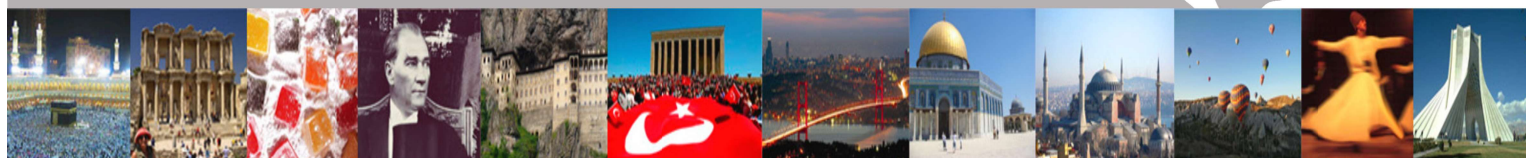


hispanatolia.com

English news portal about Turkey and Eurasia

MEDIA KIT

Information and rates for businesses

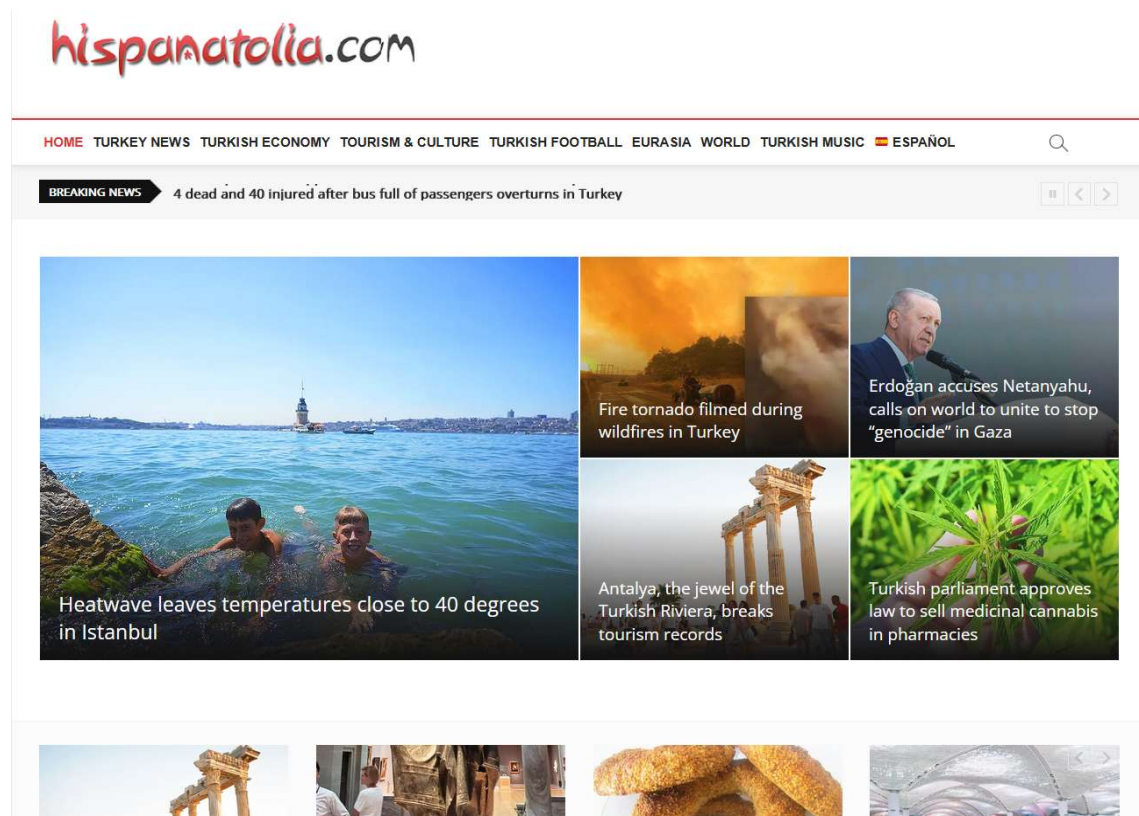


About us

Hispanatolia.com is an independent digital media founded in 2007 and specialised in information, analysis and current affairs about **Turkey and its surrounding region**.

