



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 currently receives over 500,000 visits a month, of which 400,000 are unique visitors.

The information that you will find in the **10,000 pages** at Andalucía.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.

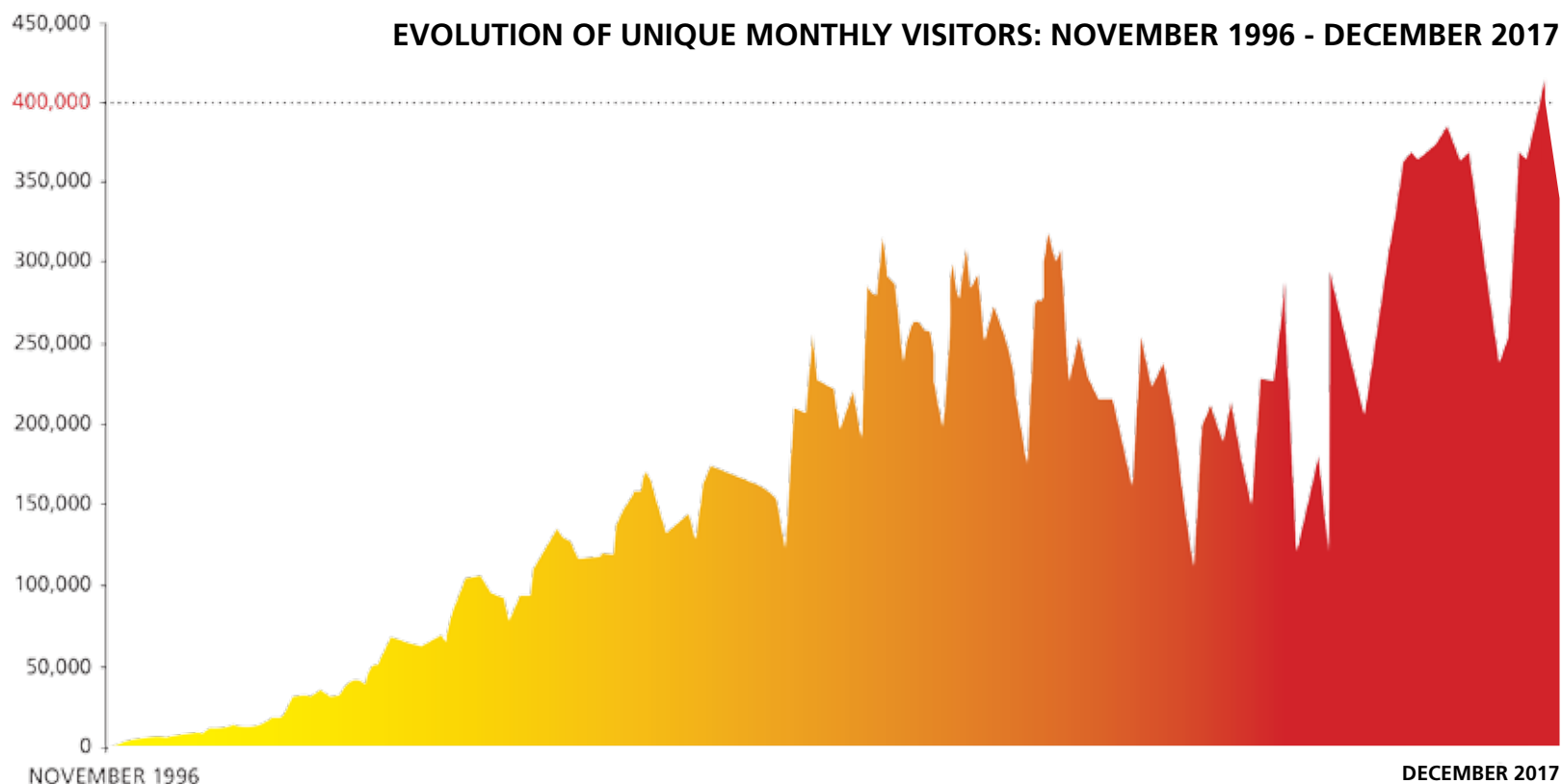


Chris Chaplow, Managing Director

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

Our site receives over 500,000 visits every month

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



SOURCE: 1996-2009 – AWS SERVER STATS 2009-2015 – GOOGLE ANALYTICS

10,000 pages of information relating to Andalucía, Spain

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

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

- Forum** An extremely active forum where members exchange thoughts about Andalucía
- Magazine** A chance to catch up on our regular ezine features
- Blog** Our editor explores Andalusian culture
- Newsletter** A newsletter is emailed to an opt in list of over 15,000 members.



