



andalucia.com



Media Information

One very useful guide for travelling & discovering Andalusia.

The andalucia.com 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 300,000 visitors a month.

Our MOZ ranking is 66.

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



Chris Chaplow, Managing Director

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

Our site receives 300,000 visitors a month

Andalucia.com has a high level of social media engagement through Facebook, Instagram and LinkedIn



Forum



Andalucia.com has an extremely active forum (380,000 posts)

Andalucia.com provides brands with unique opportunities to connect with a highly targeted and engaged audience



↓ **MONTHLY STATISTICS JULY 2024**

Active Users	219,937
Number of Sessions	296,924
Pages viewed	388,012

Source: Google Analytics GA4

↓ **CAPITAL AND PROVINCE PAGE VIEWS
APRIL 2024**

Málaga	46,441
Seville	44,728
Almería	15,877
Cádiz	13,704
Granada	11,202
Córdoba	6,084
Huelva	4,723
Jaén	1,422

*Source: Google Analytics

ENGLISH LANGUAGE ONLY (other languages are in addition to this figure)

200,000 engaged sessions per month

More Statistics and Rankings for Andalucia.com



MORE INTERESTING FACTS:



WIKIPEDIA

Over 250 citations

MOZ Domain Authority:

65

Pages indexed & registered with 

64,900

Inbound links to website:

35,598 from 15,600 domains

 **website trustscore:**

100/100

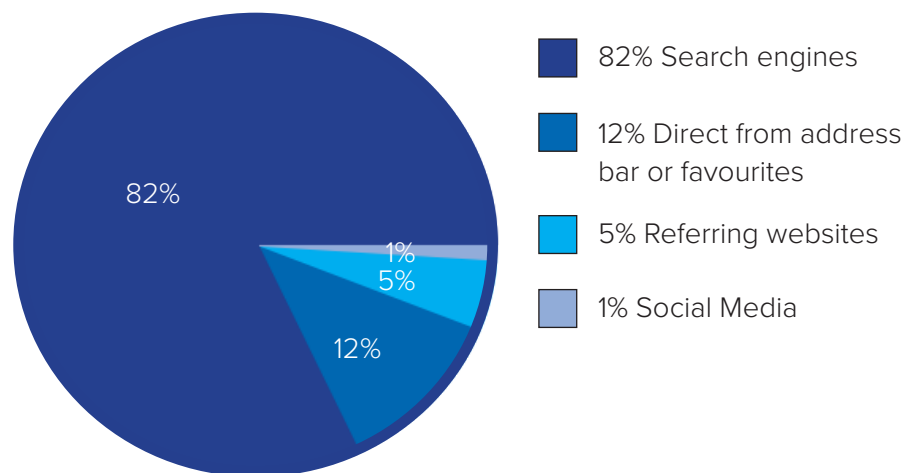
ENGLISH LANGUAGE ONLY

SOURCE: MOZ

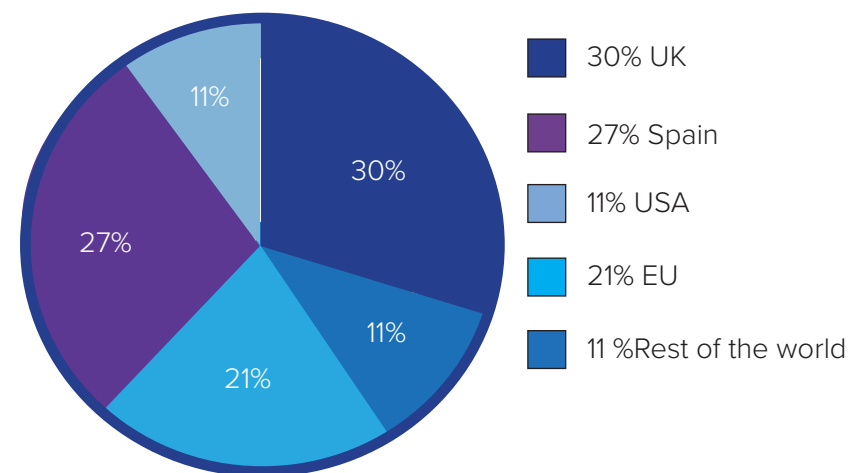
Join us and reach millions of potential customers

