andalucia.com

Media Information

andalucia.com

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

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.
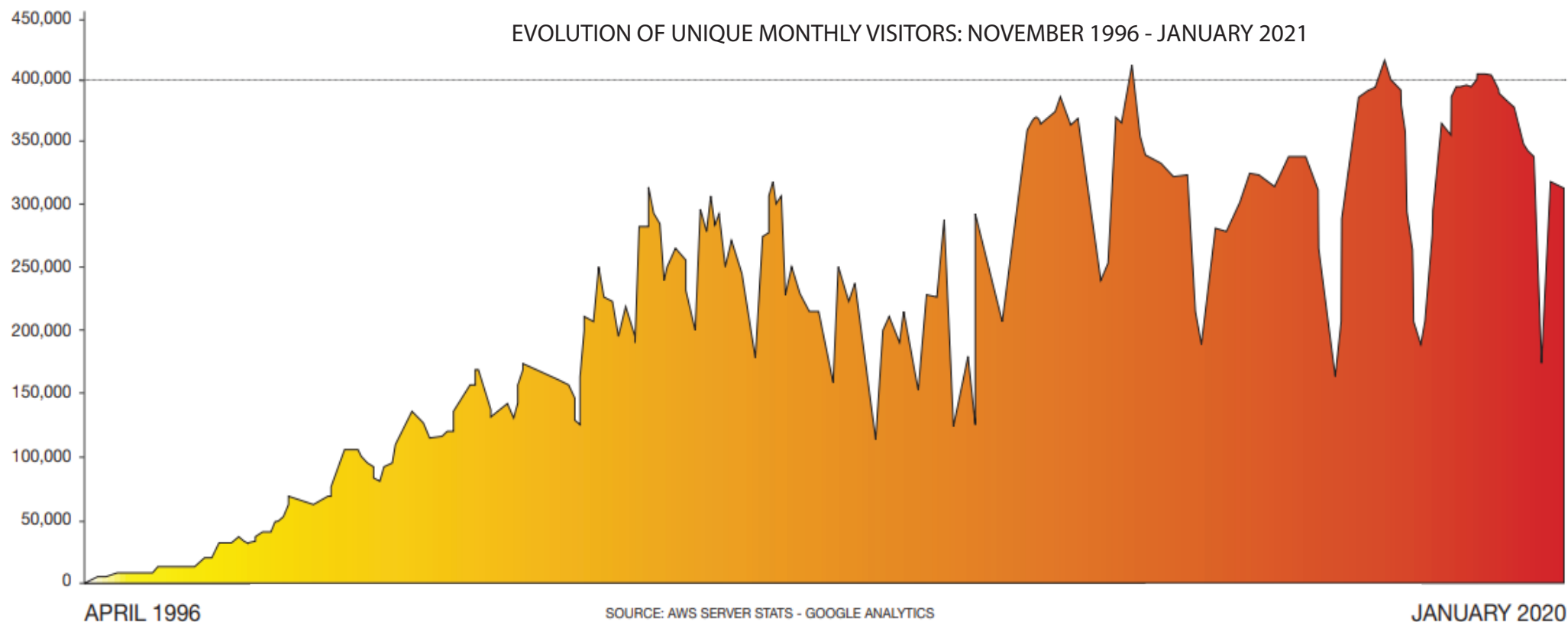
Chris Chaplow, Managing Director

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

Our site receives 500,000 visits every month

1

andalucia.com

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

EVOLUTION OF UNIQUE MONTHLY VISITORS: NOVEMBER 1996 - JANUARY 2021

SOURCE: AWS SERVER STATS - GOOGLE ANALYTICS

APRIL 1996

JANUARY 2020

10,000 pages of information relating to Andalucía, Spain

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

As well as 8 main content sections including hotels, travel, rentals, car hire, property, see & do, living, and destinations. We have other very popular sections:

Forum — An extremely active forum where members exchange thoughts about Andalucía

