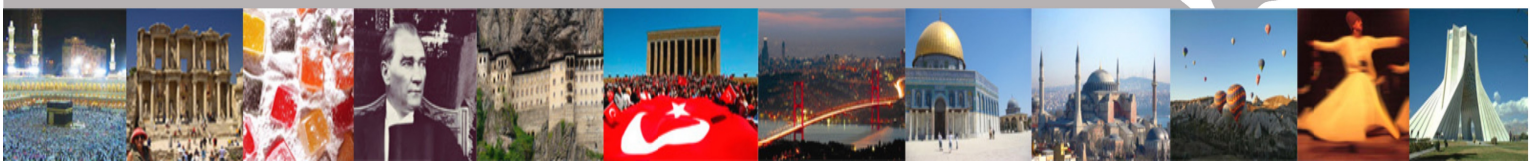
# hispanatolia.com

English news portal about Turkey and Eurasia

## MEDIA KIT

*Information and rates for businesses*

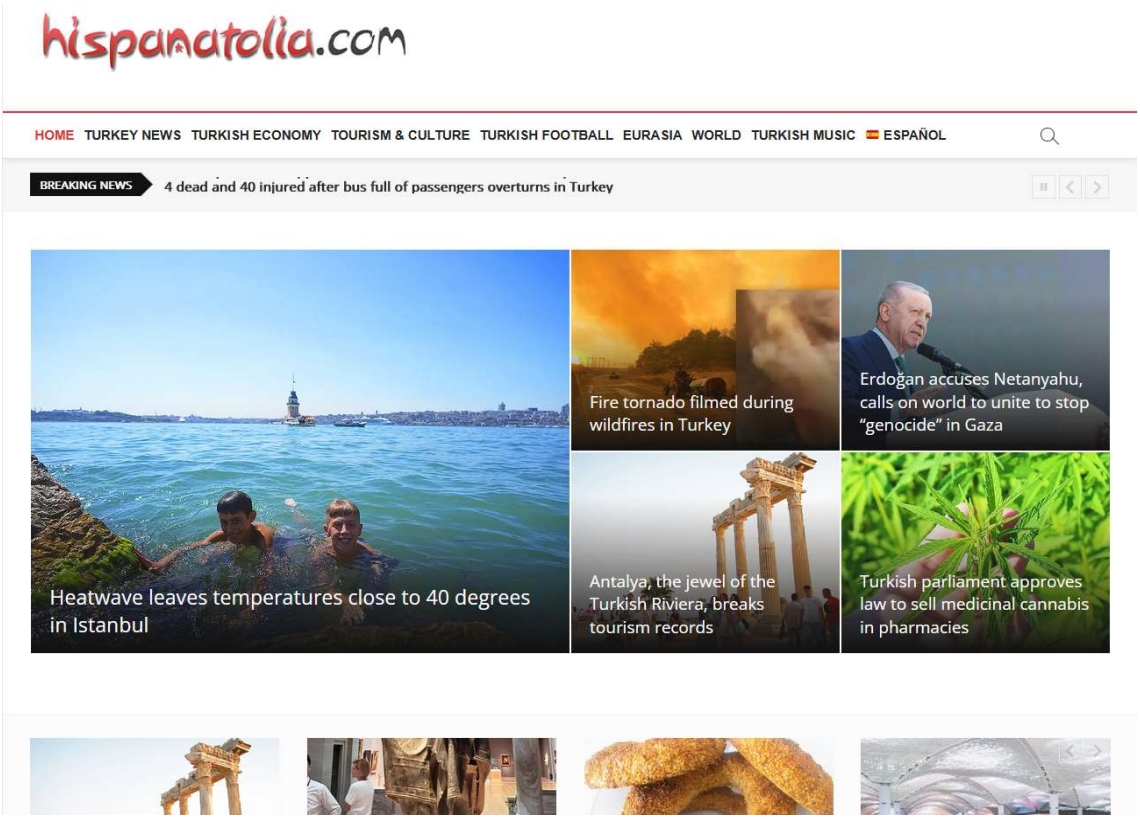


## About us

**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 audience of followers interested in geopolitics, culture, tourism, society or economics.

