EURO WEEKLY NEWS
The people’s paper

“To support and inspire the individuals, neighbourhoods and communities we serve, by delivering news with a social conscience.”
The largest English-language newspaper in Spain

Content

3. Introductions
4. Customer is King
5. Our clients
6. Online digital services
7-8. WEB AD RATES and STATISTICS
9. NEWSPAPER
10. DISTRIBUTION
11. MISSION STATEMENT and SOCIAL CONCIONSE
12. EDITION DATES 2022
13. REGIONS COVERED
14-17. MODULE PRICES AND SIZES

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Tel: +34 951 38 61 61

EuroWeeklyNews  euroweeklynews  @euroweeklynews
Publishing newspapers is not for the faint-hearted. There has hardly been one day in the last 23 years that we have not been reminded of that as we have worked tirelessly to establish the EWN Media Group into the respected and expanding company that it is today.

EWN publications are each week read by almost half million expatriate and local readers throughout southern Spain and in Mallorca, making the company Europe’s largest free local newspaper in English.

Despite stiff competition, a global recession, pandemic, plus the ongoing ramifications of Britain’s EU exit, our mandate throughout has been to better serve advertisers and readers while continuing to expand.

As marketing demands and readers’ lifestyles have changed EWN has passionately and constantly strived not only to keep pace but to lead the expectations of clients and the public both in print and online. This is in-built in the EWN DNA.

Demanded from each member of our professionally trained teams is our own personally tried, tested and trusted formula of hard work, traditional values and the premise that the customer is king and service is paramount.

All clients are offered opportunities that can help expand and improve their businesses, with frequently significant levels of success.

Within the media world trust is often fragile, but award-winning EWN are constantly rated and recommended by international, national and leading local companies.

Having moved into a new state-of-the-art headquarters on the Costa del Sol and with other strategically located offices, teams of multilingual staff personally serve discerning clients from the Costa Blanca regions down the Coast to Gibraltar, as well as inland regions and the Island of Mallorca.

We look forward to being able to serve you in the future. Plus our millions of online and Social Media readers and followers.

Michel & Steven Euesden
PUBLISHERS
DO YOU WANT TO BE KING?

Across all six newspapers, website and social media each week by EWN, the daily edict is simple:
The customer is king.
Everyone from the owners and senior management through to the sales and marketing staff, design, production and editorial departments... each and every employee must strive to help provide the best possible service.
With packages personally tailored to suit clients – from major international advertising agencies to new one-owner businesses advertising for the first time – the aim is to simply showcase and promote products in the best possible way.
Over the 23-year lifespan of EWN, client expectations have increased as the company has grown in size and gained in strength throughout its ever-greater footprint area.
Ever-higher expectations, increasing challenges plus falling business levels during the global recession and pandemic have made all businesses put advertising expenditure under ever-closer scrutiny.
Advertising is rarely a truly tangible commodity. But it is an essential part of the business equation for those seeking ongoing and increasing success.
As Henry Ford remarked: "A man who stops advertising to save money is like a man who stops a clock to save time."
Whether in print, online or through social media, EWN offers advertising deals that provide exceptional exposure and value.
These can individually, through a combination of print, online, or with social media, reach millions of readers and followers.
You want to be KING?
Then include EWN Media in your marketing budgets!