We publish daily original and rigorous content in **Spanish and English**, and we have a loyal and growing international community of followers interested in geopolitics, culture, tourism, society or economics.

With **more than 50,000 unique users per month**, Hispanatolia has established itself as a unique channel to reach a qualified and thematic audience, difficult to find in the general media.

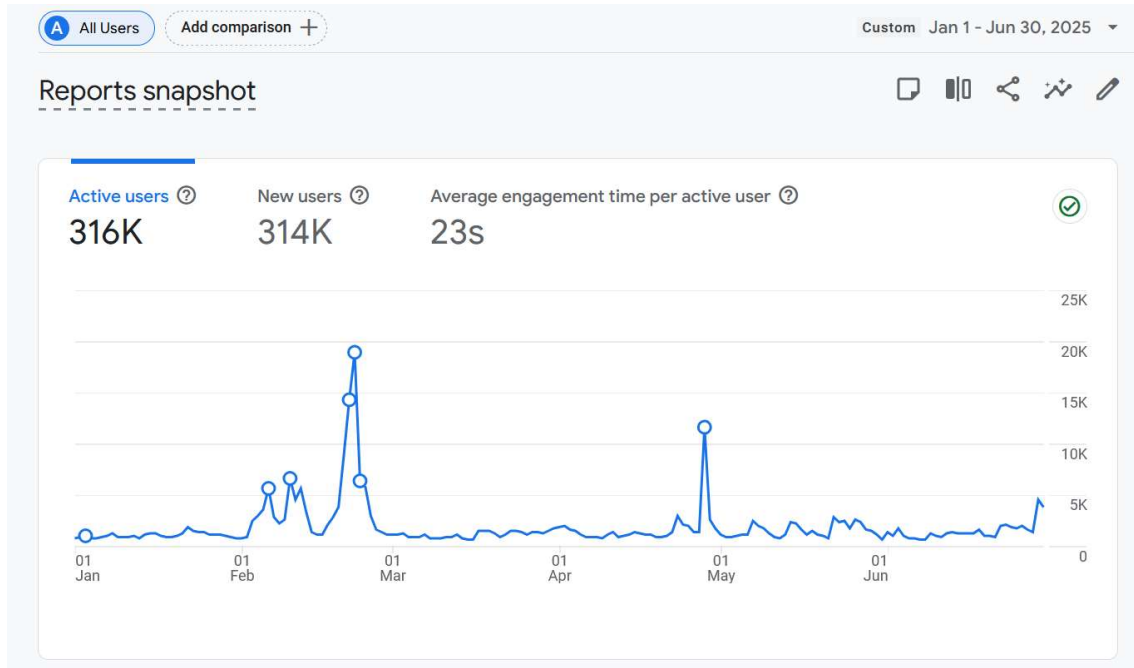


Why advertise on Hispanatolia? _____

- ✓ We are the oldest bilingual daily newspaper about the Turkish world, being **leaders in our category**, with tens of thousands of users per month. We enjoy an established reputation and prestige and are the go-to option for **objective and independent news** about Turkey and its region.
- ✓ Due to the unique characteristics of our thematic portal, we are a **communication bridge between Turkey and the English-speaking world**.
- ✓ We offer news and updated information to **thousands of users who read us every day**, both on our website and on social networks, where we have **more than 55,000 followers**.
- ✓ Our readers come from **Spain** but also from the **United States** and from countries in **Latin America**, such as Mexico, Argentina, Colombia, Chile and Peru, as well as from the **UK or Germany**. We are also a vital source of news for the large **English-speaking community in Turkey** and English-speaking Turks.
- ✓ We represent an **opportunity to promote your products, brands or services** among our readers and followers.