15,000 registered recipients with an interest in Spain

Andalucia.com has a high level of social media engagement through Facebook, Twitter, YouTube and Google+



The OTS (Opportunity To See) via Andaluca.com social media channels is increasing every day

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



MOST VISITED PAGES AVERAGE MONTH IN 2017

MONTHLY STATISTICS JULY 2017

MONTHLY STATISTICS JULY 2017

Unique visitors	347,524
Number of visits	445,856
Pages viewed	838,273

Unique visitors	474,483
Number of visits	560,598
Pages viewed	1,140,512

*Source: Google Analytics

*Source: Alexa.com

Home page	13,785
Cities – Malaga	6,165
Ronda	8,525
Marbella	5,975
Fuengirola	7,130
Seville	5,768
Travel/Bus	6,900
Costa del Sol – Estepona	5,482
Nerja	5,942
Mijas	5,827

*Source: Google Analytics

***ENGLISH LANGUAGE ONLY**

OUR MONTHLY ALEXA STATISTICS ARE CERTIFIED

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

More Statistics and Rankings for Andaluca.com

↓ MONTHLY SERVER STATISTICS JULY 2017

Unique visitors	427,078
Number of visits	660,682
Pages viewed	1,921,348

*Source: Server log files

↓ MORE INTERESTING FACTS:

Wikipedia: Listed on 81 pages

Alexa Rank: #27,790

Quantcast Rank: #53,473

Pages indexed and registered with Google:

about 30,200

Inbound links to home page: 7,231

Inbound links to website: 27,613

(including BBC & Trip Advisor)

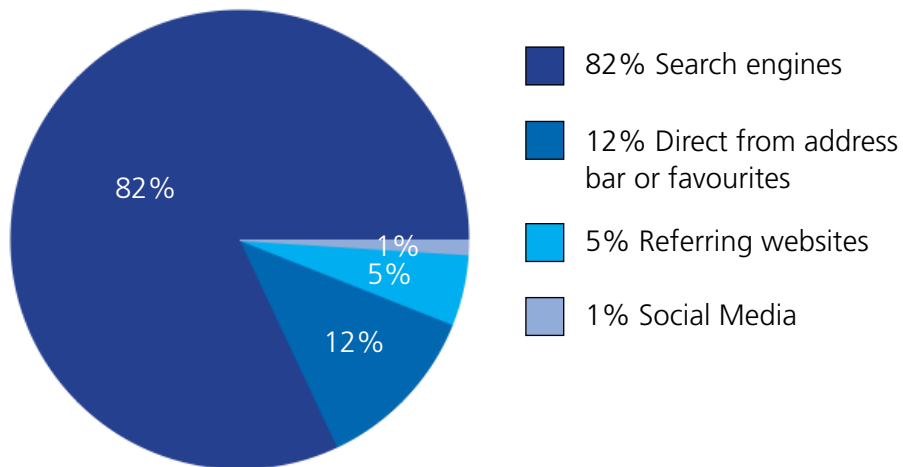
*ENGLISH LANGUAGE ONLY

SOURCE: CERTIFIED ALEXA STATISTICS

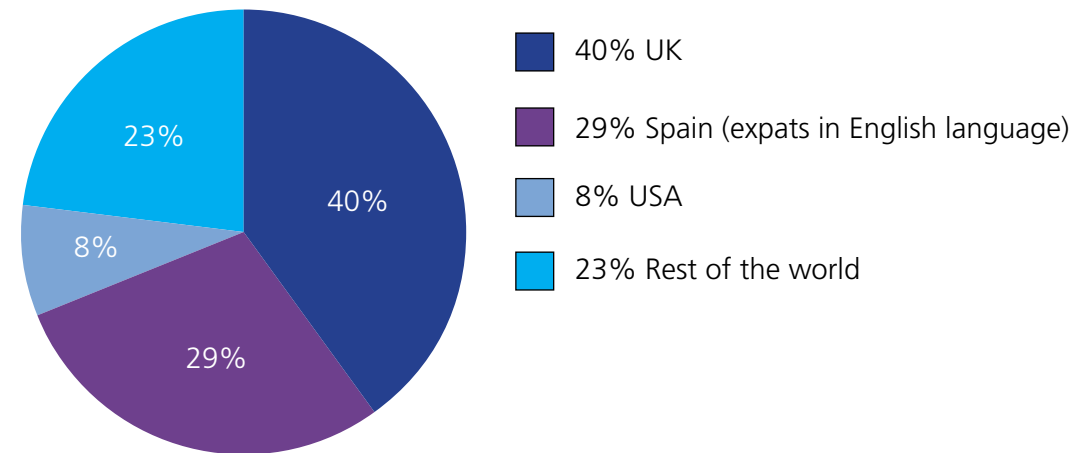
We have worked diligently since 1996 to achieve our high ranking stats