Social media — A chance to catch up on our highlighted features

Blog — Our editor explores Andalucían culture

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

andalucia.com

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

Google Analytics

MONTHLY STATISTICS JULY 2019

Unique visitors	407,885
Number of visits	529,287
Pages viewed	925,523

*Source: Google Analytics

Alexa — An amazon.com company

MONTHLY STATISTICS SEPTEMBER 2019

Unique visitors	382,895
Number of visits	492,137
Pages viewed	856,510

*Source: Alexa.com

MOST VISITED PAGES AVERAGE MONTH IN 2019

Home page	10,408
Cities – Malaga	2,679
Ronda	3,379
Marbella	6,693
Fuengirola	7,193
Seville	4,609
Travel/Bus	3,353
Costa del Sol – Estepona	2,662
Nerja	2,766
Mijas	3,703

*Source: Google Analytics

*ENGLISH LANGUAGE ONLY   OUR MONTHLY ALEXA STATISTICS ARE CERTIFIED

In a survey 88% of visitors said they would be back   5

More Statistics and Rankings for Andalucia.com

MORE INTERESTING FACTS:

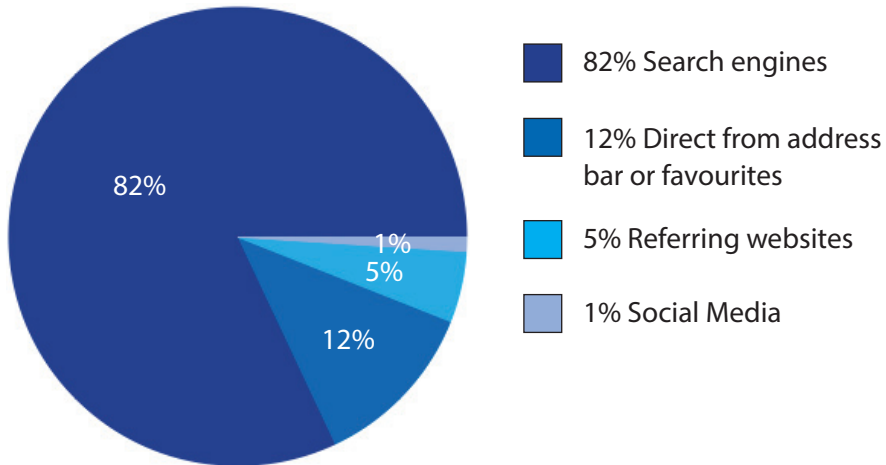|	
Wikipedia:	Listed on 81 pages
Alexa Rank:	30,000 - 60,000
MOZ Domain Authority:	67
Pages indexed and registered with Google: 30,200	
Inbound links to home page: 37,202 from 2,220 domains	
Inbound links to website: 683,157 from 11,649 domains	

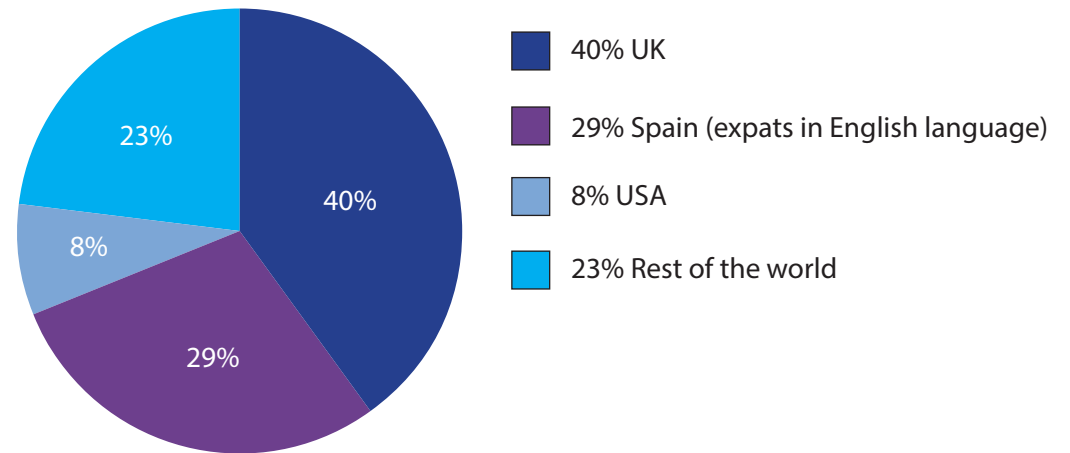(including BBC & Trip Advisor)