With near **20,000 active users per month**, Hispanatolia has established itself as a unique channel for **companies** to reach a qualified, niche international audience – one that is difficult to find in the mainstream media.

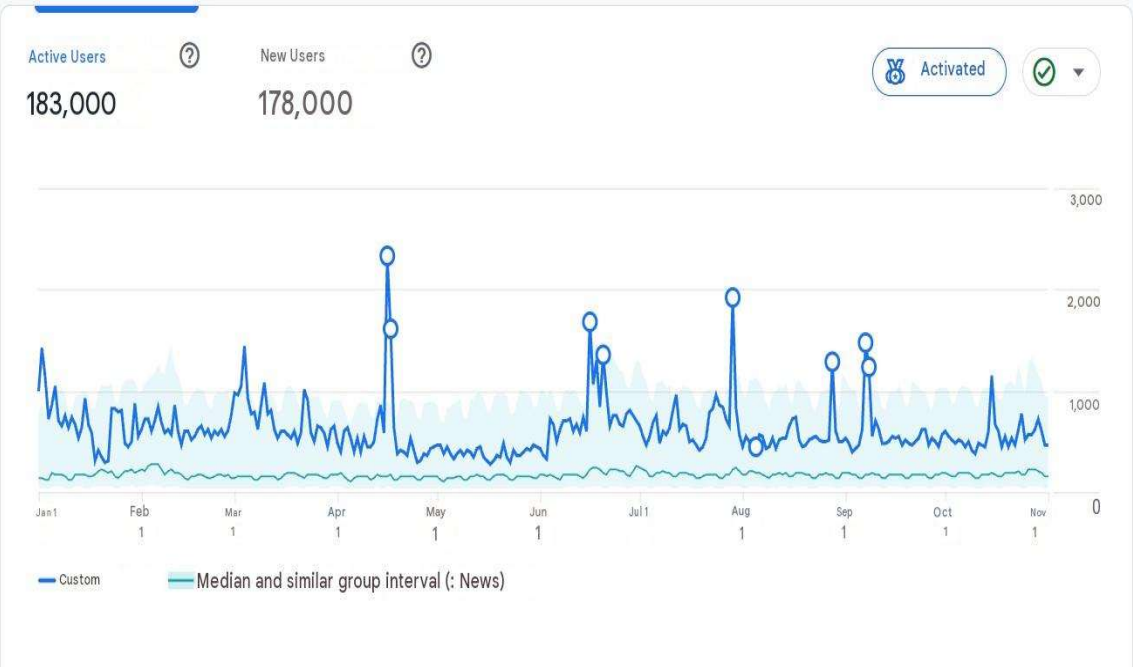


## Why advertise on Hispanatolia?

- ✓ 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 **hundreds of users who read us every day**, both on our website and on social networks, where we have around **57,000 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.