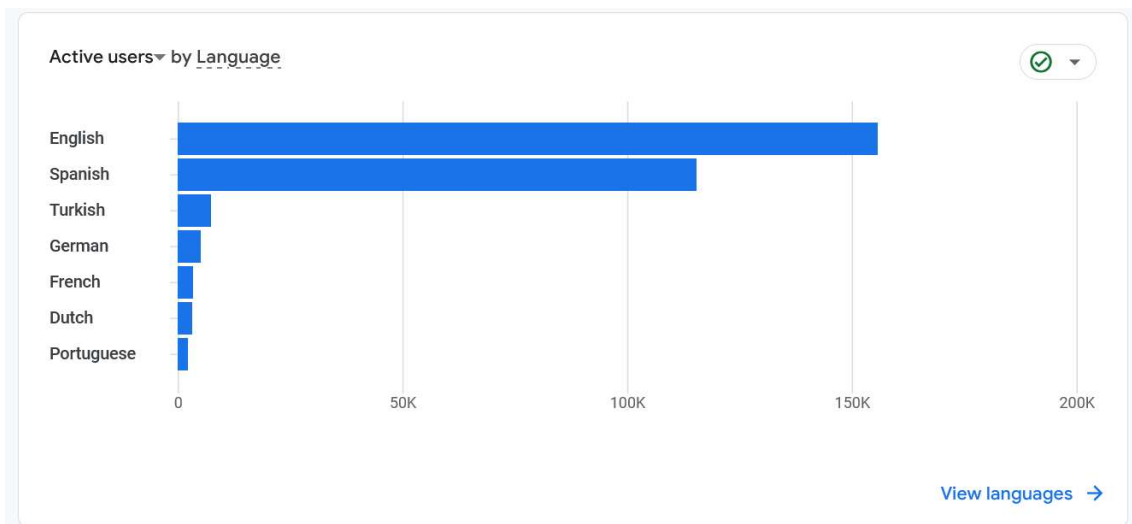
Our audience

Hispanatolia currently receives more than 50,000 unique users every month in English and Spanish, and we continue to grow. We are a source of information about Turkey and its region for thousands of readers every day, all over the world.



📊 Average monthly traffic (January-June 2025):

- **Unique users:** 52,677
- **New users:** 52,333
- **Total sessions:** 58,029
- **Page views:** 59,096
- **Page views per user:** 1.12 (*typical for mobile-first news sites*)
- **Average duration of the session:** 23 seconds (*normal for mobile-focused news websites*)
- **Sessions from organic searches:** 40,801



Audience by language:

- **English:** 49.33%
- **Spanish:** 36.52%
- **Turkish:** 2.37%
- **German:** 1.62%
- **French:** 1.11%
- **Dutch:** 1.01%
- **Portuguese:** 0.73%



Main countries (Top 10):

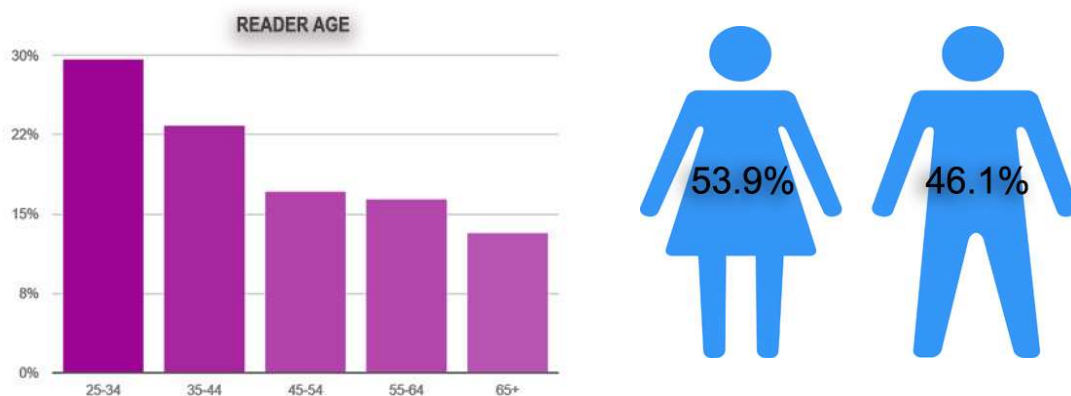
Spain, United States, United Kingdom, Turkey, Mexico, Argentina, Germany, India, Colombia, Chile.