Providing accurate marketing data to our advertisers across all sectors

↓ VISITOR SOURCE



↓ VISITOR GEOGRAPHIC PROFILE



↓ VISITOR STICKYNESS:

Average time on site 2' 11"

Average Number of Pages Viewed 2.3

↓ VISITORS ON MOBILE (INCLUDING TABLET)

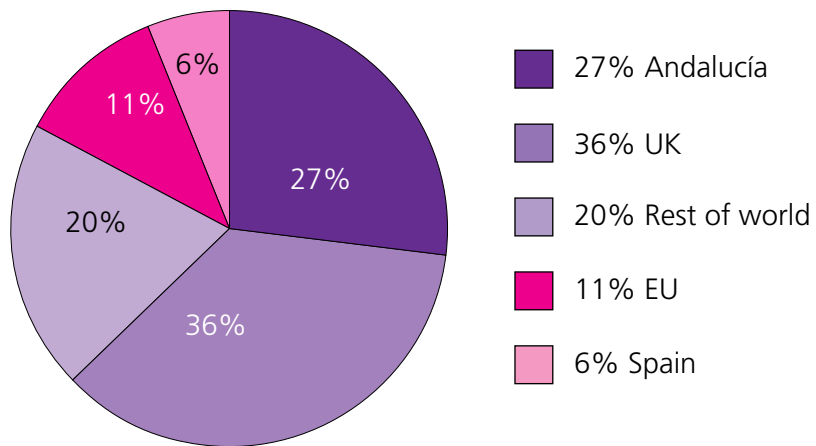
46% Sessions · 41% Page Views

SOURCE: GOOGLE ANALYTICS & ANDALUCIA.COM CERTIFIED ALEXA STATISTICS

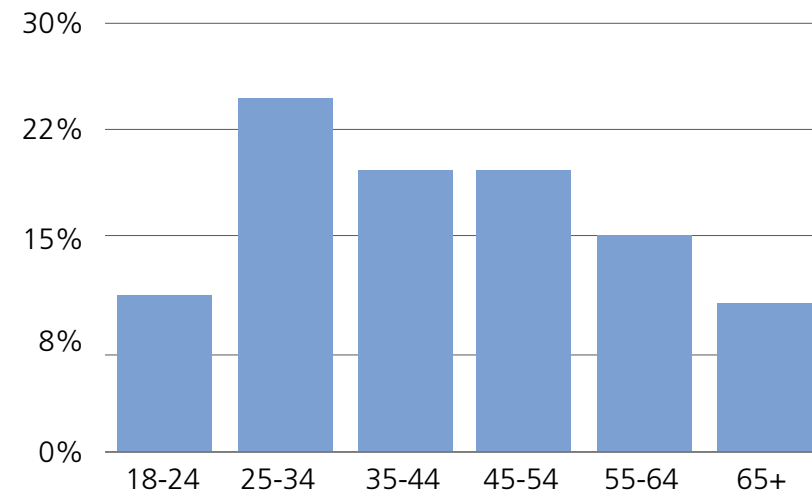
16 categories & ease of navigation keeps visitors online

