

HEY



The Magazine for Central Portugal in English



Media Pack

V.5

www.heyportugal.com



Who are We?

- Hey Portugal is the premier Magazine and Website
- Produced about Central Portugal in English
- Aimed at anyone with an interest in this Region.
- Hey Portugal magazine is published quarterly
- Our website is www.heyportugal.com

We provide information about news, business, sport in this region, with features on living and working in Portugal, Food & Wine, Days Out, and more. Find out what's on and what's new.

We have a comprehensive Business Directory of English speaking businesses and service providers in Central Portugal. For Ex-Pats living, visiting or working in Central Portugal this is a valuable resource.

Why Are We Different?

We are different because we have taken the best elements of the best advertising mediums in Portugal and put them together in one package.

- We actively communicate with our readers and advertisers
- We are focused on our target market of Central Portugal (including the Silver Coast)
- The content of the magazine & website are different encouraging varied markets
- We offer unbiased, factual information
- We encourage repeat visits by offering incentives and prizes and ensuring our content is updated regularly and is fresh
- We actively market ourselves to increase our Brand Awareness.
- We are not a forum, we are Much More.





What is Our Aim?

To provide valuable and interesting information to the people in Portugal who communicate in English, regardless of Nationality, and by doing so gain a regular and growing readership.

What is our Readership Profile?

Our website visitors and magazine readers are mainly British Ex-Pats but also expats from other European countries. The graph shows where our readers are when they use the website, and a recent Poll showed the Nationality of our readers as 64% British, 10% Dutch, 9% Portuguese, 3% South African and 3% American.

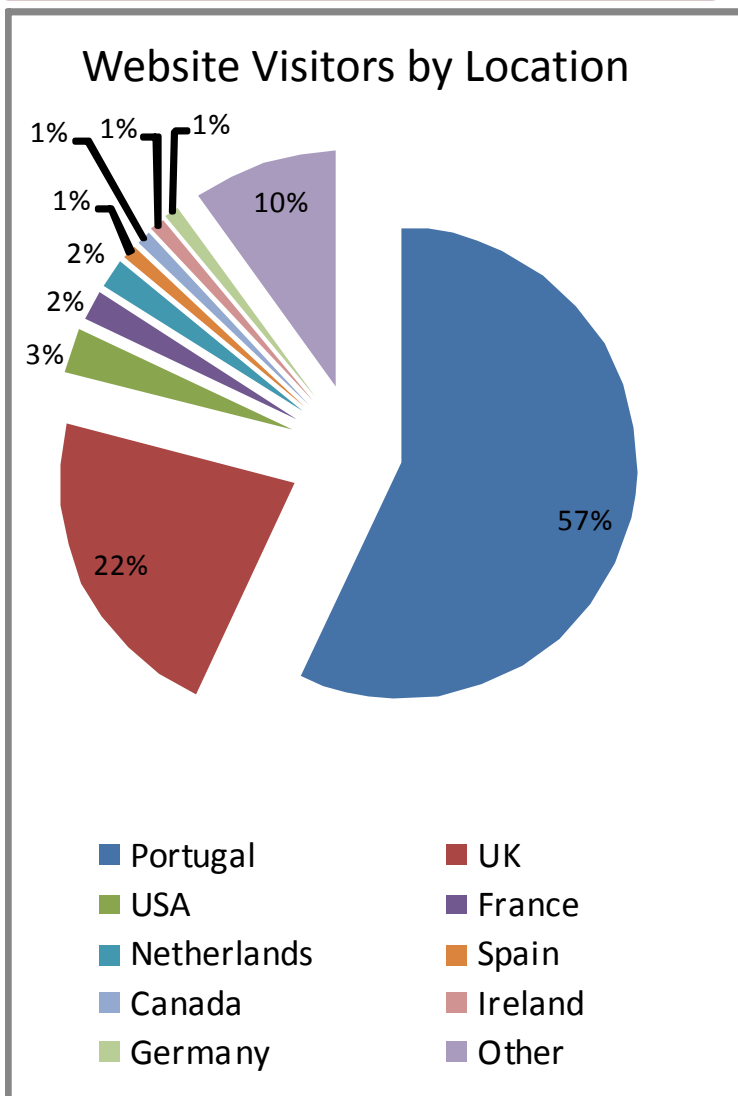
Our readership includes a growing number of people who are planning to move to Portugal as well as those who visit for holidays.

