its huge popularity, Andalusia.com offers a unique opportunity to businesses

As well as 16 main content sections including hotels, rentals, banking, car hire, business and destinations we have other very popular sections:

- Forum** An extremely active forum with over 100 posts per day where members exchange thoughts about Andalucía
- Magazine** A chance to catch up on our monthly ezine features
- Blog** Our editor explores Andalusian culture
- Newsletter** A bi-monthly newsletter is emailed to an opt in list of over 16,000 members.
- My.andalusia** My Andalusia is a virtual meeting place where users can write and read stories relating to Andalusia.
- Search Engine** A specialist search engine with results that are exclusively related to Andalusia.



16,000 registered recipients with an interest in Spain

We have half a million visitors, reading more than two million pages of information each month!

↓ MONTHLY STATISTICS MAY 2010

Unique visitors	322,043
Number of visits	449,700
Pages viewed	1,558,443
Hits	12,635,149

↓ MOST VISITED PAGES MAY 2010

Home Page	83,730
Forums Index Page	80,235
City of Sevilla	20,505
City of Málaga	18,260
City of Granada	17,381
Destinations Page	12,793
Travel & Tourism Page	11,993
Accommodation Page	10,649
Málaga Airport	9,092
Nerja Page	9,536
Costa del Sol Page	8,988

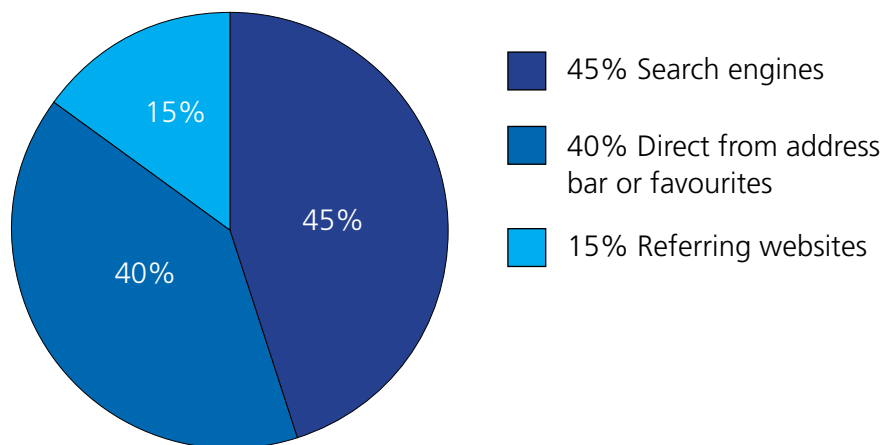
↓ OTHER INTERESTING FACTS:

<b>Wikipedia:</b>	Listed on 84 pages
<b>DMOZ Directory:</b>	23 listings for Andalusia.com
<b>Yahoo! Directory:</b>	41 listings for Andalusia.com
<b>Alexa Rank:</b>	#56.660
<b>Compete Rank:</b>	#23,336
<b>Quantcast Rank:</b>	#39,717
<b>Pages indexed and registered with Google:</b>	between 8,700 and 10,000
<b>Inbound links to home page:</b>	7,231
<b>Inbound links to website:</b>	27,613

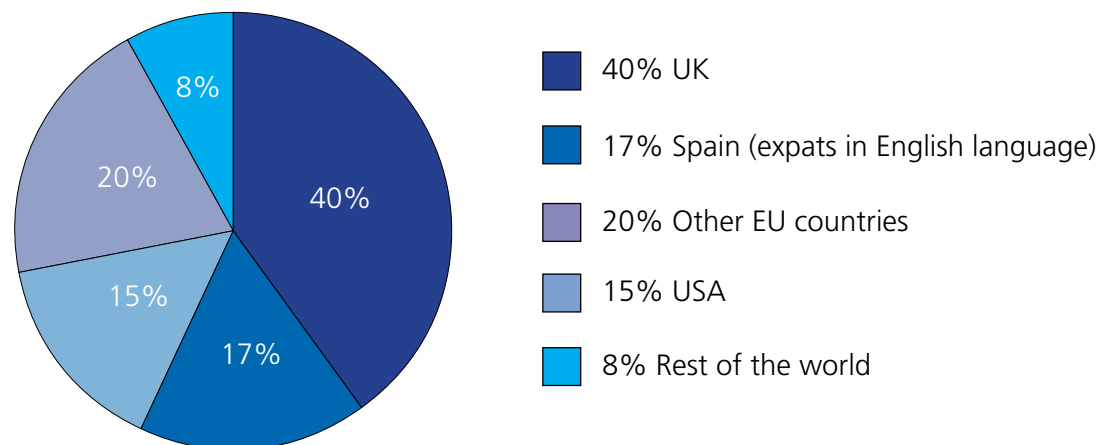
In a recent survey 88% of visitors said they would be back