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

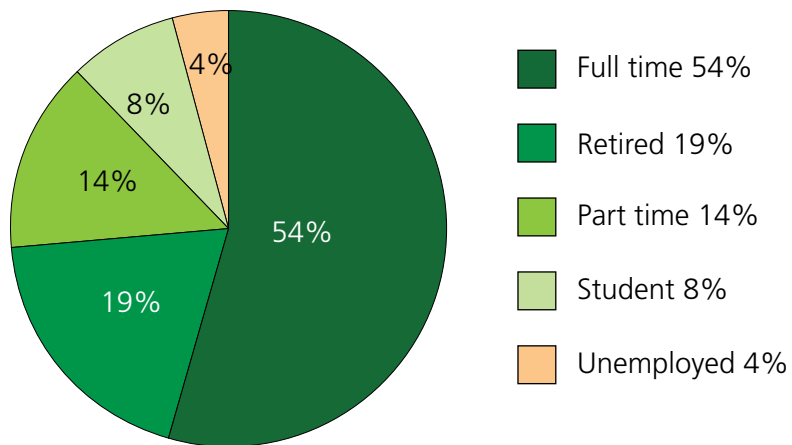


SOURCE: VISITORS SURVEY

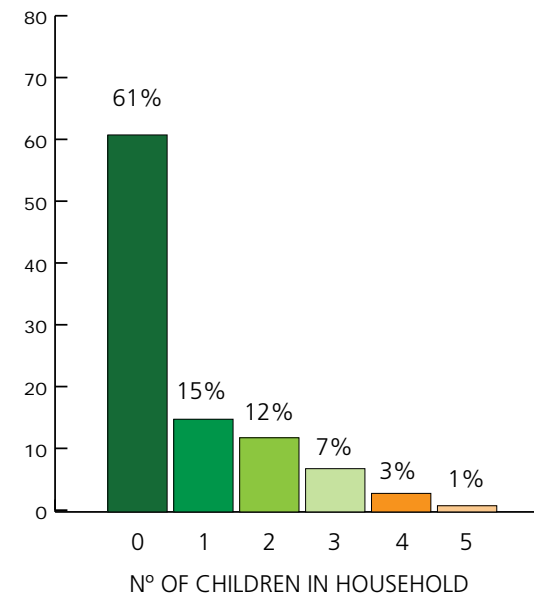
SOURCE: GOOGLE ANALYTICS

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

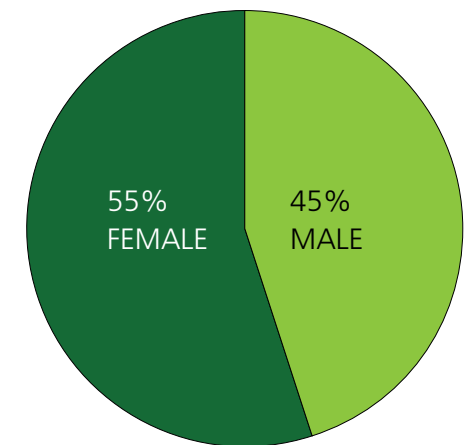
↓ VISITOR EMPLOYMENT



↓ NUMBER OF CHILDREN IN HOUSEHOLD



↓ VISITOR GENDER

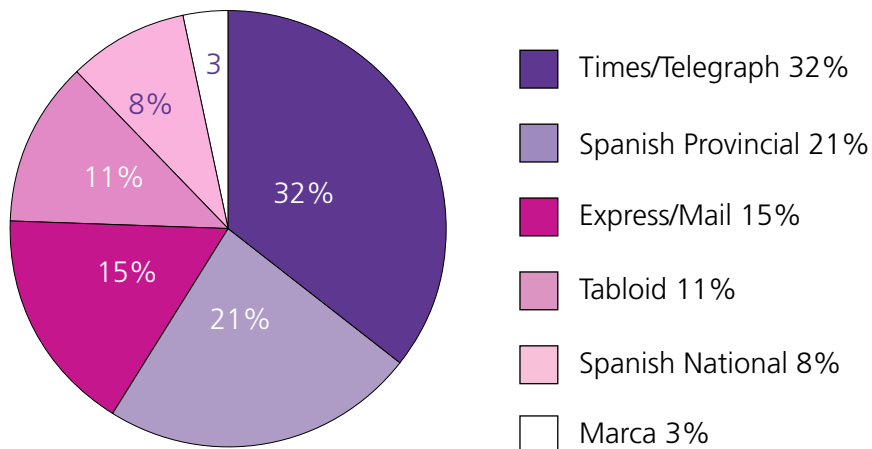


SOURCE: VISITORS SURVEY

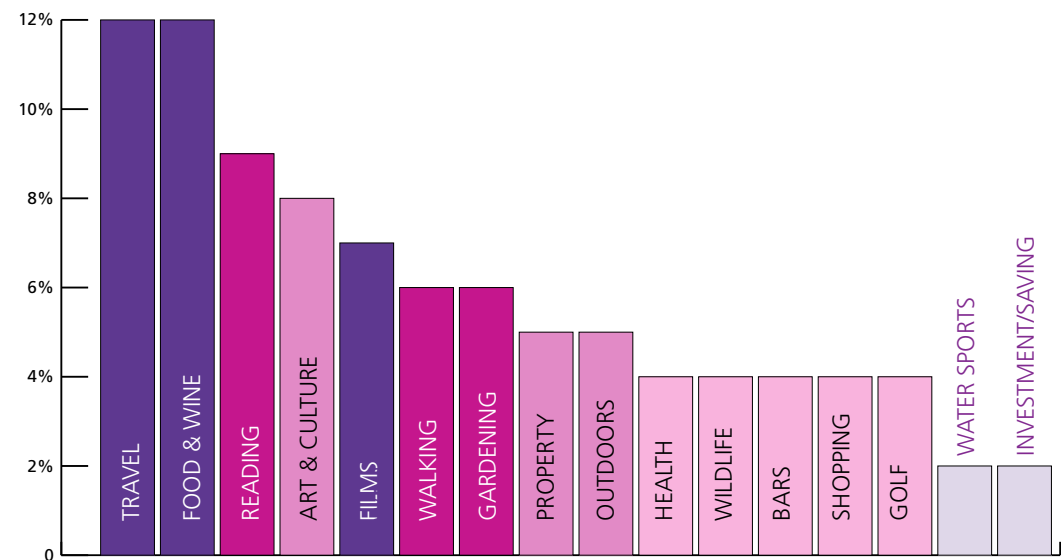
Average of 2.3 pages viewed per visit

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?



Now in 10+ other languages

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 5,000 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 55,000 visits a month.

Introduction to Andalusia in multiple languages.

In the expansion of Andalusia.com and to meet the needs of our international users, we have launched introductory versions of the website in a range of languages. Currently, these include German, Italian, Norwegian, Dutch, Romanian, Swedish, French, Japanese, Chinese, Russian and Arabic.



Jaén Cathedral at sunrise

5,000 pages of information
in Spanish relating to 800
destinations in Andalucía

Spanish version receives 55,000 visits 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.

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

 BOOKING.COM

 loveSpain.com

 Marco Properties

 shuttleDirect

 ZAGAleta

 recordGo
rent a car

 hostelbookers.com
Great Hostels. Free Booking. No Worries.

