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Olé Magazine

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DEPOSITO LEGAL: MA547/85
ISSN: 0214 6355

SE (free newspaper)

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DEPOSITO LEGAL: MA1880/91
ISSN: 1575-619X

Technical information

OLÉ MAGAZINE:

Type of print: Offset
Format: 230 x 273 mm
Print area: 230 x 273 mm
Material format: PDF
Edition: up to 15 000 copies

FINLAND: subscribers, newsagents, travel agencies and fairs and other events

SPAIN: subscribers, newsagents, fairs and other events. Finnish subscribers get a second copy of the magazine for free when visiting Spain.

OTHER: All direct Helsinki-Málaga and Helsinki-Alicante flights by Air Finland

SE (FREE NEWSPAPER):

Print: Rotation
Format: 290 x 370 mm
Print area: 250 x 350 mm
Material format: PDF
Edition: 10 000–12 000 copies

SPAIN: Free distribution

FINLAND: More than 1 200 subscribers

OTHER: Free e-parer on our website

Information

Finnish winter residents and summer tourists are considerable buyers of products and services in Spain. With the publications of Olé Publishing the information of your company will reach reliably the target group you are aiming at: Finnish, high purchase power clients **who have a regular and keen interest in Spain.**

Olé magazine – the only magazine in the world specialized in informing Finnish people about all aspects of life in Spain – is celebrating its 27th anniversary. The fidelity of our readers and clients speaks volumes of the usefulness of our magazine and has enabled us to reach such a remarkable milestone. **Our subscribers get all the information from us they need to live in or visit Spain regularly and our advertising clients benefit from attracting Finnish clients who are known for their high purchase power.**

The circulation of Olé is up to 15 000 copies a month. They are distributed in the following manner: Subscribers in Finland (of whom almost all have a second residence in Spain and spend part of the year here); subscribers in Spain; **direct Air Finland flights Helsinki-Málaga and Helsinki-Alicante; newsagents through Costa del Sol and Costa Blanca, and the whole of Finland, courtesy of Lehtipiste, the biggest news-agents chain of the country.** And most important: when a subscriber who subscribes the magazine to Finland is in Spain, we send the magazine to their Spanish address or they can retrieve it from our offices or distribution point in Torrevieja. This service is free of charge and ensures that our readers will always get to read the latest issue, regardless of which country they are in.

According to our latest reader survey, our readers consist mainly of 35–70 year old people with great economic stability who visit Spain in regular basis.

Olé magazine is published monthly from August to June (11 issues a year).

We also edit **a free newspaper SE (Suomalainen Espanjassa). It has a circulation of 10 000–12 000 copies a month depending on the season. It is distributed in Costa del Sol and Costa Blanca and can be read free in its digital format online on our website that receives over 100 000 visits a year.** It also has over 1 000 subscribers in Finland. Thanks to an exclusive agreement with the Fuengirola Town Hall **the newspaper will now find its way directly to the post-box of those Finns who have a permanent address in Fuengirola (over 1 700).**

Publication schedule 2012

Revista Olé

| Issue | Material | Date of Publication |
|-------|------------|---------------------|
| 1 | 14.12.2011 | 30.12.2011 |
| 2 | 16.01.2012 | 27.01.2012 |
| 3 | 13.02.2012 | 24.02.2012 |
| 4 | 19.03.2012 | 30.03.2012 |
| 5 | 16.04.2012 | 27.04.2012 |
| 6-7 | 21.05.2012 | 01.06.2012 |
| 8 | 16.06.2012 | 27.07.2012 |
| 9 | 20.08.2012 | 31.08.2012 |
| 10 | 17.09.2012 | 28.09.2012 |
| 11 | 15.10.2012 | 26.10.2012 |
| 12 | 19.11.2012 | 30.11.2012 |

