

StayLonger

Guide

MEDIA KIT

GRANADA EDITION



Granada is one of the most prominent and historically significant tourist destinations in Spain. Over 2.5 million travelers visit Granada every year and the city is home to an important and growing expat community. It is with both of those groups in mind that the Stay Longer Guide was launched in 2023 to deliver comprehensive and unique information about what Granada has to offer in English – the language spoken by most tourists visiting Southern Spain.

The Stay Longer Guide is published four times a year with a Spring edition just ahead of Semana Santa, followed by the summer and fall editions which circulate at the height of the tourist season, and a winter edition that is published at the very beginning of December and includes information about local holiday festivities as well as a guide to winter sports in the magnificent Sierra Nevada.

Do you run your own business or organization in Granada? The Stay Longer Guide is currently the only free, English-language publication in the city and is widely available to visitors and residents at over 250 locations through Granada’s center and beyond. We look forward to working with you and helping you grow your business and customer base by effectively reaching this important market segment.

Publication Information

Distribution locations: 250+	Color: Full color
Language: English	Cost: Free
Frequency: Quarterly	Digital edition: Yes
Format: 17x24 cm	Social Media: Facebook and Instagram

Demographics

The Stay Longer Guide will primarily serve tourists visiting Granada and the local expat community and will also be available at both the Granada-Jaen and Malaga airports.

Number of tourists visiting Granada annually:	2,500,000+ (almost 7,000 daily)
Size of expat community in Granada:	20,000 and growing
Annual passenger traffic at Granada-Jaen International Airport:	1,250,000* (3,500 daily) <small>*Pre-pandemic figures.</small>
Annual passenger traffic at Malaga International Airport	18.500.000 (51.000 daily)

Circulation and Distribution

Circulation:
20,000 copies

Distribution:
Granada City Center, Granada and Malaga airports. Stay Longer Guide will be available free of charge at local hotels, restaurants, museums, tourist information points and select stores. Editions will be continuously replenished at all distribution locations to ensure availability and visibility during the entire three months covered by each edition.

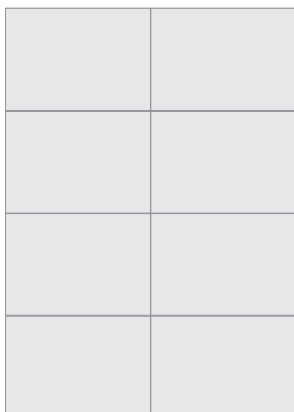




- › Space reservation due one month prior to publication date.
- › Artwork due two weeks prior to publication date.
- › Translation and/or ad design available at no additional cost.
- › Rates do not include VAT tax (IVA).

Ad sizes

170x240 mm
FULL PAGE



85x240 mm
HALF PAGE
Vertical



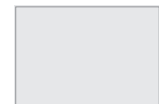
170x120 mm
HALF PAGE
Horizontal



85x120 mm
1/4 Page



85x60 mm
1/8
Business Card Size



Ad specs:

File type: **PDF**
Color format: **CMYK**
Resolution: **300 dpi**
Bleed: **5mm**

Calendar

Spring Edition	Published March 1
Summer Edition	Published June 1
Fall Edition	Published September 1
Winter Edition	Published December 1

Advertising Rates

Business card: **145€**
(**500€** for full year)

Quarter page: **295€**

Half page **495€**

Full page **895€**

Front cover banner **695€**

Inside front cover **1.495€**

Inside back cover **1.295€**

Back cover **1.790€**

Two-page spread **1.695€**

Center spread **1.795€**

Digital banner **300€**/3 months

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