# Providing accurate marketing data to over 500 advertisers across all sectors

## ↓ VISITOR SOURCE



## ↓ VISITOR GEOGRAPHIC PROFILE



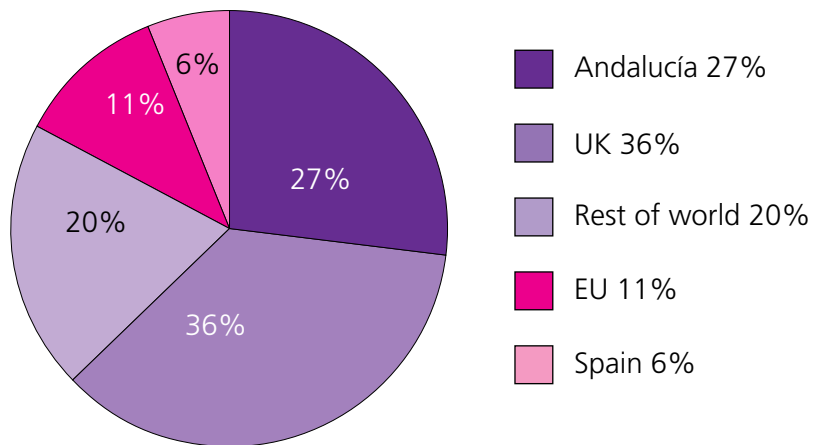
## ↓ VISITOR STICKYNESS:

<b>Average time on site 4' 08"</b>	New visitors 2' 04"	Returning Visitor 6' 53"
<b>Average Number of Pages Viewed 5.4</b>	New visitors 2.9	Returning Visitor 10.2

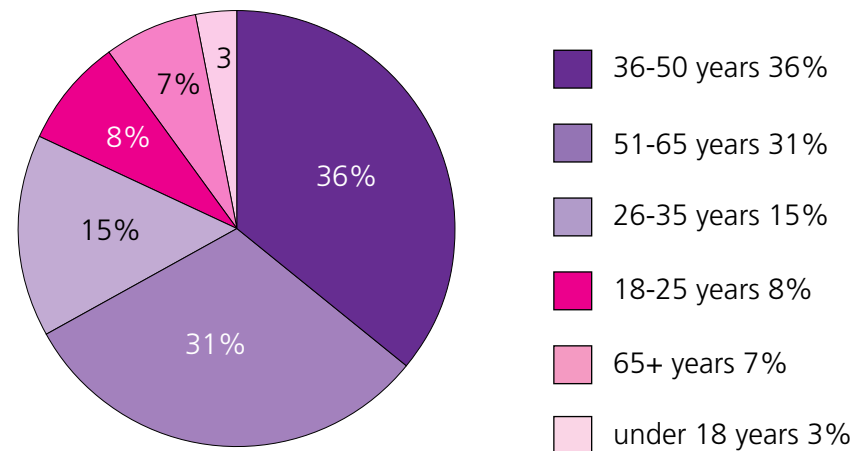
16 categories & ease of navigation keeps visitors online