*ENGLISH LANGUAGE ONLY

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

Providing accurate marketing data to our advertisers across all sectors

↓ VISITOR SOURCE

- 82% Search engines
- 12% Direct from address bar or favourites
- 5% Referring websites
- 1% Social Media

↓ VISITOR STICKYNESS:

Average time on site 2'11"

Average Number of Pages Viewed 2.3

↓ VISITOR GEOGRAPHIC PROFILE

- 40% UK
- 29% Spain (expats in English language)
- 8% USA
- 23% Rest of the world
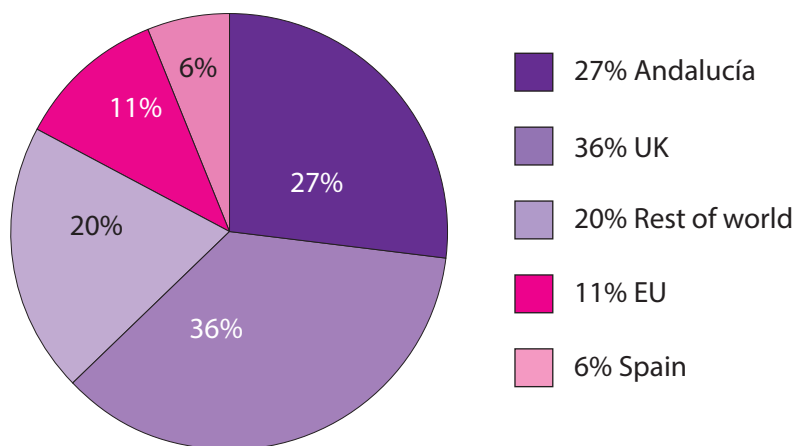
↓ VISITORS ON MOBILE (INCLUDING TABLET)

Sessions - Mobile 53% Tablet 13%

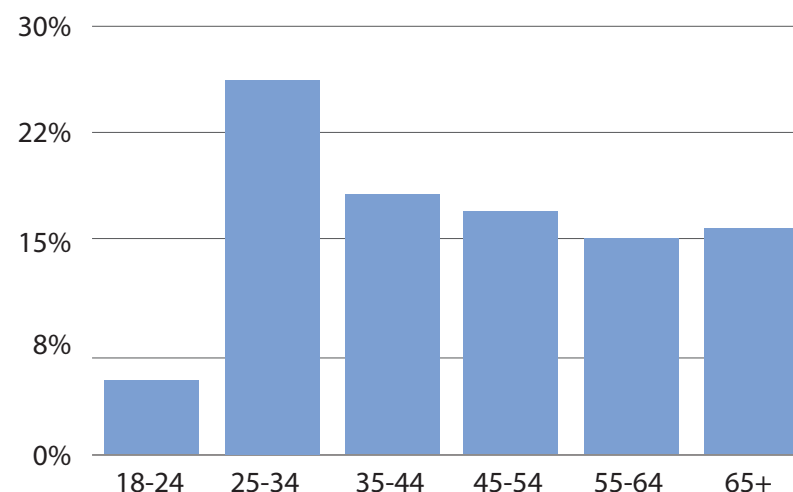SOURCE: GOOGLE ANALYTICS & ANDALUCIA.COM CERTIFIED ALEXA STATISTICS

8 main categories & ease of navigation keeps visitors online

andalucia.com

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

↓ VISITOR MAIN RESIDENCE

- 27% Andalucía
- 36% UK
- 20% Rest of world
- 11% EU
- 6% Spain

Pie chart: 27%, 36%, 20%, 11%, 6%

↓ VISITOR AGE GROUP

Bar chart — Age groups: 18-24, 25-34, 35-44, 45-54, 55-64, 65+. Y-axis: 0%, 8%, 15%, 22%, 30%

