



## EXPERT OF FASCINATING SPAIN

Spain's enchanting pair of magazines, **Olé** and **Olé Sanomat** reach three times a month the Finns living in Spain and those who are interested in the country.

Olé magazines offer inspiring content and specialised articles.

With the magazines, your company reaches readers with a pre-existing link to Spain or a genuine interest in the country.



The logo for Olé magazine, featuring the word "Olé" in a white, stylized font inside a red square.A black and white photograph of a woman in a flamenco costume, including a large white flower in her hair and a ruffled skirt. She is looking upwards with her arms raised. The background is blurred.

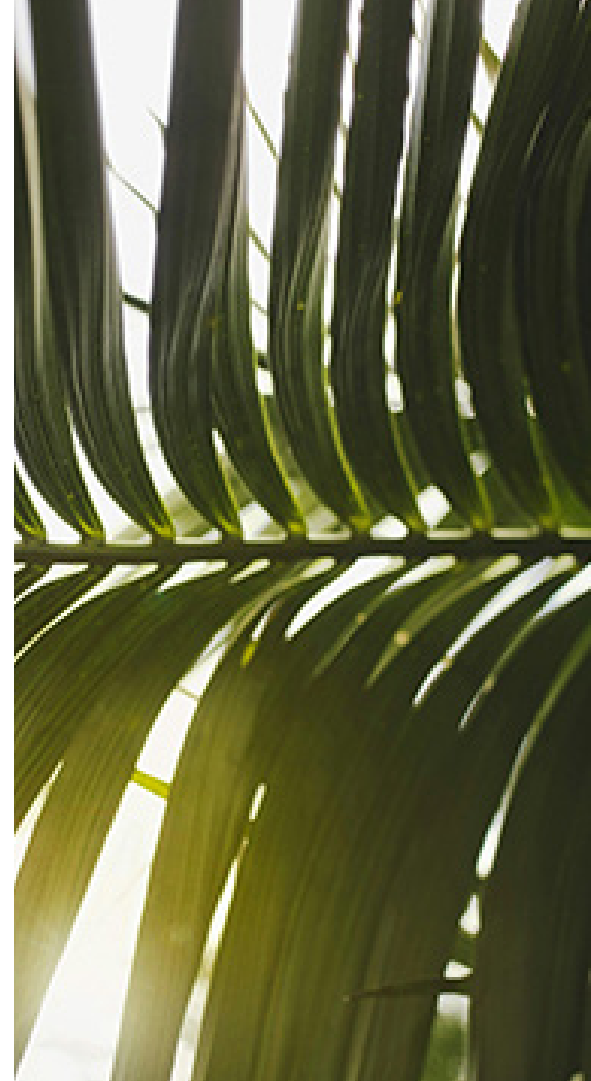
Olé

*Published monthly,  
Olé covers a wide range  
of topics from all  
around Spain.*

## **OLÉ MAGAZINE**

is aimed at those living in Spain and those interested in the country. Its content covers everything from practical tips to sharp insights, providing readers with a unique perspective on local life.

The articles offer premium information on Spanish society, nature, culture, travel, living and gastronomy. The magazine's curious readers are active and experienced travelers.



# Ole

KIEHTOVAN ESPANJAN ASIAUNTUNTIJA

## CÁDIZIN RANNAT

Hiekkadyynejä ja boheemeja tuulia

## TALO CALPESSA

Suomalainen pariskunta remontoii vanhasta fincasta unelmien kodin

NIKULOIDEN HAAVE TOTEEN

# Perheen muutto Espanjaan

**PERUNA**  
Andelilta Kanarian kautta pöytään

• **NIE-NUMERO**

Kuka sen tarvitsee ja miten se haetaan?

• **KATIA WESTERDAHL**

Tinkimätön taistelija isojen muutosten edessä

## PUBLICATION SCHEDULE

Issue	Material date	Date of publication
1	29.11.2024	27.12.2024
2	10.01.2025	30.01.2025
3	07.02.2025	27.02.2025
4	07.03.2025	27.03.2025
5	04.04.2025	24.04.2025
6	09.05.2025	29.05.2025
7-8	06.06.2025	26.06.2025
9	08.08.2025	28.08.2025
10	05.09.2025	25.09.2025
11	03.10.2025	23.10.2025
12	31.10.2025	20.11.2025

>> [olekustannus.com/ole-lehti](http://olekustannus.com/ole-lehti)

## DISTRIBUTION

**READERS:** about 15 000 copies

**FINLAND:** For subscribers in Finland to addresses. Single issue sales at points of Lehtipiste. Partner distribution.

**SPAIN:** For subscribers in Spain to addresses. Single issue sales at sales points at the Costa del Sol and Costa Blanca. Partner distribution.