Devices used:

- **Mobile:** 76.9%
- **PC:** 21.7%
- **Tablet:** 1.4%

User profile:

Our users are predominantly **middle-aged**, with a majority of our readers (53.13%) aged **between 25 and 44**. In terms of the gender of our readership, our users are fairly evenly matched, with women (53.9%) slightly outnumbering men (46.1%).



We have a **reader profile** that ranges from university students to liberal professionals, as well as educational centres, universities, companies, the media, public institutions, embassies, etc.

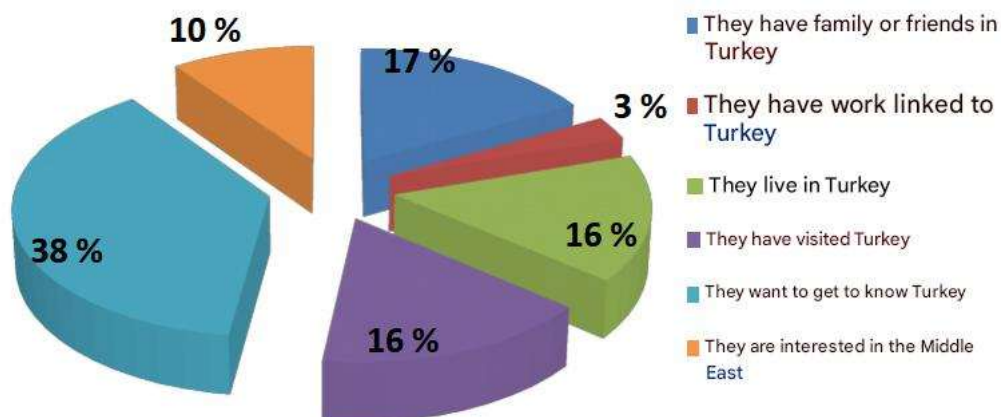
"Since my incorporation as Spanish Ambassador to Turkey, **Hispanatolia.com** has been a constant resource in my daily diplomatic work"

- Cristóbal González-Aller, Ambassador of Spain in Ankara (2010-2014)

INTERESTS

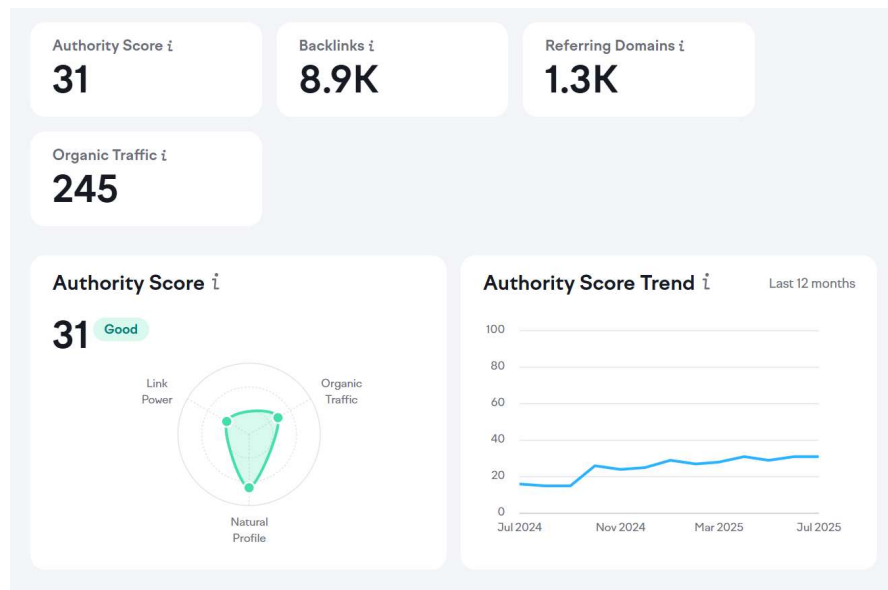
- ✓ **NEWS AND CURRENT AFFAIRS** 29.58%
- ✓ **ECONOMY** 26.21%
- ✓ **TRAVEL** 23.74%
- ✓ **FILM/TV AND VIDEOS** 18.76%
- ✓ **ART AND CULTURE** 14.19%
- ✓ **FOOTBALL** 14.07%
- ✓ **EDUCATION AND LANGUAGES** 12.53%
- ✓ **LOVE AND RELATIONSHIPS** 7.51%
- ✓ **COOKING** 4.75%
- ✓ **GOVERNMENT AND LAWS** 4.28%
- ✓ **NATURE AND ANIMALS** 4.05%
- ✓ **TECHNOLOGY** 2.73%