# The ideal platform to reach the English speaking population who live in or visit Andalucía on a regular basis

↓ VISITOR MAIN RESIDENCE



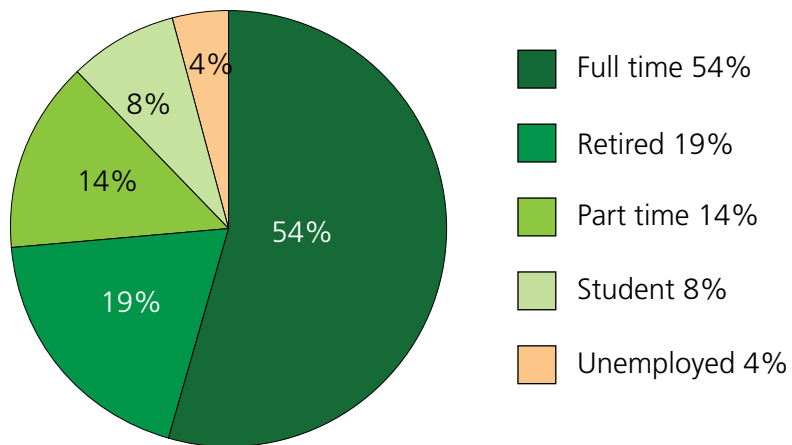
↓ VISITOR AGE GROUP



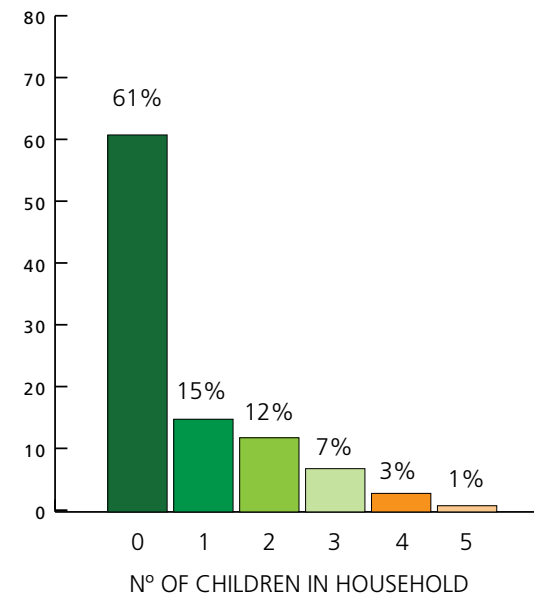
N° 1 information portal on Andalucía (Alexa.com)