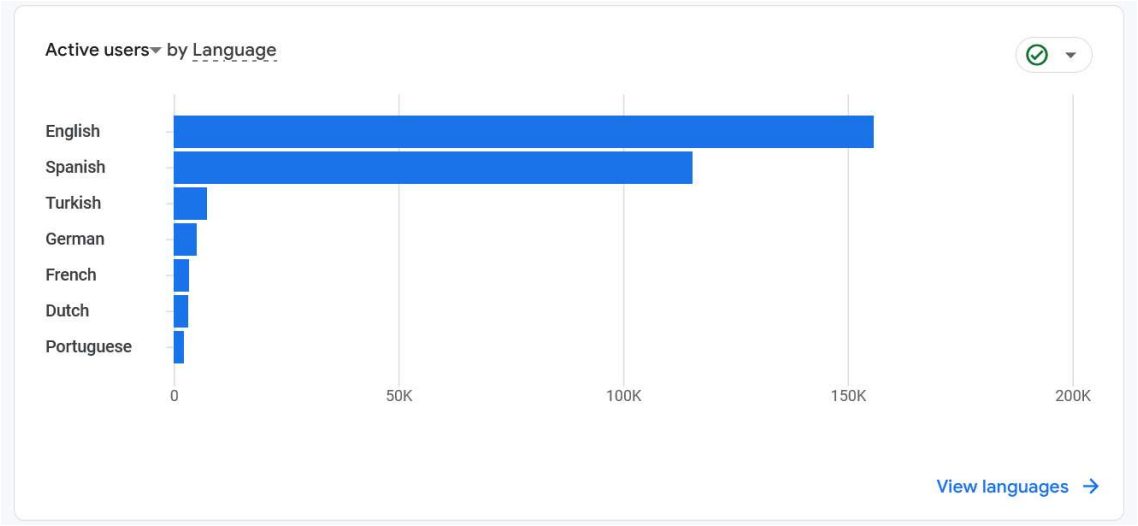
## Our audience

**Hispanatolia currently receives around 20,000 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-October 2026):

- **Active users:** 18,200
- **New users:** 17,700
- **Page views:** 22,900
- **Page views per user:** 1.26 *(typical for mobile-first news sites)*
- **Average duration of the session:** *22 seconds (normal for mobile-focused news websites)*
- **Sessions from organic searches:** 40,801
- **Direct traffic:** 7,400
- **Organic social:** 1,200




## 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):

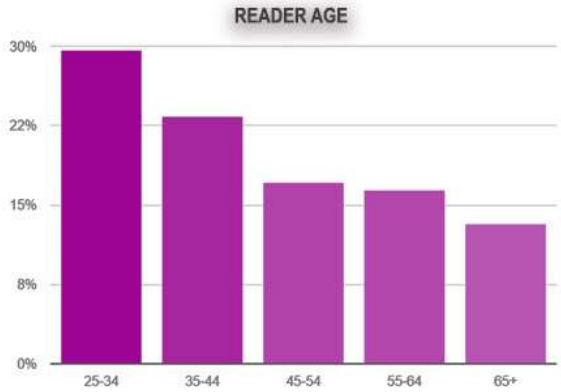
Spain, United States, United Kingdom, Turkey, Mexico, Argentina, Germany, India, Colombia, Chile.

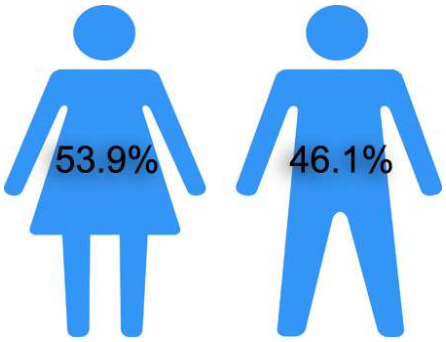
## Devices used:

- **PC**: 50.9%
- **Mobile**: 48.2%
- **Tablet**: 0.9%

## 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%).



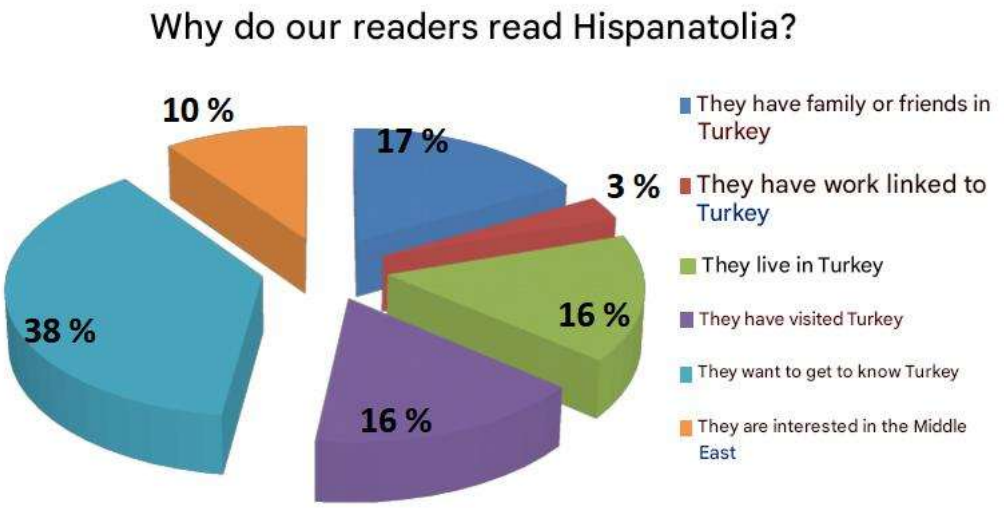

We have a **reader profile** that ranges from university students to liberal professionals, as well as educational centres, universities, companies, the media, public institutions, embassies, etc.