Nº 1 information portal on Andalucía (Alexa.com)

![andalucia.com logo] andalucia.com

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

VISITOR EMPLOYMENT

- Full time 54%
- Retired 19%
- Part time 14%
- Student 8%
- Unemployed 4%
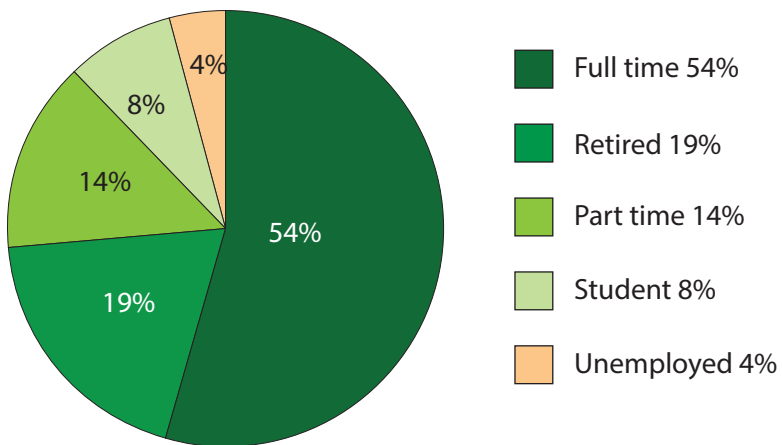
NUMBER OF CHILDREN IN HOUSEHOLD