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ONLINE DIGITAL SERVICES OFFER SOMETHING FOR ALL

EWN online advertising provides a specific and truly successful marketing choice.
The group's new website and app enables clients to target potential audiences more efficiently and to grow their presence more effectively in campaigns with advertisements in print.
Whether seeking traditional banner advertising, sponsorship opportunities, social media campaigns or direct email marketing, EWN helps international, national and local businesses to ensure that their specific message is seen potentially by tens of thousands of would-be customers.
EWN's new flagship website - www.euroweeklynews.com - is updated 24/7 with breaking news and articles targeted to prime audiences across Spain and the UK, while additionally picking up global traction. On course to reach more than two million visitors and three million page views a month, the average reader stays on site for almost five minutes.
All editions of EWN print newspapers are also uploaded to the website as full electronic e-newspapers to read online or download.
Plus they are sent out to our 70,000 + subscribers and 4,000 + advertisers every Thursday.
The website is responsive with user-friendly individual designs that optimally adapt to display whether viewed on desktop computers, laptops, tablets or smartphones.
Because stories are constantly uploaded throughout each day, with www.euroweeklynews.com updated with breaking news 24/7/365, online followers are attracted and frequently return several times daily. We also send out daily breakings news stories to our 70,000 + subscribers.
This professional online service guarantees that each month more and more loyal readers return time and again, with each a potential new customer for every online advertising client.
The EWN bilingual digital team with experts in content management, social media and graphic design, ensure that even the most discerning of clients with eclectic needs are provided with bespoke online advertising campaigns that provide maximum impact and reach.
Whether seeking sales, leads or traffic, the digital staff - working hand-in-hand with print media colleagues - help each and every client whether a Blue Chip company or a fledgling individual to reach their own desired goal.
## WEB BANNER PRICES

<table>
<thead>
<tr>
<th>Region</th>
<th>Price</th>
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<tr>
<td>World Wide</td>
<td>599€</td>
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<tr>
<td>UK &amp; Spain</td>
<td>499€</td>
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<tr>
<td>Spain or UK</td>
<td>399€</td>
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<tr>
<td>W/W except SP &amp; UK</td>
<td>299€</td>
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<tr>
<td>Regional ie Andalucia</td>
<td>249€</td>
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<tr>
<td>*Provincial ie Malaga</td>
<td>199€</td>
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<tr>
<td>*Municipality ie Coin</td>
<td>149€</td>
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<tr>
<td>Town ie La Cala</td>
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1€ per click or 5€ per 1,000 impressions

All prices are + iva

* Where possible

Prices are monthly minimum booking
3 months book & pay 6 months and get
1 free month extra book and pay 12 months and get
3 months extra free.
DIGITAL MEDIA PLANS

**Bronze**
- 2 posts per week Facebook & Instagram/Twitter.
- Setup of the pages if needed.
- Making sure that all crucial information is found on the pages.
- Audience interactions and comments reports.
- Report once a month.

450€ +IVA/MONTH

**Silver**
- 3 posts per week in every social media profile.
- Setup of the pages if needed.
- Making sure that all crucial information is found on the pages.
- Boosted posts with the client’s target audience.
- Sharing and recommending in local Facebook groups.
- Audience interactions, organic reach and comments reports.
- Report once a month.

550€ +IVA/MONTH

**Gold**
- 5 posts and stories per week in every social media profile.
- Setup of the pages if needed.
- Making sure that all crucial information is found on the pages.
- Boosted posts and ads targeted campaigns with the client’s goal.
- Sharing and recommending in local Facebook groups.
- Audience interactions, organic reach and comments reports.
- Marketplace management.
- Report once a month.

800€ +IVA/MONTH

**Platinum**
- 7 posts and stories per week in every social media profile.
- Setup of the pages if needed.
- Making sure that all crucial information is found on the pages.
- Boosted posts and ads targeted campaigns with the client’s goal.
- Sharing and recommending in local Facebook groups.
- Audience interactions, organic reach and comments reports.
- Marketplace management.
- Report twice a month.
- Sponsored articles.

1400€ +IVA/MONTH

Take full advantage of your Social Media!

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EuroWeeklyNews @euroweeklynews @euroweeklynews
Visits: 1.5M+
Page Views: 2.4M+
TOP 10 WEBSITE COUNTRIES

Monthly Average % of Visitors Geographically:

1. Spain .................. 37.69%
2. United Kingdom .......... 34.38%
3. United States ........... 8.75%
4. Ireland .................. 2.63%
5. Canada .................. 1.43%
6. Netherlands ............. 1.41%
7. Germany ................ 1.21%
8. Sweden .................. 1.08%
9. Australia ................ 0.89%
10. France .................. 0.70%

EuroWeeklyNews  euroweeklynews  euroweeklynews
DISTRIBUTION

Euro Weekly News, the largest English language publication in Spain, distributes 134,000 papers through more than 4,000 distribution points in carefully selected locations every week of the year. Making the EWN between 4 to 10 times larger than any other free English newspaper in Spain.