"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)**

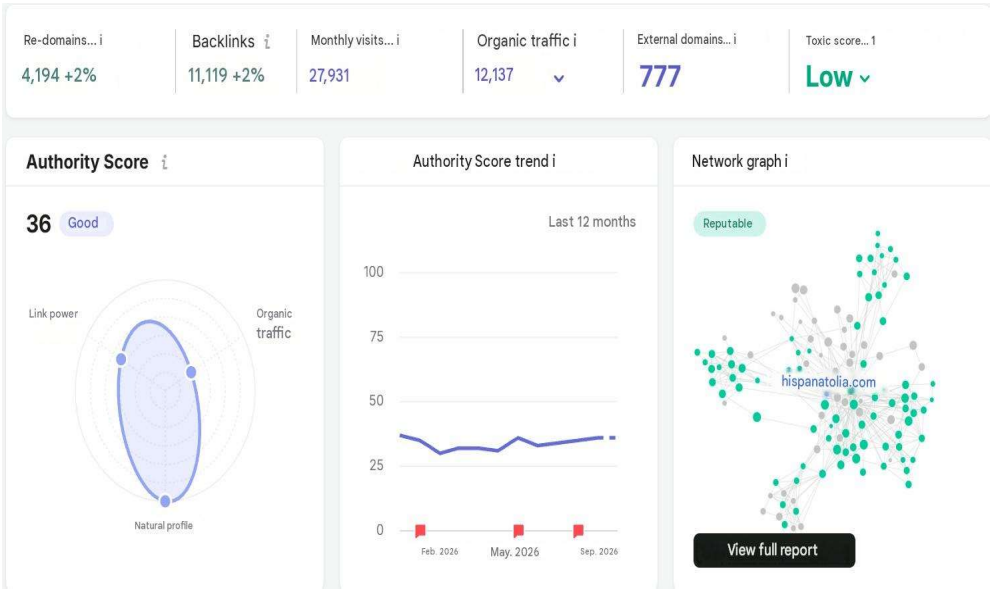
# INTERESTS

- ✓ **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%




***Source**: own internal reader survey*

## SEO and social presence




### Internet authority:

- ✓ **Current Authority Score (Semrush):** 36 - GOOD (for thematic media 25-40 is usual)
- ✓ **+11,100 backlinks** (Semrush)
- ✓ **Natural profile:** organically and consistently generated, with no spam or artificial links (Semrush)
- ✓ **Organic traffic:** 12,137 visits/month (Semrush)
- ✓ **Pages indexed:** 23,094 (Google Search Console)
- ✓ **Google News:** 11,200 impressions / 215 clicks (Google Search Console*)
- ✓ **Google Discover:** 17,100 impressions / 303 clicks (Google Search Console*)

**data from 01/01/2026 to 11/01/2026*

### Social media followers:

**Spanish**

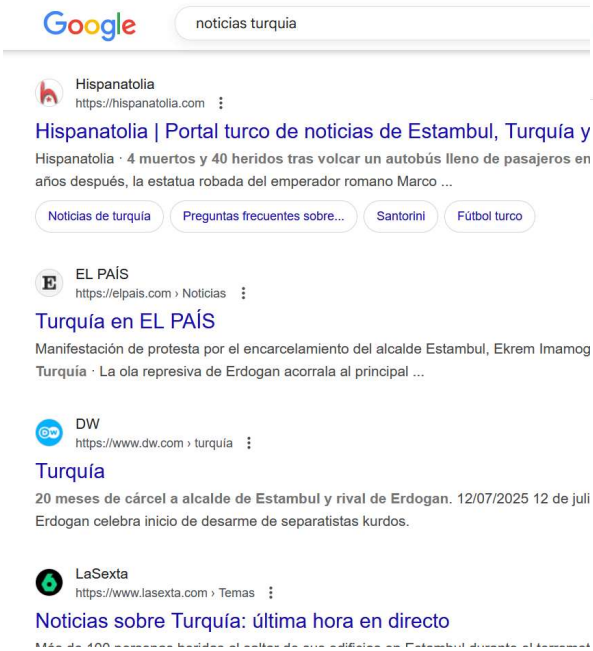
- **Facebook: 25,000**
- **Twitter/X: 5,350**
- **Youtube: 22,400**
- **LinkedIn: 440**