Why do our readers read Hispanatolia?



Source: own internal reader survey

SEO and social presence



🔍 Internet authority:

- ✓ **Current Authority Score (Semrush):** 31 - GOOD (for thematic media 25-40 is usual)
- ✓ **8,900 backlinks / 1,300 referring domains** (Semrush)
- ✓ **Natural profile:** organically and consistently generated, with no spam or artificial links (Semrush)
- ✓ **Organic traffic:** 11,259 visits/month (Semrush)
- ✓ **Pages indexed:** 22,752 (Google Search Console)
- ✓ **Google News:** 29,200 impressions / 678 clicks (Google Search Console*)
- ✓ **Google Discover:** 563,000 impressions / 27,700 clicks (Google Search Console*)

**data from 01/01/2025 to 30/06/2025*

📱 Social media followers:

Spanish

- **Facebook:** 25,000
- **Twitter/X:** 5,370
- **Youtube:** 19,400
- **LinkedIn:** 375

English

- **Facebook:** 1,755
- **Twitter/X:** 1,290

📍 Examples of appearances on the 1st page of Google:

SPANISH

Google noticias turquia

Hispanatolia
https://hispanatolia.com

Hispanatolia | Portal turco de noticias de Estambul, Turquía y
Hispanatolia · 4 muertos y 40 heridos tras volcar un autobús lleno de pasajeros en años después, la estatua robada del emperador romano Marco ...

Noticias de turquia Preguntas frecuentes sobre... Santorini Fútbol turco

EL PAÍS
https://elpais.com · Noticias

Turquía en EL PAÍS
Manifestación de protesta por el encarcelamiento del alcalde Estambul, Ekrem Imamog
Turquía · La ola represiva de Erdogan acorrala al principal ...

DW
https://www.dw.com · turquia

Turquía
20 meses de cárcel a alcalde de Estambul y rival de Erdogan. 12/07/2025 12 de juli
Erdogan celebra inicio de desarme de separatistas kurdos.

LaSexta
https://www.lasexta.com · Temas

Noticias sobre Turquía: última hora en directo
Más de 400 personas huyen al salir de sus edificios en Estambul durante el terror...

Google incendios turquia

Todo Noticias Imágenes Vídeos Vídeos cortos Libros Web Más Herramientas

Resultados para **Turquía** · Elegir zona

Noticias destacadas

La Vanguardia
Comienza a remitir la ola de 263 incendios declarados en Turquía en los tres últimos...
hace 2 horas

Cadena SER
Turquía evacúa a más de 50.000 personas por devastadores incendios...
hace 2 horas

Hispanatolia
Continúan los incendios en Turquía, que obligan a cerrar el aeropuerto de Izmir
hace 48 minutos

La Republica.es
Olas de calor desatan incendios en Turquía y Francia mientras Europa se...
hace 5 horas

Más noticias

Cadena SER
https://cadenaser.com · nacional · 2025/06/30 · turquia

Turquía evacúa a más de 50.000 personas por ...
hace 2 horas — Al menos 50.000 personas han sido evacuadas en la provincia occidental de Esmirna, Turquía, a causa de una serie de incendios forestales que ...