Nº OF CHILDREN IN HOUSEHOLD

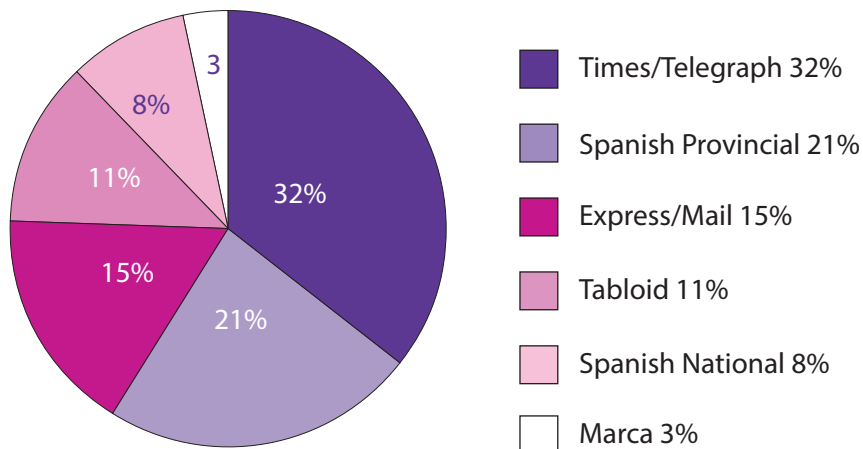**VISITOR GENDER**

55% FEMALE

45% MALE
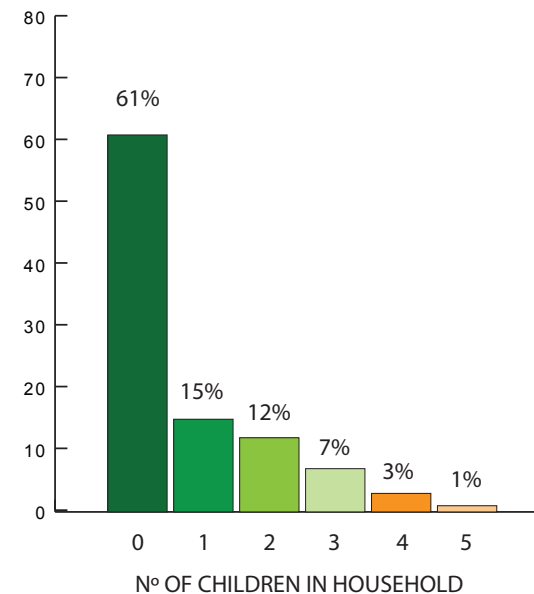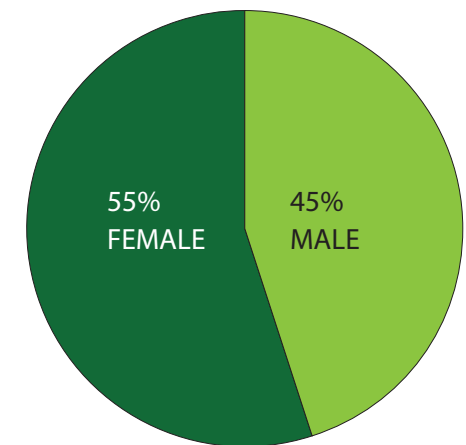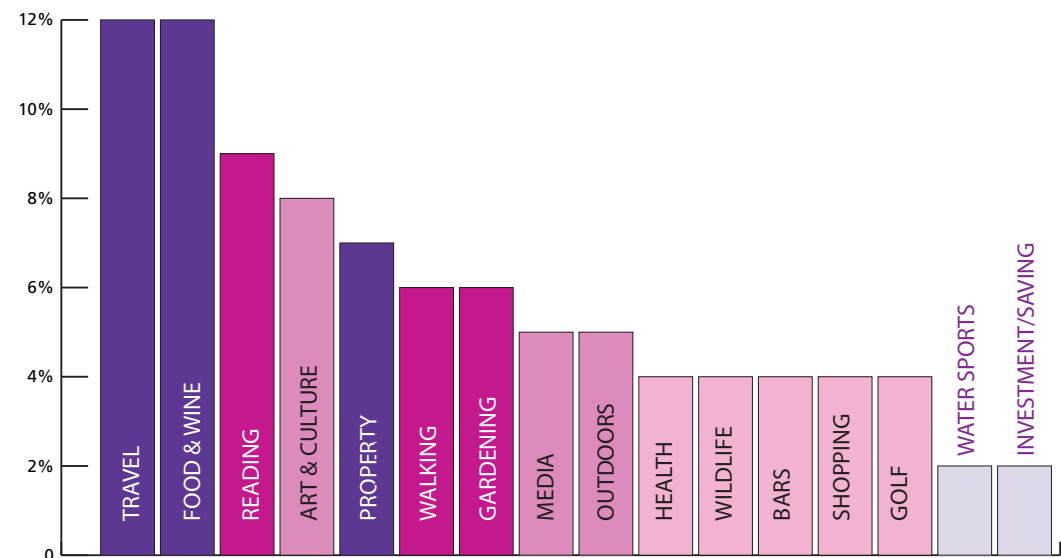
SOURCE: VISITORS SURVEY

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?

Pie chart legend:
- Times/Telegraph 32%
- Spanish Provincial 21%
- Express/Mail 15%
- Tabloid 11%
- Spanish National 8%
- Marca 3%

Pie chart values: 32%, 21%, 15%, 11%, 8%, 3%

Bar chart (interests):
- TRAVEL 12%
- FOOD & WINE 12%
- READING 9%
- ART & CULTURE 8%
- PROPERTY 7%
- WALKING 6%
- GARDENING 6%
- MEDIA 5%
- OUTDOORS 5%
- HEALTH 4%
- WILDLIFE 4%
- BARS 4%
- SHOPPING 4%
- GOLF 4%
- WATER SPORTS 2%
- INVESTMENT/SAVING 2%

Now in 10+ other languages

10

The Spanish Edition was launched in 2006

The Spanish language version of Andalucia.com was re-launched on our 10th anniversary in April 2006 and 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.