Providing accurate marketing data to our advertisers across all sectors

↓ VISITOR SOURCE



↓ VISITOR GEOGRAPHIC PROFILE



↓ VISITOR STICKYNESS:

Average time on site 1 min 7 sec

Average Number of Pages Viewed per active user: 1.77

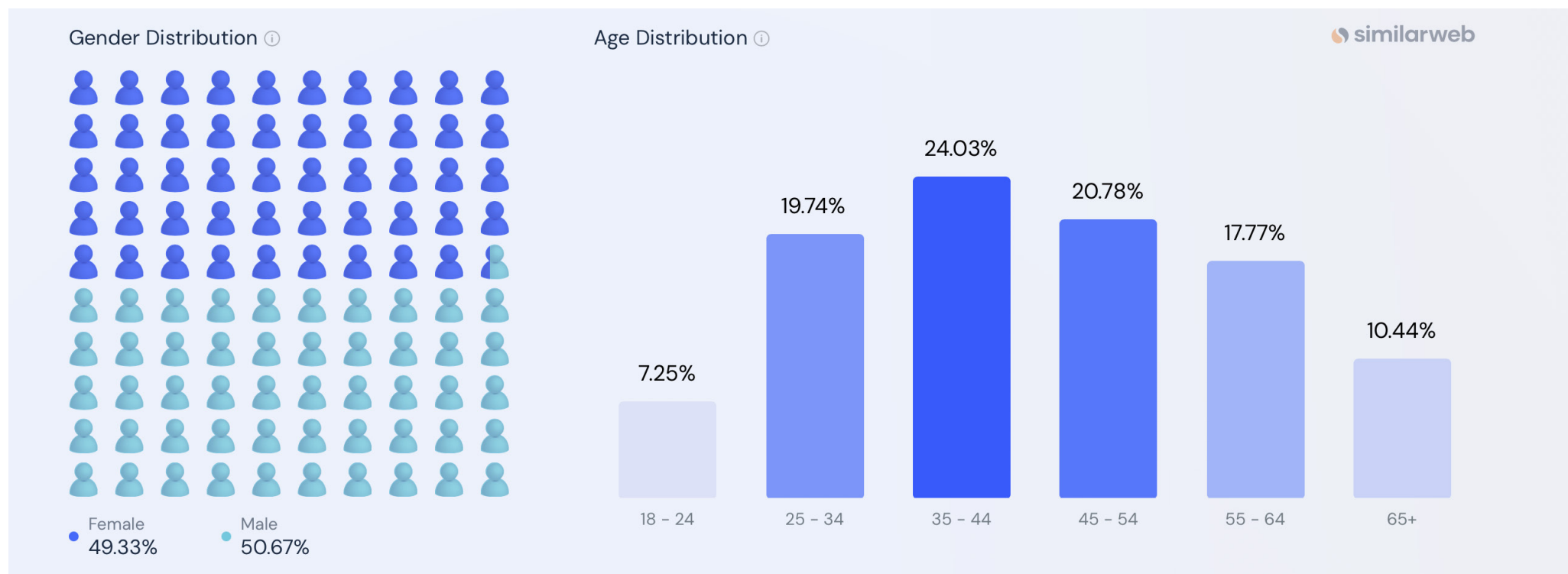
↓ VISITORS ON DEVICES

Sessions - Mobile 63% Desktop 33% Tablet 4%

SOURCE: GOOGLE ANALYTICS

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



SOURCE: SIMILAR WEB

Andalucia.com maintains a low advertiser-to-content ratio

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.

Introduction to Andalucía 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.



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

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' links to banners and page sponsorship.

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



Clients trust Andalucia.com as their source of web traffic

Advertising options

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

Prices depend on page positions and traffic ranking.