Hispanatolia
https://hispanatolia.com · continuan-los-incendios-en-tu...

Incendios en Turquía obligan a cerrar el aeropuerto de Izmir
hace 48 minutos — Más de 50.000 personas han tenido que ser evacuadas mientras se multiplican los fuegos, avivados por el calor y vientos de hasta 120 km/h.

Google uzak sehir

Imágenes

Uzak Şehir (Serie de TV 2024...
IMDb

Uzak Şehir (Ciudad Lejana): I...
Hispanatolia

Trailer [OV]
IMDb

Mostrar más imágenes

Hispanatolia
https://hispanatolia.com · uzak-sehir-la-serie-turca-de-...

Uzak Şehir (Ciudad Lejana): la serie turca que bate récords
9 jun 2025 — La nueva telenovela turca, que el pasado 2 de junio emitió su episodio final de la primera temporada, ha batido récords de audiencia.

Appearances in Spanish searches for:

- ✓ *noticias Turquía* (3rd position)
- ✓ *incendios en Turquía* (2nd position)
- ✓ *Uzak Sehir* (3rd position)

ENGLISH

Google

Hispanatolia
https://hispanatolia.com › turkey-wildfire-threatening-f...
Hundreds evacuated due to wildfire in Foça, Izmir
The fire, which burned through the night and devastated forest areas, forced the evacuation of hundreds of homes and about 550 residents.

The Media Line
https://themedialine.org › headlines › heat-and-wind-dri...
Heat and Wind Drive Large Wildfires Across Turkey's ...
30 Jun 2025 — A significant fire tore through the popular resort town of Foça in Izmir, sending flames toward residential areas and leaving hundreds of ...

Facebook
https://www.facebook.com › HaytapEnglish › posts › ou...
Our teams have reached the fire zone in Izmir Foça. ...
Unfortunately, Izmir continues to burn. The fire in Çeşme is out of control due to the wind. Our quickly headed to Çeşme after receiving an emergency ...

Hürriyet Daily News
https://www.hurriyetaidailynews.com › Türkiye
Izmir wildfire under control after mass evacuations
26 Jun 2025 — In Foça's Ilipinar neighborhood, 175 homes were evacuated and 550 people were relocated as a precaution. The fire burned for over 21 hours.

Google

Hispanatolia
https://hispanatolia.com › heatwave-leaves-temperatures...
Heatwave leaves temperatures close to 40°C in Istanbul
4 hours ago — A powerful heat wave from Africa has left temperatures in Istanbul close to 40 degrees Celsius in recent days, while in other regions of Turkey ...

Hispanatolia
https://hispanatolia.com › dangerous-heatwave-warning...
Summer: experts alert of "dangerous" heatwave in Istanbul
In Izmir, Turkey's third largest city, thermometers will reach 38°C, in Ankara they will be 36°C, and in Istanbul they are expected to average around 35°C.

People also ask

- Why is it so hot in Istanbul?
- What is the hottest time in Istanbul?
- How hot does Istanbul get in summer?
- Where to cool down in Istanbul?

Feedback

Videos

AP
Mild heat wave is passing through Turkey's largest city, Istanbul
YouTube · Associated Press
1:03

Google

What happens if a flight gets cancelled due to snow with Turkish Airlines two-way?

Is Istanbul airport still operating?

Hispanatolia
https://hispanatolia.com › more-... · Traducir esta página
Istanbul: Turkish Airlines, Pegasus, Ajet flights cancelled
The heavy snowfall that is falling on Istanbul and is expected to continue at least until Sunday is causing the cancellation of hundreds of flights.

like Haber Ajansı
https://ilkha.com › english › latest · Traducir esta página
Major flight cancellations announced as Istanbul braces ...
Ajet confirmed that due to adverse weather conditions, some flights scheduled for February 5, 6, and 7, to and from Sabiha Gokcen Airport have been canceled.