**E-PAPER:** Additional orders for the print magazine, Lehtipiste sales and ePress community sales.

## MATERIAL

**PRINTING METHOD:** Offset, binding

**FORMAT:** 215 x 280 mm (width x height)

**FILE FORMAT:** print-ready PDF, size 1:1, for full-page ads with a 5 mm bleed, crop marks offset by 3 mm

**IMAGE RESOLUTION:** 300 dpi

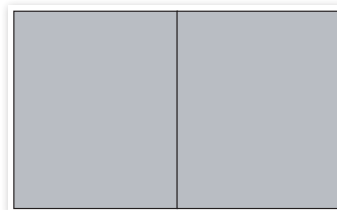
**COLOR PROFILE AND JOB OPTIONS:**

**COVER SHEET:** ISO Coated v2 (ECI)

**INSIDE PAGE:** ISO Coated v2 300% (ECI)

## SIZE AND PRICE IN OLÉ MAGAZINE

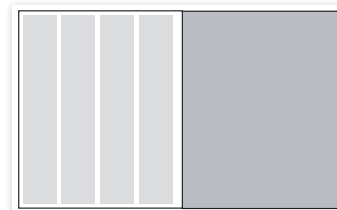
(width x height, mm)



2/1 pages

**2 700 €**

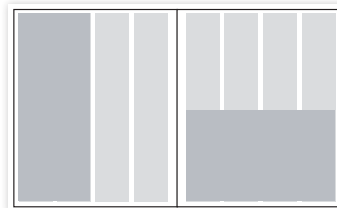
430 x 280  
+5 mm bleed



1/1 page

**1 670 €**

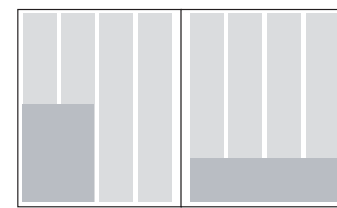
215 x 280  
back cover  
215 x 243 mm  
+5 mm bleed



1/2 page

**950 €**

VERTICAL  
93 x 258  
HORIZONTAL  
190 x 126



1/4 page

**550 €**

VERTICAL  
93 x 126  
HORIZONTAL  
190 x 60

■ HOME IN SPAIN SECTION  
VERTICAL 93 x 245, HORIZONTAL 190 x 120

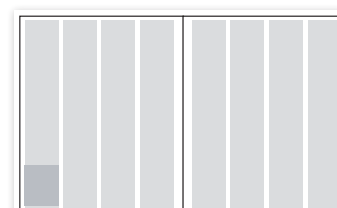
■ HOME IN SPAIN SECTION  
VERTICAL 93 x 120, VORIZONTALAAKA 190 x 58



2 module

**300 €**

VERTICAL  
44 x 120  
HORIZONTAL  
93 x 58



1 module

**170 €**

44 x 58

### COLLABORATION ARTICLE

The article is written in a journalistic style, taking into account the company's commercial objectives. The advertorial follows a predefined approach. The article page will include the label "MAINOS" (advertising). An editorial surcharge is added to the price.



The logo for Olé, featuring the word "Olé" in a white, stylized font on a red rectangular background.A vertical photograph of a narrow street in a Spanish town. The buildings are white with tiled roofs. In the background, there are green hills under a blue sky. A potted plant is visible in the foreground on the left.

## **OLÉ SANOMAT**

is an informative complimentary newspaper that is distributed in areas favored by Finns along the Costa del Sol and Costa Blanca. The newspaper reaches effectively Finnish residents and holidaymakers who are looking for up-to-date information on local services, events and news. Olé Sanomat offers excellent visibility for advertisers who want to attract the interest of the local Finnish community.



F.C. N° 28/103

**Olé**

OTSIKKO YKSI - lorem  
ipsum dolor sit diipuli daapuli

OTSIKKO KAKSI - lorem ipsum  
dolor sit diipuli daapuli

Seurakolmen Espanjassa  
on nyt Olé Sanomat

**SANOMAT**

10.-23.9.2024 - N° 412 - ILMAINEN UUTISLEHTI ESPANJASTA - PERIÖDICO GRATUITO FINLANDÉS



#### KORKEATASOINEN UUDISKOHDE MERINÄKÖALALLA

Suomalaisille suunniteltu laadukas ja uniikki uudiskohde Fuengirolassa on nyt varattavissa vain Strand Propertiesin kautta. Hanko West on herättänyt suurta kiinnostusta suomalaisten keskuudessa. Parisää päivässä asunnoista varattiin yli puolet. Vielä on loistavia asuntoja jäljellä.

Strand Properties on suurin suomalainen välitysliike Espanjassa ja kauttamme löydät myös tuhansia muita kohteita. Kokeneet suomea puhuvat välittäjämme ovat mielellään avuksi.