SE (free newspaper)

| Issue | Material | Date of Publication |
|-------|------------|---------------------|
| 1 | 04.01.2012 | 10.01.2012 |
| 2 | 31.01.2012 | 06.02.2012 |
| 3 | 27.02.2012 | 05.03.2012 |
| 4 | 02.04.2012 | 10.04.2012 |
| 5 | 01.05.2012 | 07.05.2012 |
| 6-7 | 29.05.2012 | 04.06.2012 |
| 8 | 31.07.2012 | 06.08.2012 |
| 9 | 04.09.2012 | 10.09.2012 |
| 10 | 02.10.2012 | 08.10.2012 |
| 11 | 29.10.2012 | 05.11.2012 |
| 12 | 27.11.2012 | 03.12.2012 |

The publisher reserves the right to change the schedule.

PRICES 2012



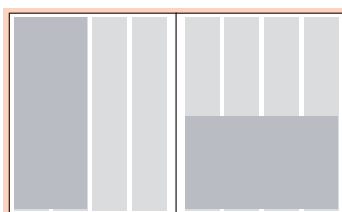
Sizes in Olé Magazine



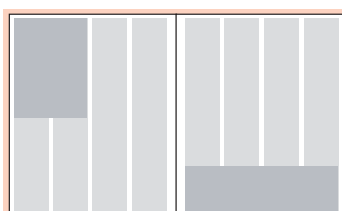
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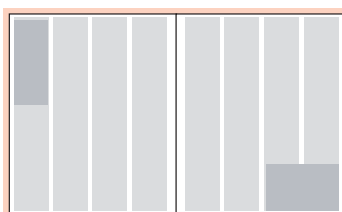
1/1 page



1/2 page, vertical • horizontal



1/4 page, vertical • horizontal



2 module, vertical • horizontal



1 module



Price and size (width x height, mm)

| | | Price per month |
|-------------|-----------------------|-----------------|
| 2/1 páginas | 460 x 273 | 2630 € |
| 1/1 página | 230 x 273 | 1539 € |
| 1/2 página | 99 x 248, vertical | 795 € |
| 1/2 página | 202 x 122, horizontal | 795 € |
| 1/4 página | 99 x 122, vertical | 494 € |
| 1/4 página | 202 x 60, horizontal | 494 € |
| 2 modulos | 47 x 122, vertical | 239 € |
| 2 modulos | 99 x 60, horizontal | 239 € |
| 1 modulo | 47 x 60, vertical | 166 € |



Price and size (width x height, mm)

| | | Price per month |
|------------|----------------------|-----------------|
| 1/1 página | 243 x 360 | 1040 € |
| 1/2 página | 243 x 171 | 624 € |
| 8 modulos | 193 x 113 | 550 € |
| 4 modulos | 95 x 114 | 306 € |
| 2 modulos | 95 x 55,5 horizontal | 156 € |
| 2 modulos | 45 x 114, vertical | 156 € |
| 1 modulo | 45 x 55,5 | 125 € |



Price and size (width x height, mm)

| Olé Magazine | SE (free newspaper) | Price per month |
|--------------|---------------------|-----------------|
| 2/1 page | + 1/1 page | 3047 € |
| 1/1 page | + 1/1 page | 1768 € |
| 1/2 page | + 8 modules | 910 € |
| 1/4 page | + 4 modules | 582 € |
| 2 modules | + 2 modules | 296 € |
| 1 module | + 1 module | 177 € |

Other combinations and repetition discounts (minimum 3 months) by agreement.
Preferent position +10%.

Reclamations

14 days after the magazine has been published via mail or telephone to the editorial office.

The Magazine is not responsible for:

- Mistakes in the ad layout caused by inadequate or faulty material, unreadable handwriting, an ad or a correction given via telephone, lingual or translational mistakes if the add is translated by the editorial without any separate payment.
- Possible damage caused by omission of the ad.
- Mistakes appearing in the print delivered to the advertiser, if the advertiser has approved the proof without doing corrections, or if the advertiser has failed to return the print by the deadline.
- The editorial responsibility for omission of the ad or mistakes in the publication are limited to refund of the amount paid for the ad.