FTN news
https://ftnnews.com › travel-news · Traducir esta página
Snowstorm Hits Turkey: Flights Delayed, Ski Resorts See ...
20 feb 2025 — The snowstorm severely affected Istanbul's airports, with planes forced to circle above Sabiha Gökçen Airport due to poor runway conditions. The

Appearances in English searches for:

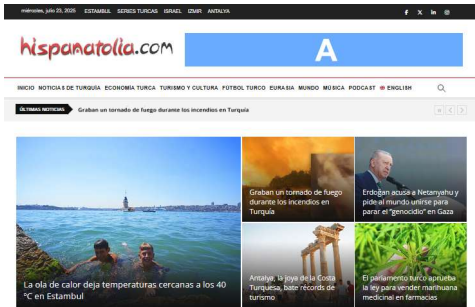
- ✓ *fire in Foça Izmir* (1st position)
- ✓ *Istanbul heat wave* (1st and 2nd position)
- ✓ *flights cancelled by snow in Istanbul* (1st position)

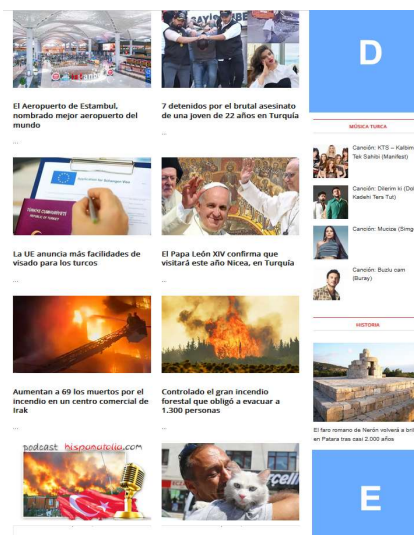
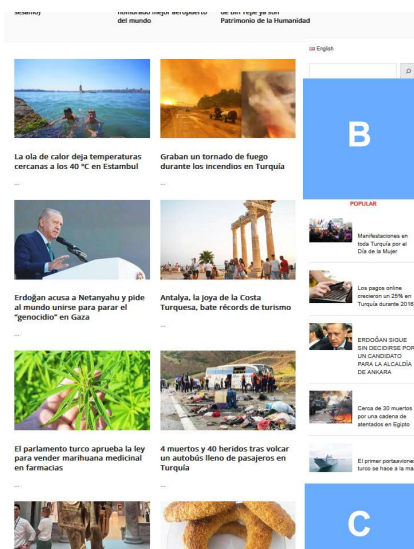
Advertising options and rates

For more information on the **Hispanatolia advertising** options mentioned here, please contact us by **e-mail** at: hispanatolia@gmail.com.

🚩 Ads (banners):

Highlight your company, brand or product on our portal, taking advantage of the different **locations** we offer.

<u>Banner location</u>	<u>Dimensions</u>	<u>Monthly price</u>	<u>Remarks</u>
Head megabanner A	700 x 90 px	€1,290	maximum visibility
			
Side banner B	300 x 330 px	€990	highly visible
small banner B	300 x 165 px	€500	3 months minimum
Side banner C	300 x 330 px	€600	3 months minimum
small banner C	300 x 165 px	€300	6 months minimum
Side banner D	300 x 330 px	€300	6 months minimum
small banner D	300 x 165 px	€150	6 months minimum
Side banner E	300 x 330 px	€100	12 months minimum



Advertising banners are contracted **on a monthly basis**, unless otherwise stated.

Discount for 12 months of advertising: - **20%** (except banner E)

Contract prices are for **both languages (Spanish+English)**. If only one language is required, a 30% discount is applied.

Note: we recommend contracting both languages to maximise the reach and visibility of the campaign.

Sponsored content:

For a small investment, you can publish **your own content** on our website taking advantage of the **visibility** we offer and the thousands of users who read us every day.

In this way you will convert our readers into your **potential customers**, and you will be able to improve your **SEO positioning** in Internet search engines, thanks to the authority and reference of a website such as Hispanatolia.