Come sun, rain, fiestas and holidays, the EWN is the paper of choice among the large number of the British and English-speaking expats who call various parts of Spain their home.

It may not be space science, but weaving such a truly successful and effective distribution web across the entire footprint area of the EWN six weekly editions is constantly work in progress.

But constant and ongoing fine tuning ensures that everyone among the English-language reading public - from British expats to the discerning Scandinavian 'Snowbirds' who call Spain their home, and from Spanish nationals to Russian expat residents - can easily find copies each week.

Statistics show that the EWN is the most avidly read English-language publication from Costa del Sol to the Costa Blanca North, from Mallorca to Axarquia...and of course additionally throughout Almeria and the Costa Blanca South.

This spells out that the readers are clearly happy, and in turn this makes the advertising clients happy, for they know their advertisements are being seen by the very people they want as customers.

The success of the EWN is purely on numbers. The more you print the more readers the more better response for our advertisers, better response for advertisers then more advertisers more advertisers the more copies we can print and so it goes on.

This is why the EWN is the largest the strongest FREE English newspaper in Spain.
REGIONS COVERED

■ COSTA DEL SOL 46,000 COPIES
1,200 DISTRIBUTION POINTS

■ COSTA BLANCA NORTH 25,000 COPIES
750 DISTRIBUTION POINTS
Altea El Planet, La Nucia, Polop, Finestrat, La Marina Shopping Centre, Villajoyosa, El Paraiso, Coveta Fuma, Alkabir, El Campello, Muchamiel / Mutxamel, Benidoleig Golf, Busot, Albir, Altea La Vella, Alfaz del Pi, Benidorm, Poniente Beach, La Cala, Benissa, Calpe, Alcalali, Jalon, Lliber, Parcent, Benigembla, Oropesa, Benidoleig, Llosa, Teulada, Tabarca, Fustera and Moraira, Benitachell, Javea (Cap Nao), Javea Port, Jesus Pobre, Gata de Gorgos, Pedreguer, Ondara, La Sella Urb, La Xara, Dénia, Els Poblets, Deveses Beach (Oliva), Oliva Nova, Oliva Town, Palma de Gandia, Gandia, Alqueria de la Contessa, El Vergel, Beniarbeig.

■ COSTA BLANCA SOUTH 30,000 COPIES
850 DISTRIBUTION POINTS

■ MALLORCA 10,000 COPIES
350 DISTRIBUTION POINTS
Palma, Santa Catalina, Portixol, Can Pastilla, Son Servera, Cala Bone, Cala Millor, Sa Coma, S’Illot, Felanitx, S’Horta, Porto Colom, Cala d’Or, Santanyí, Campos, Llucmajor, Algaida, Marrévent, San Agustin, Cas Catala, Illetas, Bendinat, Portals Nous, Puerto Portals, Costa den Blanes, Son Caliu Nou, Palma Nova, Torrenova, Magalluf, Cala Vinyas, Son Ferrer, El Toro, Port Adriano, Santa Ponsa, Costa de la Calma, Andratx, S’Arenal, Puerto Andratx, Camp de Mar, Paguera, Son Bugadellas, Calvia, Espeñol, Valdemossa, Deia, Puerto Soller, Soller, Festival Park, Palmanova, Santa Maria, Consell, Alaro, Binissalem, Inca, Sa Pobla, Pollensa, Cala San Vicente, Puerto Pollensa, Alcudia, Alcudia, Port de Alcudia, Playa de Muro, Can Picafort, Manacor, Son Gual.

■ COSTA ALMERIA 13,000 COPIES
420 DISTRIBUTION POINTS

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Consistently providing the most effective and successful way for advertising clients to get businesses and products seen by the people they want to reach, the EWN is the longest and largest running free English-language newspaper in Europe.