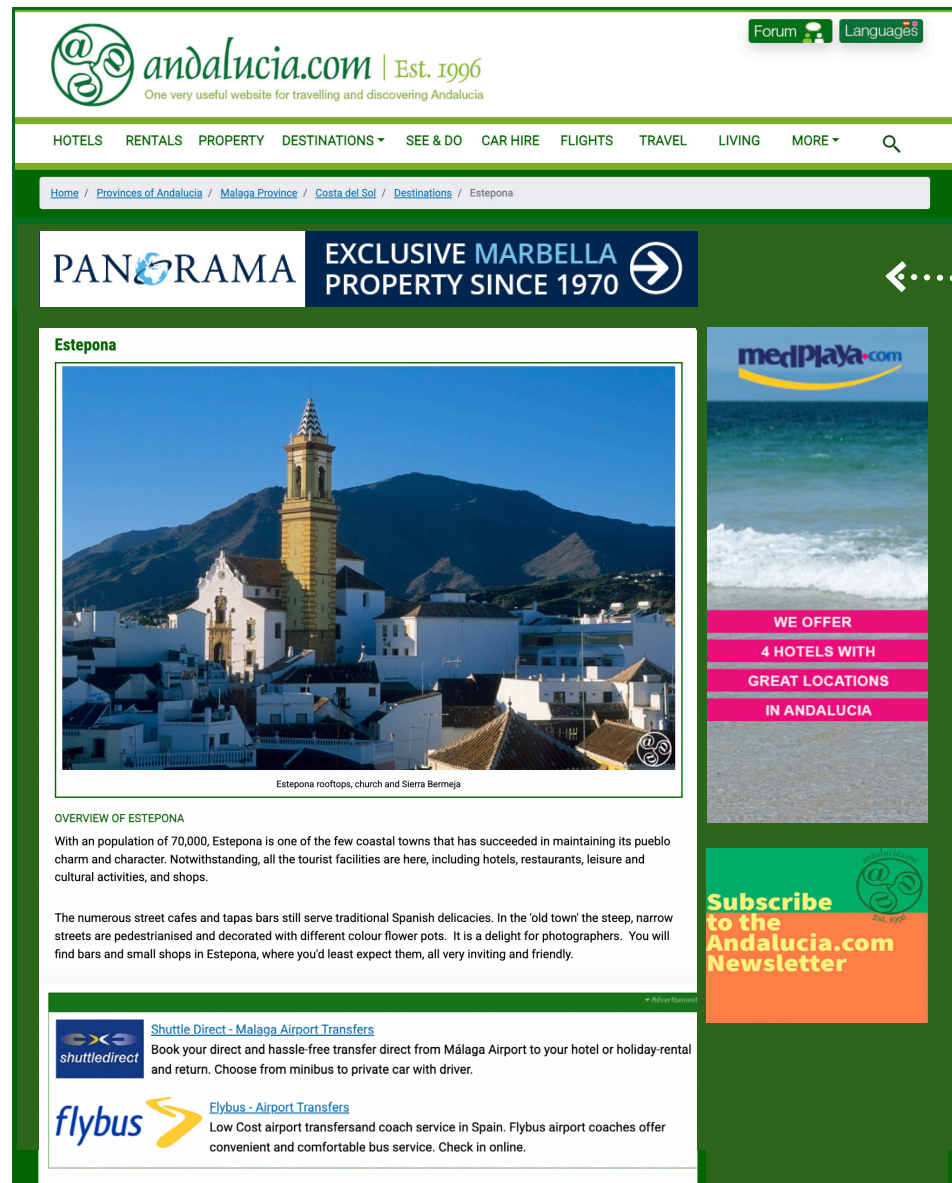
Volume discounts based on the level of investment committed.