Introduction to Andalucia in multiple languages.

In the expansion of Andalucia.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

![andalucia.com logo]

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
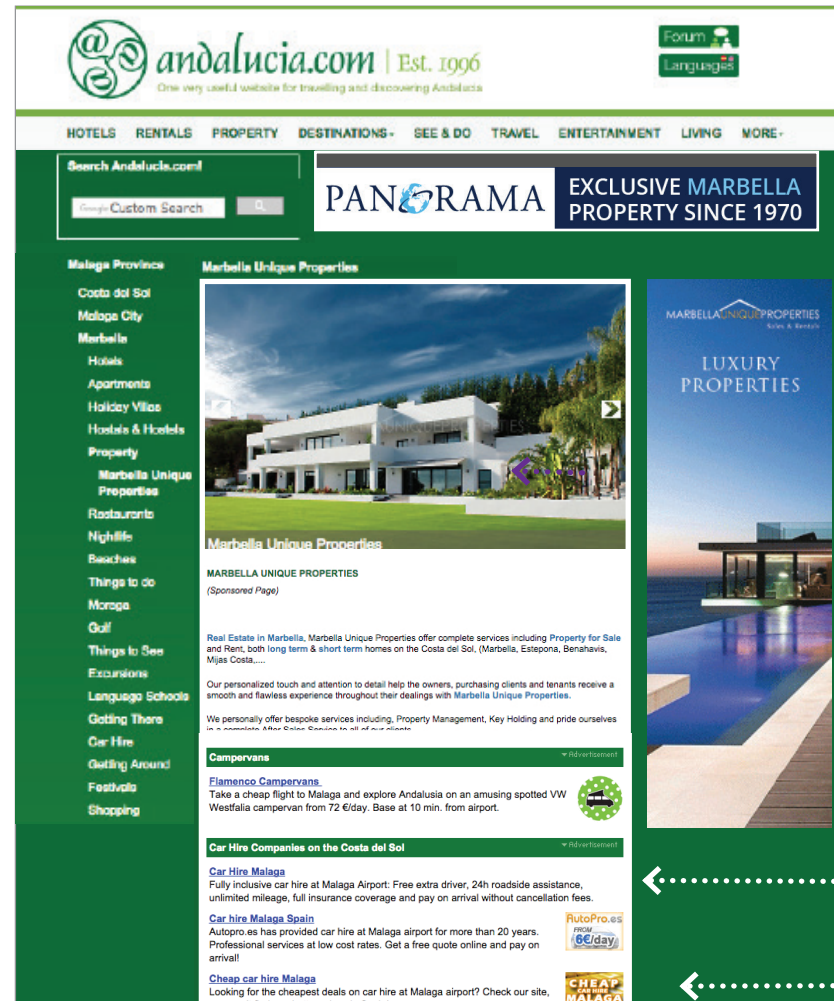email: advertising@andalucia.com

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)

LeaderBoard Banner

Skyscraper Banner

Text links

Logo links

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

Pay Per Clicks (PPC)

After 25 years providing detailed and useful information about Andalucía, the website has gained an excellent reputation among its readers as an authorative guide to the region, along with an outstanding Google ranking. We are pleased to announce an exciting 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

Daily Unique Visitors
18,807

Daily Pageviews
39,158

Monthly Unique Visitors
407,885

Monthly Pageviews
925,523

Your Business Sector

Your Website

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 15

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

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:

PAN RAMA
MARBELLA'S LONGEST ESTABLISHED REAL ESTATE AGENCY

Panorama Properties
Exclusive villas and apartments for sale in Marbella and surrounding areas. Established in 1970. Excellence in personal service and advice for your real estate requirements.

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

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 10 years. 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 Andalucia's 2008 Costa del Sol Business Awards.

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

2021 – Andalucia.com celebrates 25 years online.

www.andalucia.com - your indispensable guide to Andalucía