RATES

- ➔ **New content** with links: **€150**.
- ➔ **Discount pack** of 3 contents with links: **€360** (payment in advance), ask us about other volume discounts.
- ➔ **Inclusion of a link** in an existing content: from **€110** (price can be increased for contents with many visits).

CONDITIONS

- ✓ The content will be **indexed** and permanently published on the website.
- ✓ We do not accept links to **gambling** or adult content.
- ✓ The text must be **original** and must not have been published elsewhere.
- ✓ It must be written in **correct and natural language** (we can make our own corrections if necessary).
- ✓ The text can also be written by Hispanatolia, at an extra cost of **€25**.

Sponsorship:

Are you looking for a **sponsorship** option to increase the visibility and public diffusion of your company, brand or product? If you want to be our **sponsor** we offer you, **from €1,990/month**, the following **advantages**:

- ✓ **Exclusivity**: for the duration of the sponsorship contract, your company will be the sole sponsor of Hispanatolia.
- ✓ **Main banner**: advertising your company, in the header of every page on Hispanatolia, in both languages.
- ✓ **Featured banner**: at the top of the side of all the pages of the website, in both languages.
- ✓ **Sponsored content**: 2 articles in both languages per month about your company, brand or product, written by your team or ours.
- ✓ **Social media**: dissemination of your content or news among our followers to promote services, products, special offers from your company...
- ✓ **Ideas**: do you have another proposal on how to use Hispanatolia to promote your products or services? Just tell us about it - we'd love to hear from you.



The sponsorship contract period is for one year. But we also offer **special conditions** for **multi-year sponsorship** agreements, guaranteeing brand exclusivity and a long-term strategic relationship.

<u>Duration of sponsorship</u>	<u>Monthly price</u>	<u>Annual total</u>	<u>Total cumulative discount</u>
1 year	€1,990	€23,880	—
2 years	€1,850	€22,200	- €1,680 (≈7 %)
3 years	€1,690	€20,280	- €3,600 (≈15 %)
4 years	€1,590	€19,080	- €4,800 (≈20 %)
5 years	€1,490	€17,880	- €6,000 (≈25 %)

The sponsorship is formalised by contract, with a commitment of permanence and a penalty if cancelled. Payment (monthly, quarterly, half-yearly or annual) will be made in advance.

Please note that the value of the services included in the sponsorship, if contracted separately on Hispanatolia, exceeds €3,000 per month. With our proposal, you will get a **complete package** to promote your company on our platform – with **maximum visibility**, ongoing presence on the website and social media, and full exclusivity – all at a **highly competitive rate**.

Flexible packs for SMEs:

We know that not all companies have large advertising budgets. That's why we also offer flexible options **from only €189**, designed for SMEs, professionals and local businesses who want to gain **visibility without a large investment**.

Example 1 of a combined pack for 1 month:

- Banner E (300 x 330), visible on all pages and languages → **€100**
- Insert a link into existing content → **€110**
- 1 promotional post on social media → **included**

 **Total price of the pack: €189** (you save 10% compared to buying it separately)

Example 2 of a combined pack for 1 month:

- Small banner D (300 x 165), visible on all pages and languages → **€150**
- 1 sponsored content with links → **€150**
- 1 promotional post on social media → **included**

 **Total price of the pack: €270** (you save 10% with the pack)

➡ Packs can be modified and adapted **according to your needs**.

➡ **Without permanence**, payment in advance.

NOTE: banners C, D and E require a minimum contract of 3, 6 and 12 months respectively **if contracted separately** outside a pack.

The **banners available to combine** in a pack are:

- ✓ banner C + small
- ✓ banner D + small
- ✓ banner E

Legal notice

This document is for information purposes only and **does not constitute a contractual offer**. The rates, contracting and payment conditions, or the formats described, are **subject to negotiation**, availability and prior approval.

Hispanatolia reserves the right to accept or reject agreements or collaborations that are not aligned with its editorial policy, its principles of **quality** or the **regulations in force** regarding digital content.

hispanatolia.com

IMPORTANT: Please contact us for any questions or more information.

hispanatolia@gmail.com

Rates do not include taxes