We provide taylor-made solutions for each client

Banners

Examples of the range of banner positions



Logo links>

<..... Masthead and
Leaderboard
(1278 x 90px)

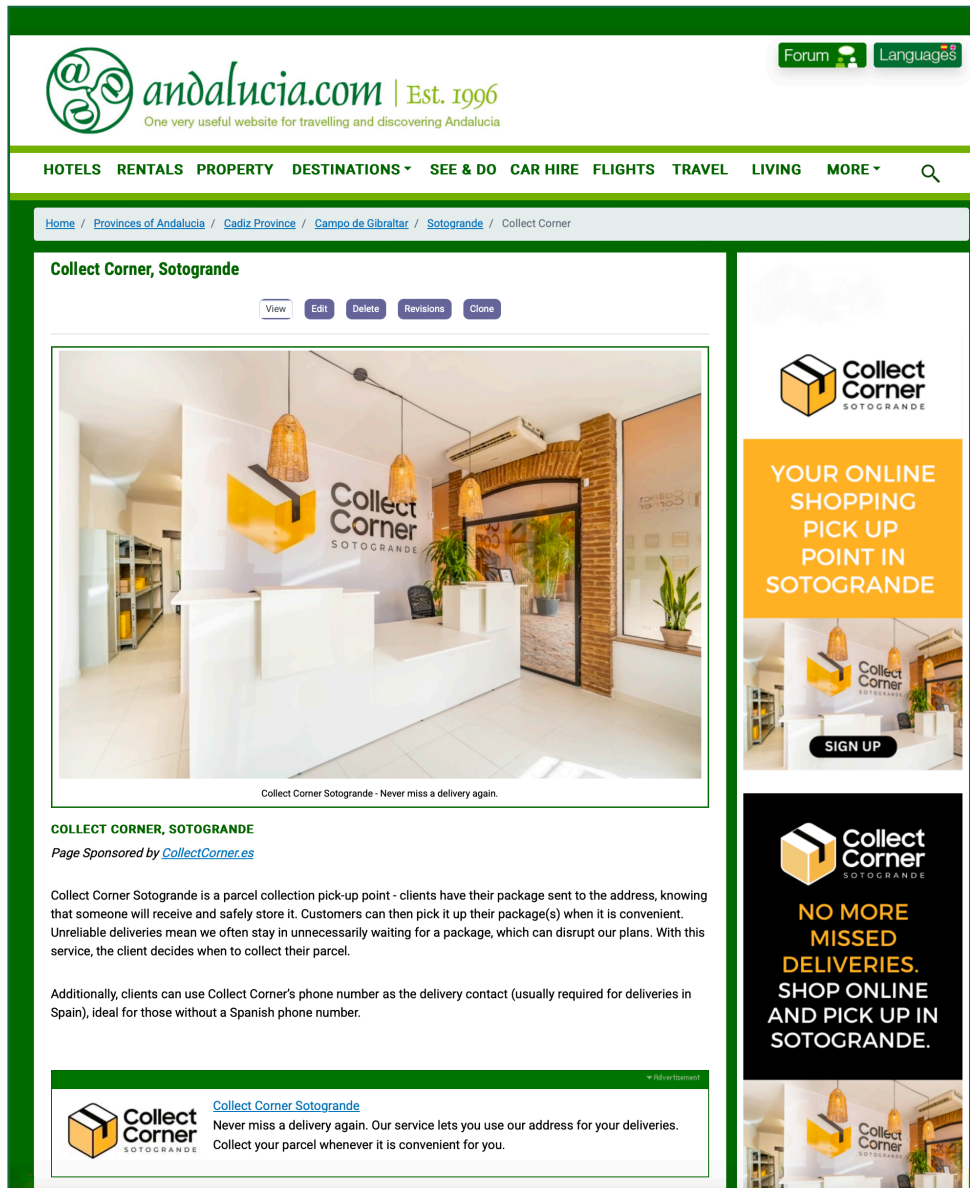
<..... Skyscraper
(300 x 600 pixels)

<..... Buttons
(300 x 300 pixels)

Banners are ideal for branding campaigns

Sponsored page

Just like a magazine,
a whole page is dedicated
to your business



The screenshot shows a sponsored page on the andalucia.com website. The page is titled "Collect Corner, Sotogrande" and features a large image of the Collect Corner Sotogrande storefront. The page is sponsored by CollectCorner.es, as indicated by the "Page Sponsored by" text. The main content describes the service: "Collect Corner Sotogrande is a parcel collection pick-up point - clients have their package sent to the address, knowing that someone will receive and safely store it. Customers can then pick it up their package(s) when it is convenient. Unreliable deliveries mean we often stay in unnecessarily waiting for a package, which can disrupt our plans. With this service, the client decides when to collect their parcel." It also mentions that clients can use Collect Corner's phone number as the delivery contact. The page includes a "SIGN UP" button and a footer with the Collect Corner Sotogrande logo and contact information.