# 80% of visitors are looking for information on either living or travelling in Andalucía

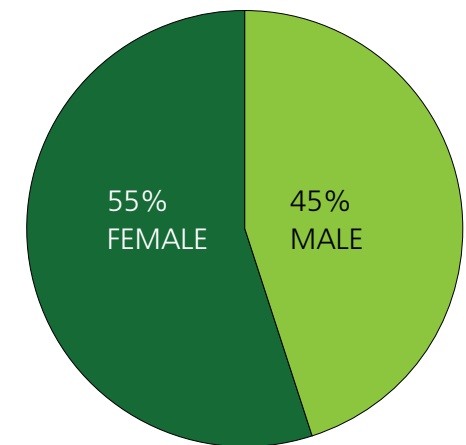
## ↓ VISITOR EMPLOYMENT



## ↓ NUMBER OF CHILDREN IN HOUSEHOLD



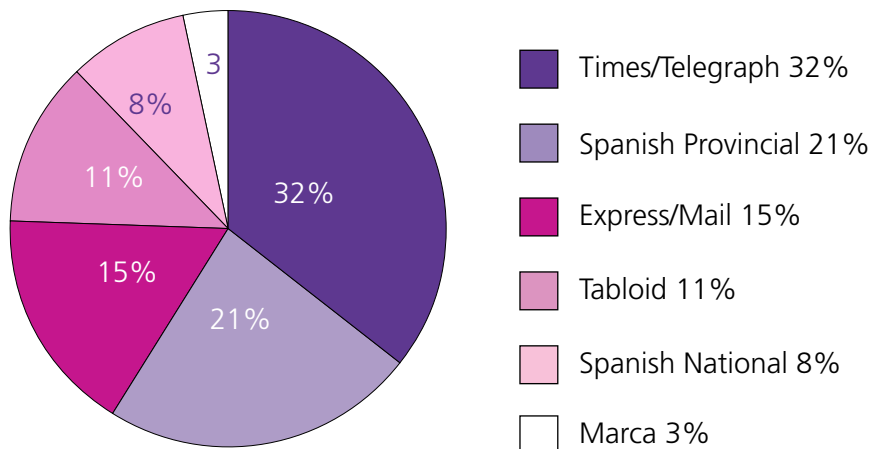
## ↓ VISITOR GENDER



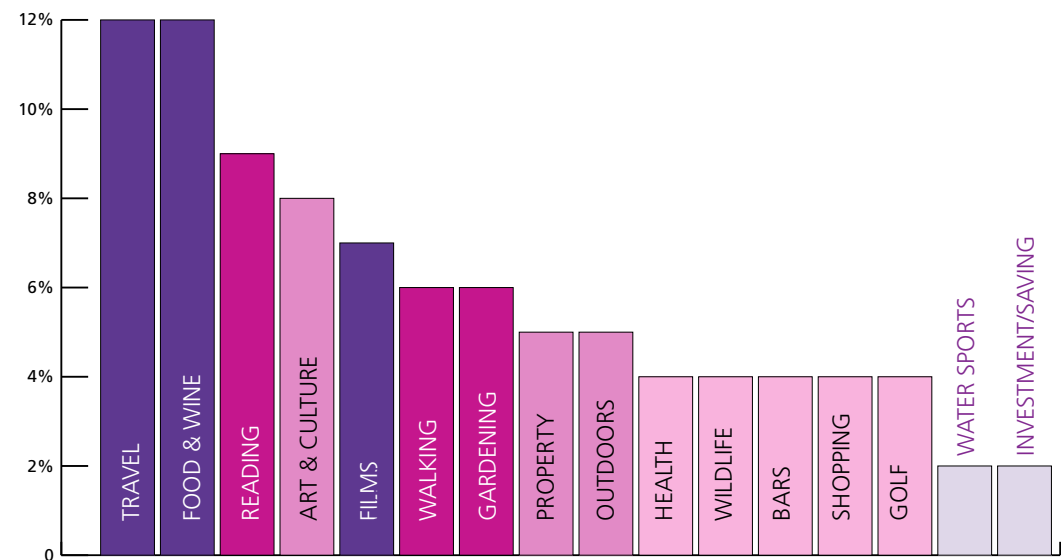
Average of 5.27 pages viewed per visit

Our pages are highly optimised and receive consistently high positions on google.com

↓ WHICH NEWSPAPERS DO OUR VISITORS READ?



↓ WHAT INTERESTS DO OUR VISITORS HAVE?



Returning visitors view at least 10 pages

## The Spanish Edition was launched in 2006

The Spanish language version of Andalusia.com was re-launched on our 10th anniversary in April 2006 and now has some 2,500 pages of information relating to the 800 villages and destinations in Andalucía, as well as plenty of events and cultural items.

Even though it's young in comparison with the English version, it's popular. It receives around 50,000 visits a month.



Jaén Cathedral at sunrise

2,500 pages of information  
in Spanish relating to 800  
destinations in Andalucía

Spanish version receives 50,000 visitors per month

# Developing online marketing campaigns and presence for both local and international businesses

We welcome inquiries from businesses who wish to advertise on Andalucia.com in order to reach this high profile targeted market.

Over 500 advertising clients trust Andalucia.com as their source of web traffic.

Range of products from high traffic 'click through rate' text links to high profile banners, section sponsorship and video advertising.

Very high rate of return CPM models due to highly targeted sectors.

**Call (+34) 952 897 865**

**email: [advertising@andalucia.com](mailto:advertising@andalucia.com)**



500 clients trust Andalucia.com as their source of web traffic

# Advertising options

We offer Banners, Button Banners, Text Links, Multiple Text links, Logo Links and Page Sponsorships.

Prices depend on page positions and traffic ranking.

Volume discounts based on the level of investment committed.



The screenshot shows the 'Travel & Tourism - Car Hire' page on andalucia.com. The page layout includes a top navigation bar with 'Home', 'Search', and 'Forum' buttons, and a 'Car Hire Malaga Low Cost Company' banner. Below this is a search form for car hire with fields for 'Location' (Spain), 'Pick up date' (Jan 1 09), and 'Drop off date' (Jan 1 09). The main content area contains text about car hire in Spain, including information about international companies, insurance, and petrol policies. The sidebar on the left lists various travel-related categories. On the right side, there are several advertising elements: a 'record go' banner at the top, a 'malagacar.com' button banner, and a 'MALAGA AIRPORT' banner. Annotations on the right side of the screenshot identify these elements: 'Banners 468 x 60' pointing to the 'record go' banner; 'Button Banners 120 x 60' pointing to the 'malagacar.com' banner; 'Text links' pointing to a link for 'Car hire Almeria, Spain'; and 'Logo links' pointing to a 'nova' logo link.

75% renewal rate for advertisers

## The company behind the website

Andalucia Com SLU is the company behind the “Information about Andalucía” website. Formed in 1997 it is staffed by passionate professionals from a myriad of different backgrounds and interests. All are dedicated to maintaining the high standards that visitors to the website have come to expect for more than a decade. It is this team-based approach which is the backbone of our continued success.

**COMPANY OF THE YEAR** Chris Chaplow, director of Andalucia.com said he was “honoured to receive this prize from the Junta de Andalucía and the Chamber of Commerce of Málaga” as, he added, “it’s recognition for 12 years of work promoting Andalucía”.



Andalucia.com was awarded Company of the Year at the Junta de Andalucía’s 2008 Costa del Sol Business Awards.

Andalucia.com winner of Communicator of the Year 2009 awarded by the international Costa Press Club.

**Andalucia.com is the market leader in its field**



## **Andalucia Com SLU**

Avenida del Carmen 9, Ed. Puertosol  
1ª Planta, Oficina 30, Estepona, 29680  
Málaga, Spain

Tel: +34 952 897 865 Fax: +34 952 897 874

CIF: B-29873437

Registro Mercantil, Málaga: Tomo: 2075 Libro: 988

Folio: 120 Sección: 8 Hoja: MA-30617



[www.andalucia.com](http://www.andalucia.com) - your indispensable guide to Andalucía