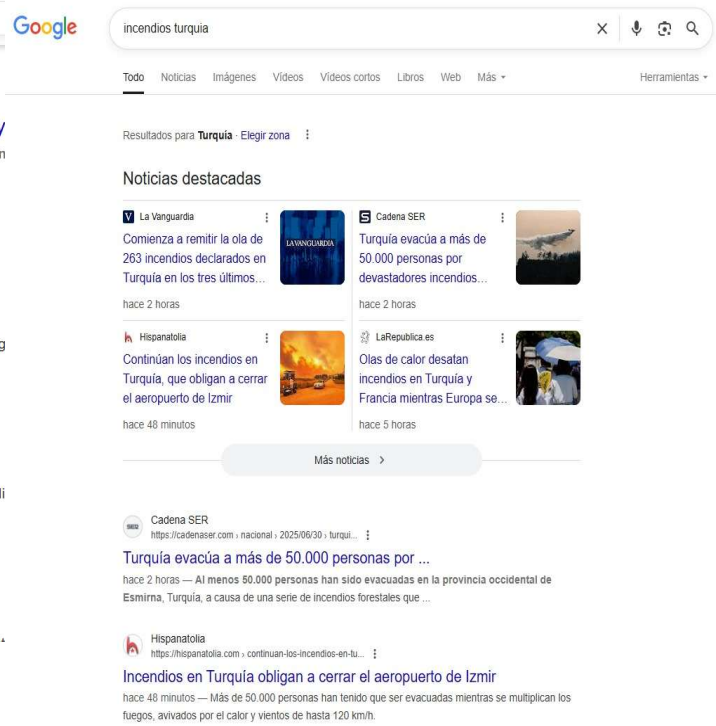
**English**

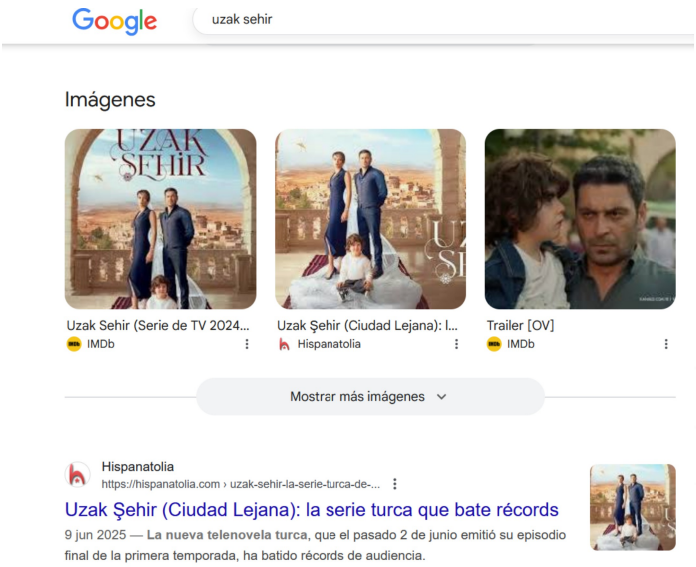
- **Facebook: 2,400**
- **Twitter/X: 1,260**