Sponsored pages on andalucia.com rank highly on Google

Links

We offer text links and logo links.

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.

Logo Link:

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



[Panorama](#)

Market Leaders in Quality Marbella Properties since 1970, four generations of Real Estate Professionals since 1904.

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

Each click means a visitor 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 over two decades. 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 15 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 Andalucía's first Costa del Sol Business Awards.

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

2026 – Andalucia.com will celebrate 30 years online.

Advertising on Andalucía.com is a strategic choice

It aligns with every stage of the sales funnel, ensuring businesses reach potential customers at the right moment in their journey. Here's how:

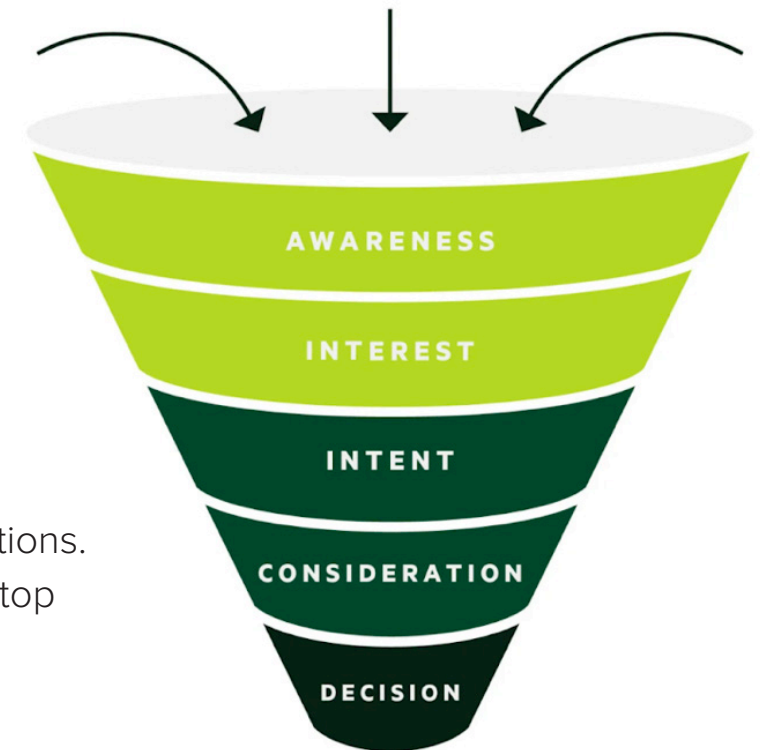
1. Awareness & Interest Stage (Top of Funnel)

At this stage, travellers are just starting to explore destinations. With high organic traffic and authoritative content, Andalucía.com attracts users seeking inspiration. Advertisers benefit from brand exposure to a highly targeted audience interested in visiting or investing in Andalucía.

2. Intent & Consideration Stage (Middle of Funnel) Travellers begin researching specific regions, accommodations, tours, and experiences. Andalucía.com provides detailed guides, articles, and recommendations, allowing advertisers to engage potential customers actively comparing options. Featured listings, banners, and sponsored content can position brands as top choices.

3. Decision and Booking Stage (Bottom of Funnel)

At this critical stage, users are ready to book hotels, tours, hire cars, book transfers,



Why Advertise on Andaluca.com

- Highly Targeted Audience – Visitors are already interested in Andalucía, increasing the likelihood of engagement.
- Authority & Trust – As a well-established travel platform, Andalucía.com provides credibility that enhances advertiser reputation.
- Conversion-Driven Opportunities – Well-placed ads, listings, and sponsored content influence decisions and drive bookings.

If you'd like to find out how we can help your business, get in touch today

Call (+34) 952 897 865

email: advertising@andalucia.com



Industry competitive rates



Andalucia Com SLU

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www.andalucia.com - your indispensable guide to Andalucía