Tutustu kohteeseen: HANKOWEST.ES

**Strand Properties®**

INFO@STRAND.ES | STRAND.ES

## PUBLICATION SCHEDULE

Issue	Material date	Date of publication
1 / OS420	08.01.2025	14.01.2025
1 / OS421	22.01.2025	28.01.2025
2 / OS422	05.02.2025	11.02.2025
2 / OS423	19.02.2025	25.02.2025
3 / OS424	05.03.2025	11.03.2025
3 / OS425	19.03.2025	25.03.2025
4 / OS426	02.04.2025	08.04.2025
4 / OS427	16.04.2025	22.04.2025
5 / OS428	30.04.2025	06.05.2025
6 / OS429	28.05.2025	03.06.2025
7-8 / OS430	25.06.2025	01.07.2025
9 / OS431	03.09.2025	09.09.2025
9 / OS432	17.09.2025	23.09.2025
10 / OS433	01.10.2025	07.10.2025
10 / OS434	15.10.2025	21.10.2025
11 / OS435	29.10.2025	04.11.2025
11 / OS436	12.11.2025	18.11.2025
12 / OS437	26.11.2025	02.12.2025
12 / OS438	10.12.2025	16.12.2025

## DISTRIBUTION

**READERS:** 16 000 – 20 000

**SPAIN:** Free distribution at more than 200 distribution points in Costa del Sol and Costa Blanca.

**FINLAND:** Partner distribution.

**E-PAPER:** Available to read for free Lehtilukku.fi, and ePress service.

## MATERIAL

**PRINTING METHOD:** Rotation

**FORMAT:** 290 x 360 mm

**PRINT AREA:** 256 x 326 mm (width x height)

**FILE FORMAT:** print-ready PDF, size 1:1

**IMAGE RESOLUTION:** 200 dpi

**COLOR PROFILE AND JOB OPTIONS:**

ISOnewspaper26v4

*We reach effectively Finnish residents and holidaymakers who are looking for information on local services, events and news.*



## OLÉ SANOMAT

– FREE NEWSPAPER EVERY OTHER TUESDAY

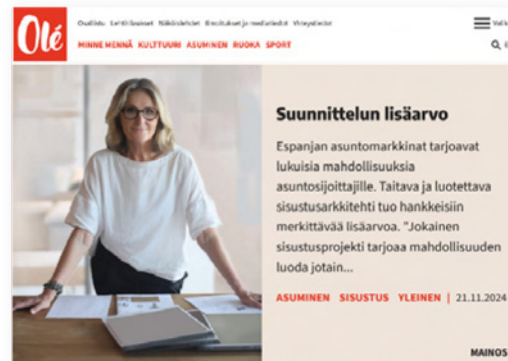
(width x height, mm)	PRICE / 1 NO.	/ 2 NO.
Front page 256 x 250	1 400 €	-----
1/2 front page 125 x 250	750 €	-----
FP corner 52 x 65	200 €	-----
1/1 page 256 x 326	1 040 €	1 560 €
1/2 page 256 x 154, horizontal	660 €	990 €
1/2 page 125,5 x 313, vertical	660 €	990 €
4 modules 82 x 101	300 €	450 €
2 modules 82 x 48, horizontal	170 €	255 €
2 modules 38,5 x 101, vertical	170 €	255 €
1 module 38,5 x 48	80 €	120 €

*ASK FOR EFFECTIVE PACKAGE  
ADVERTISING IN THE MONTHLY  
OLÉ AND OLÉ SANOMAT!*

## ONLINE ADVERTISING

– REACH A WIDE TARGET AUDIENCE

Banners and advertorials can be published on the website.  
Pricing depends on the advertising package.



>> olekustannus.com

## BANNER MATERIAL (width x height, px)

### HORIZONTAL:

700 x 240 px + mobile 300 x 300 px

### VERTICAL:

220 x max 600 px + mobile 300 x 300 px

FILE FORMAT: JPEG, GIF tai PNG



The logo for Olé, featuring the word "Olé" in a white, stylized font inside a red square.

## OLE KUSTANNUS

**STRAND DIGITAL OY**

**VAT NUMBER:** 3439835-2

**ADRESS:** Rantakatu 20,  
21100, Naantali, Suomi

**PHONE :** (+34) 952 470 794

**EMAIL:** ole@olenet.es

**OLÉ & OLÉ SANOMAT**

Editor in Chief: Katja Enarvi

**OLÉ DEPOSITO LEGAL:** MA547/85

**OLÉ ISNN:** 0214 6355

**OS DEPOSITO LEGAL:** MA1880/91

**OS ISNN:** 1575-619X

**OFFICE:** Avenida de Los Boliches 48  
29640 Fuengirola

**olekustannus.com**



### THE PUBLISHER IS NOT RESPONSIBLE FOR:

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

Reclamations within 14 days from the publication of the magazine, in writing or by telephone.





## **FEELING INSPIRED?**

Reserve your place in the sun:

### **HEIDI ROIKONEN**

(+34) 635 764 679, heidi@olenet.es

### **MARIA LARJASTO**

(+34) 626 622 247, maria@olenet.es