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

### SPANISH



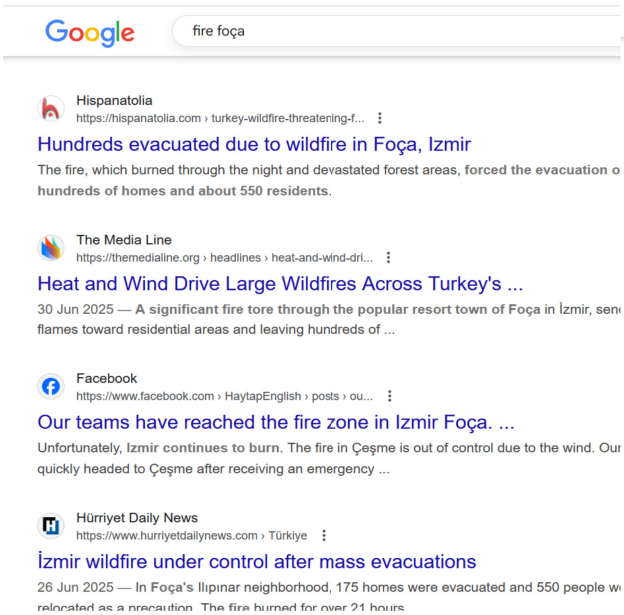



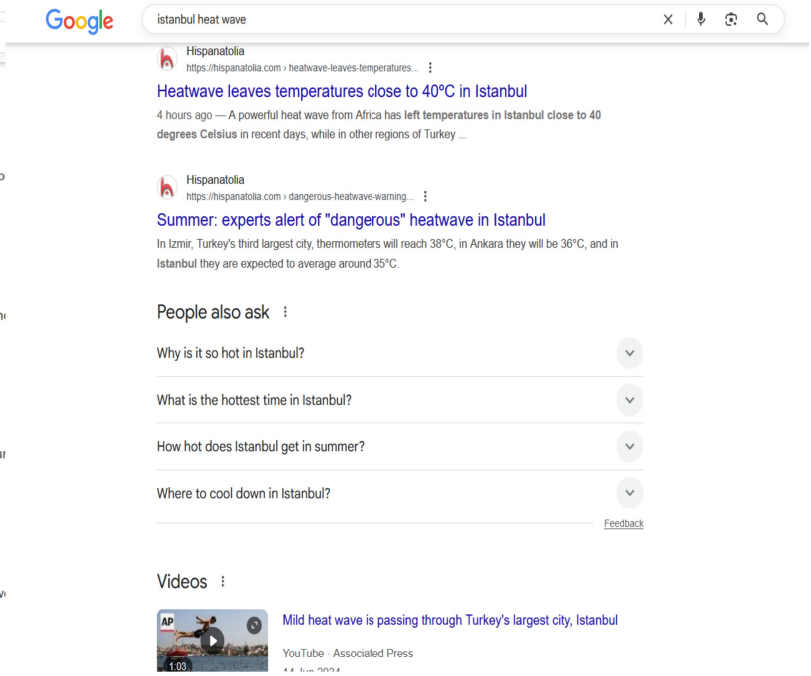



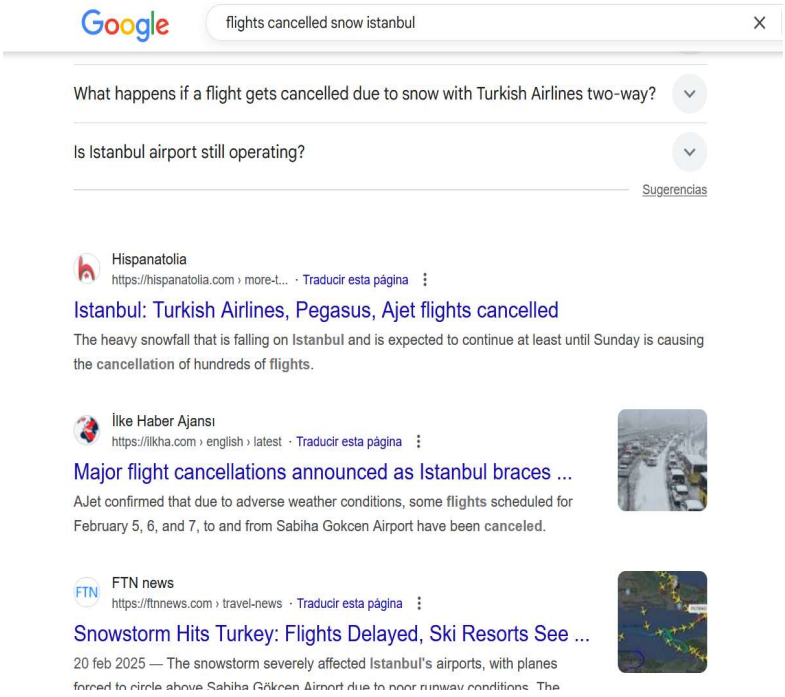

**Appearances in Spanish searches for:**

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

# ENGLISH




## 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)

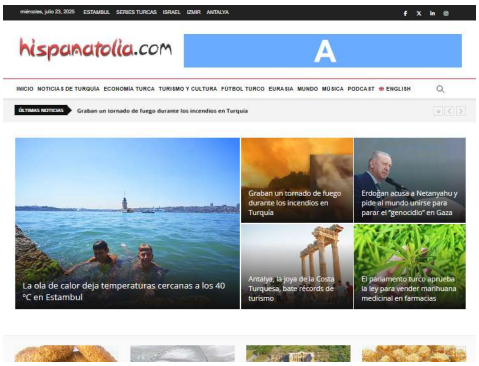
# Advertising options and rates

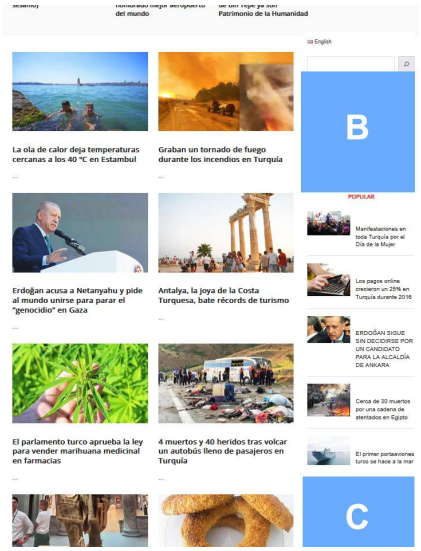
For more information on the **Hispanatolia advertising** options mentioned here, please contact us by **e-mail** at: *hispanatolia@gmail.com*.

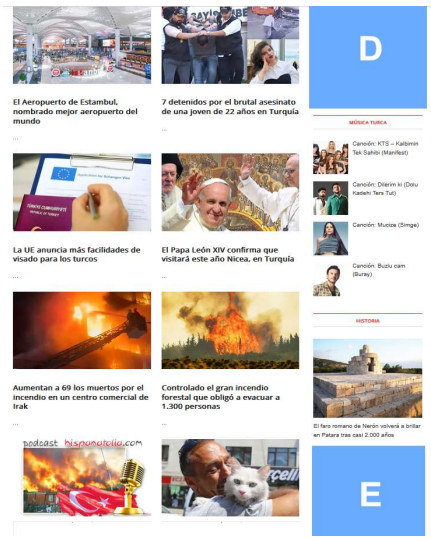
## Ads (banners):

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

| Banner location | Dimensions | Monthly price | Remarks |
|---|---|---|---|
| **Head megabanner A** | 700 x 90 px | €650 | maximum visibility |
| **Side banner B** | 300 x 330 px | €450 | highly visible |
| **small banner B** | 300 x 165 px | €250 | 3 months minimum |
| **Side banner C** | 300 x 330 px | €300 | 3 months minimum |
| **small banner C** | 300 x 165 px | €175 | 6 months minimum |
| **Side banner D** | 300 x 330 px | €200 | 6 months minimum |
| **small banner D** | 300 x 165 px | €100 | 12 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 €100 banners)

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 **€20**.

## 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, for **€1,390/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**: 3 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**. 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.

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 an **optimised price**.

## 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 → **€100**
- 1 sponsored content with links → **€150**
- 1 promotional post on social media → **included**

**Total price of the pack: €225** (you save 10% with the pack)

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

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

### ADDITIONAL DISCOUNT

In addition, if you decide to sign up for more than one month, for every 3-month period you will have an **additional discount** on the final price:

- 3 months → **3% discount**
- 6 months → **5% discount**
- 9 months → **7% discount**
- 12 months → **10% discount**

You could have a Visibility Pack for a whole year... **For just €170 a month!**

**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**