 flybus

 malagacar.com
rent a car - car sales - transfers

 SOLO
RENT A CAR

 PANORAMA
MARBELLA'S LONGEST ESTABLISHED REAL ESTATE AGENCY

 MARBELLA UNIQUE PROPERTIES

Clients trust Andalucia.com as their source of web traffic

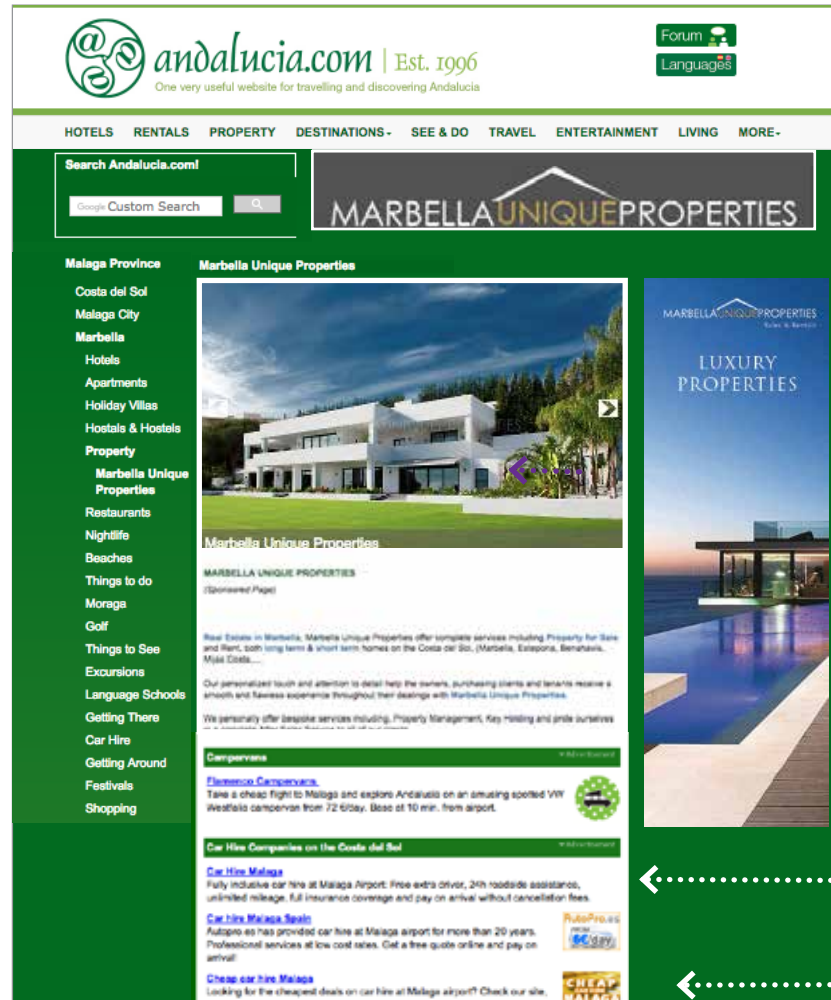
Advertising options

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.

- Branding
- Social Media campaigns
- Brand awareness
- Brand leverage
- Pay Per Click (PPC)



The screenshot shows the andalucia.com website with several advertising placements:

- LeaderBoard Banner:** A large banner at the top right for 'MARBELLA UNIQUE PROPERTIES' with dimensions 728 x 90.
- Other Banner sizes:**
 - Standard:** 468 x 60
 - Small:** 320 x 50
- Button Banners:** 200 x 150
- Box Banners:** 200 x 200
- Skyscrapers:** 200 x 600
- Text links:** Multiple text links for services like 'Campervans', 'Car Hire Malaga', and 'Cheap car hire Malaga'.
- Logo links:** Logo links for services like 'Campervans', 'Car Hire Malaga', and 'Cheap car hire Malaga' with dimensions 120 x 80.

We provide taylor made solutions designed to fit our clients' needs

Pay Per Clicks (PPC)

After 21 years providing detailed and useful information about Andalucía, the website has gained an excellent reputation among its readers as an authoritative guide to the region, along with an outstanding Google ranking. We are now pleased to announce an exciting new way to advertise on Andalucia.com:
Pay Per Click (PPC)

This promotion will be perfectly integrated into the rest of our website directing traffic from andalucia.com to your website.

We would like to offer you an invitation to join us in the new PPC campaign.



Industry competitive rates

What is Pay Per Clicks (PPC)?

Pay-per-click (PPC) is an internet advertising model used to direct traffic to websites, in which an advertiser pays a website and a visitor passes to the advertisers' website when the ad is clicked.

Andalucia.com Traffic Flow Chart



We receive over 400,000 visits per month and the majority of our readers are English - speaking and from the United Kingdom. We receive high positions in Google search results and are now in the world's top ten of GEO domains. We have proven success of directing relevant and targeted traffic to the websites and businesses of our clients.

You only pay each time your advert is clicked

Advertising options

We offer text links and logo links on a PPC basis.

Text Link:

Text links format: Company name + 15 word description Example:

[Finca Buenvino](#)

Country B&B a home from home in the Sierra de Aracena. Beautiful views, fabulous food, wonderful walks, divine infinity pool.

Logo Link:

Logo Links format: Company name + 25 word description + Logo. Example:

[Lamar Properties - Marbella Rentals](#)

Exclusive villas and apartments for holiday and long term rent in Marbella and surrounding.

Excellence in personal service and advice for your real estate requirements.

We will add links to related pages on Andalusia.com to increase exposure of your business and brand and direct relevant traffic to your website.

Each click means a visitor to your website

10 Pay Per Click advantages for your business

1. Your business will appear in various relevant pages on Andalucia.com
2. You will only pay each time your advert is clicked
3. Each click means a visitor to your website
4. Industry competitive rates
5. Targeted traffic
6. Set a ceiling according to your budget
7. Use Google Analytics to monitor the Andalucia.com traffic to your website
8. Optional logo for branding
9. You only pay for what you get
10. Monitor your ROI (Return on Investment)

You only pay for what you get

The company behind the website

Andalucia Com SLU is the company behind the “Information about Andalucía” website. Formed in 1996, 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.

Our Founder Chris Chaplow has been involved in Internet Governance via ICANN (Internet Corporation for Assigned Names and Numbers) for the last 5 years. In 2014 he received an award ‘In grateful recognition and appreciation of Chris’ extraordinary leadership in Contributing to the Business Constituency as the Vice Chair of Finance and Operations’.



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.

2017 – Andalucia.com celebrates 21 years online.



Andalucía Com SLU

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20 Celebrating
years

www.andalucia.com - your indispensable guide to Andalucía