

AGENTS | LEGAL | RESIDENCY | CURRENCY | TAX

Spain

# PROPERTY GUIDE.COM

SUMMER > 2020 > ISSUE

SPAIN PROPERTY GUIDE.COM | June 2020



WHY BUY IN SPAIN?  
EXPERT ADVICE ABOUT BUYING  
A PROPERTY IN SPAIN

THE PRICE IS RIGHT  
HOW FAR WILL YOUR MONEY  
STRETCH IN TODAYS MARKET

BUYING IN SPAIN MADE SIMPLE

Spain Property  
Guide are proud  
Sponsors of CAB



web | [www.citizensadvice.org.es](http://www.citizensadvice.org.es)

# MEDIA PACK 2020



The background of the entire page is a photograph of a modern, curved swimming pool with blue mosaic tiles. The pool is surrounded by green grass and a white patio. In the background, there is a white pergola structure and a clear blue sky. The ocean is visible in the distance. The text 'Spain' is at the top left, with a small Spanish flag over the 'o'. 'PROPERTY' is in large white letters, and 'GUIDE' is in large blue letters. '.COM' is in small white letters. A blue banner with white text 'BUYING IN SPAIN MADE SIMPLE' is diagonally across the middle. A white banner with blue text 'Marketing Solutions for your business' is at the bottom left. Below it are three blue boxes with white text and red square bullet points.

Spain

# PROPERTY GUIDE .COM

BUYING IN  
SPAIN  
MADE SIMPLE

Marketing Solutions for your business

- UK Magazine 120,000 copies UK
- High Impact Web Portal 50,000 unique monthly visits
- Targeted Digital Campaign





# SPAINPROPERTYGUIDE.com

Providing Spanish property agents with a unique marketing campaign targeted abroad

Our method of a multi-channel targeted marketing operation is certain to provide your business with property sales. The program provides direct sales enquires that you can monitor and track. We almost guarantee an ROI (return on investment) providing that you can meet the client's requirements.

## WHAT WE DO

We target the audience of Europe, overseas property buyers come to you using our marketing, one simple membership to our program with options to suit your size business and budget.

## WHAT YOU GET

**1. UK MAGAZINE:** Direct Distribution  
1.120,000 A4 quality copies distributed to ABC1 affluent postcode locations using a proven accredited method.

**2. WEB PORTAL** 50,000 unique  
2.monthly visits

**3. DIGITAL AD CAMPAIGN:** UK's  
3.leading SEO experts and leaders in digital marketing

**4. SOCIAL MEDIA:** The options  
4.available provide individual agents FB and Twitter posts, using the latest techniques for your featured properties.

**5. DATA CAPTURE:** It is vitally  
5.important to understand how necessary it is to capture data of potential property buyers, for now, and in the future, each online viewer must be given the opportunity to react and engage with their personnel information. This is achieved by using the latest digital skills available. Our expert marketing team will deliver you the best results.

**6. NEWSLETTERS, COMPETITIONS AND SURVEYS:** As part of the program our team use all known methods of engaging with potential buyers, this gets results for our members by way of highlighting specific listings.

**7. CLIENT ACCOUNT MANAGER:**  
7.assigned to each member, help and advice is offered from the initial sign up throughout the contract period. We advise on design, social media content and offer you general assistance to get the most from the marketing program.

## SUMMARY

We understand the market to deliver sales leads from the UK, Belgium, France and other parts of Europe. Using high impact targeted marketing directly into the hands of prospective property buyers living in areas known as ABC1 that is populated with households with disposable income and many that are approaching retirement.

The Spain Property Guide is found in print and digital formats, a high-quality glossy magazine is distributed by a distribution team to the specific postcode areas. The method is proven with many other brand name companies using the very same distribution. Weekly reports are provided with the proof of the numbers. Every copy is counted to reach a target of potential overseas buyers.

## SO LET'S TALK NUMBERS:

Our target marketing program will attract 50,000 unique visitors each month. A high number of these hits are people that have already decided to buy abroad. The questions that are unanswered are – When, Where and with who? Each agent will achieve a direct response from their print advertising during each 3 month membership period. Our monthly reports will show you each direct sales lead supplied from all aspects of the digital marketing program. Analytics and statistics measure the route of each click through on any specific properties. We include in the report any direct messages and response from the social media paid to advertise and click through to view individual properties.

## MEMBERSHIP OPTIONS AND COST

<b>MAGAZINE</b> <b>HALF PAGE ADVERT</b> <b>for 3 MONTHS</b> <b>1.200€</b>	<b>DIGITAL MEDIA BONUS PACK</b> Web Portal (unlimited) Targeted Social Media A <b>2.100€</b> (Including Half page advert)	<b>MAGAZINE</b> <b>FULL PAGE ADVERT</b> <b>for 3 MONTHS</b> <b>1.950€</b>	<b>DIGITAL MEDIA BONUS PACK</b> Web Portal (unlimited) Targeted Social Media B <b>3.150€</b> (Including Full page advert)
<b>MAGAZINE</b> <b>HALF PAGE ADVERT</b> <b>for 6 MONTHS</b> <b>2.160€</b>	<b>DIGITAL MEDIA BONUS PACK</b> Web Portal (unlimited) Targeted Social Media A <b>3.780€</b> (Including Half page advert)	<b>MAGAZINE</b> <b>FULL PAGE ADVERT</b> <b>for 6 MONTHS</b> <b>3.500€</b>	<b>DIGITAL MEDIA BONUS PACK</b> Web Portal (unlimited) Targeted Social Media B <b>5.300€</b> (Including Full page advert)

All prices excluding IVA.

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# DISTRIBUTION IS KEY

FREE PICK-UP POINTS at leading retailers throughout the UK



Approved member ABC  
PDA system built to ABC requirements  
Pick up report by store allows publisher to track demand  
Proof of delivery reports with time and date stamp pictures  
Reports to ABC standard  
ABC membership gives advertising agencies confidence in the network / route to market

**TESCO**

The **co-operative**

**Sainsbury's**

**ASDA**

part of the **WAL\*MART** family



**MORRISONS**

## Report >> POD >> Proof Delivery

- > Clear colour photo of each delivery
- > Time and date stamped
- > Tracked by GPS
- > Barcode scanned at every unit
- > Visual check of merchandising quality

- Every free copy is taken by 'conscious choice'
- Proven network of branded high footfall supermarkets
- Proven method of delivering advertising response
- Target audience can be matched to stores
- Sites can be mapped
- Copies are actively managed to minimise waste
- Display stands in stores are merchandised and copies restocked
- Ability to add individual publication branding to stands with A4 poster panels
- PDA technology ensures 100% compliance and proof of delivery





# DISTRIBUTION POINTS



# MEDIA PACK