The 6 EWN print editions collectively boast a weekly readership of more than half a million, with over 300 pages printed every week the six separate editions available throughout Southern Spain and Mallorca.

With a total monthly circulation of more than half a million, the EWN provides the best and only truly comprehensive guide to news, views, business, leisure, health, beauty, dining, television, technology and sport along with locally written insights to life among the discerning expatriate communities in Costa del Sol, Costa Blanca North, Costa Blanca South, Almería, Axarquia and Mallorca.

The EWN is either the only weekly FREE newspaper in English in these areas and is always 4 to 10 times larger then and free newspaper in those areas.

As a handy tabloid publication, the EWN ensures that all advertisements have a longer shelf-life than in daily newspapers or those broadcast on local radio and television.

Bilingual sales staff in various regional EWN offices fully understand the marketing needs of Blue Chip international companies along with national companies, established local firms, as well as fledgling businesses.

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EuroWeeklyNews euroweeklynews @euroweeklynews
# EDITION DATES 2022

## JANUARY
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Facebook: @Euroweeklynews Instagram: @euroweeklynews Twitter: @euroweeklynews
AD PRICES/MODULES

**Full page 6x6:**
- Costa del Sol: 1000€
- Costa Blanca North: 600€
- Costa Blanca South: 600€
- Costa de Almeria: 500€
- Mallorca: 500€
- Axarquia: 500€

**Junior Page 5x5:**
- Costa del Sol: 800€
- Costa Blanca North: 500€
- Costa Blanca South: 500€
- Costa de Almeria: 400€
- Mallorca: 400€
- Axarquia: 400€

**1/3rd Page, 6x2, 2x6:**
- Costa del Sol: 400€
- Costa Blanca North: 300€
- Costa Blanca South: 300€
- Costa de Almeria: 200€
- Mallorca: 200€
- Axarquia: 200€

**1/4 Page, 3x3:**
- Costa del Sol: 300€
- Costa Blanca North: 200€
- Costa Blanca South: 200€
- Costa de Almeria: 150€
- Mallorca: 150€
- Axarquia: 150€

**1/6th Page, 6x1, 3x2, 2x3, 1x6:**
- Costa del Sol: 200€
- Costa Blanca North: 150€
- Costa Blanca South: 150€
- Costa de Almeria: 100€
- Mallorca: 100€
- Axarquia: 100€

**2/3rd Page, 6x4, 4x6:**
- Costa del Sol: 700€
- Costa Blanca North: 450€
- Costa Blanca South: 450€
- Costa de Almeria: 350€
- Mallorca: 350€
- Axarquia: 350€

**1/2 Page, 6x3, 3x6:**
- Costa del Sol: 600€
- Costa Blanca North: 400€
- Costa Blanca South: 400€
- Costa de Almeria: 300€
- Mallorca: 300€
- Axarquia: 300€

**1/8th Page, 4x1, 1x4, 2x2:**
- Costa del Sol: 140€
- Costa Blanca North: 100€
- Costa Blanca South: 100€
- Costa de Almeria: 70€
- Mallorca: 70€
- Axarquia: 70€

**50mm x 38mm, 1 module:**
- Costa del Sol: 40€
- Costa Blanca North: 30€
- Costa Blanca South: 30€
- Costa de Almeria: 20€
- Mallorca: 20€
- Axarquia: 20€

The following charts provide the exact measurements of all the advertising shapes and sizes available, including direct multiplication of the base 1 module. Larger advertisements benefit in size due to the space between the individual modules.

For advertisement in multiple editions, please ask for specific prices.

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ROP

1x3
50mm x 125mm
Modules Advert

2x3
104mm x 125mm
1/6th Page
Advert

3x3
156mm x 125mm
Quarter
Page Advert

6x3 • 315mm x 125mm
Half Page Vertical Advert

1x6 • 1/6th Page
50mm x 255m
Advert

2x1 • 104mm x 38mm
Double
Module Advert

2x5 • 104mm x 212mm
Modules Advert

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