Website: Since our re-launch in May 2010, our website has gone from strength to strength. The majority of our visitors are in Portugal where we are ranked in the top 500 websites. (by Alexa), our Global ranking is around 160,000 (by Alexa) www.heyportugal.com gets 45,000+ hits every day. With the launch of our new website we achieved Number 1 position on Google and Yahoo on the first day, and are now top of many of the major search engines for relevant searches.

Magazine: Our Magazine offers Advertisers a unique opportunity to reach English speakers in central Portugal.

Hey Portugal is the only magazine in and about Central Portugal produced in English.

Our magazine has a print run of 2500 copies and is distributed throughout central Portugal, LISBON and Porto. It is also available on a Postal Subscription for local and Worldwide delivery.





Website Traffic

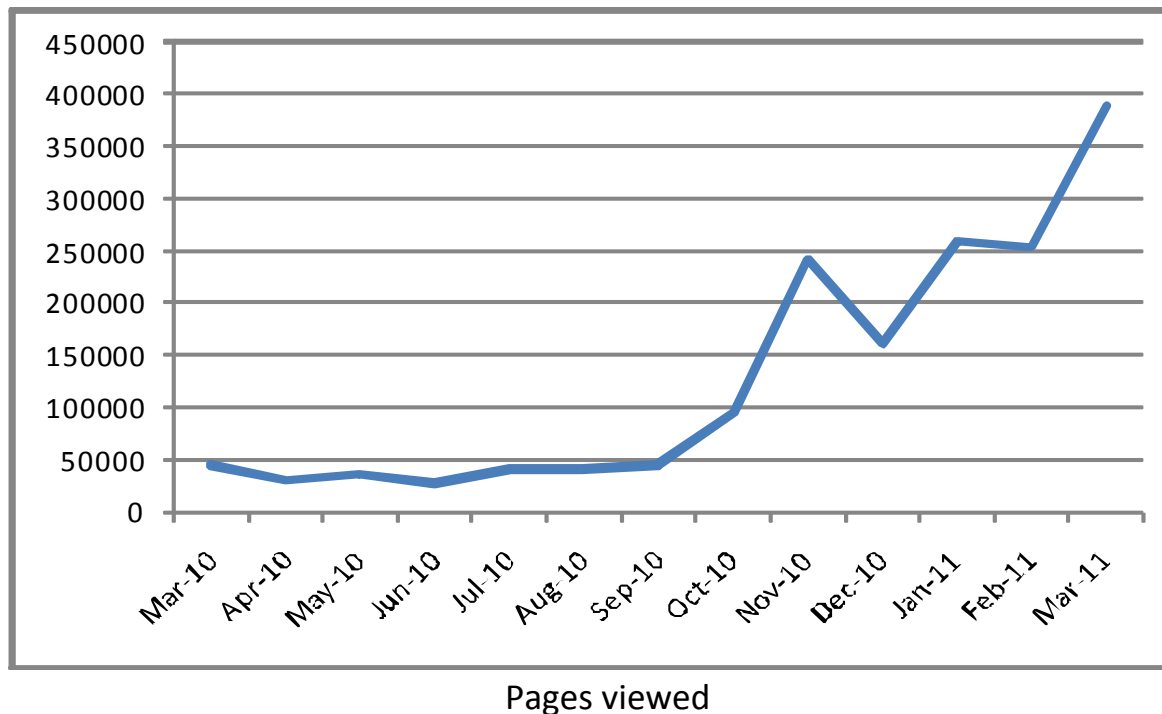
It is important that advertisers know how much traffic is going to the website on which they are advertising.

There are many website statistics quoted throughout the industry but we believe, the amount of time an individual user spends on our site and the number of pages they look at, is the most important measure of how effective our website is for our Advertisers.

Web users view more pages each time they look at our website than our competitors. These figures are due to the fact that our website is continually being updated with new content and we have add-ins such as the calendar, weather and free classifieds, that users check regularly.

We also have a very impressive Alexa ranking, our website is in the top 160,000 worldwide and top 500 in Portugal. Go to www.alexa.com and make your own comparisons.

**So, place your advert where it will get
the most Exposure
www.heyportugal.com.**

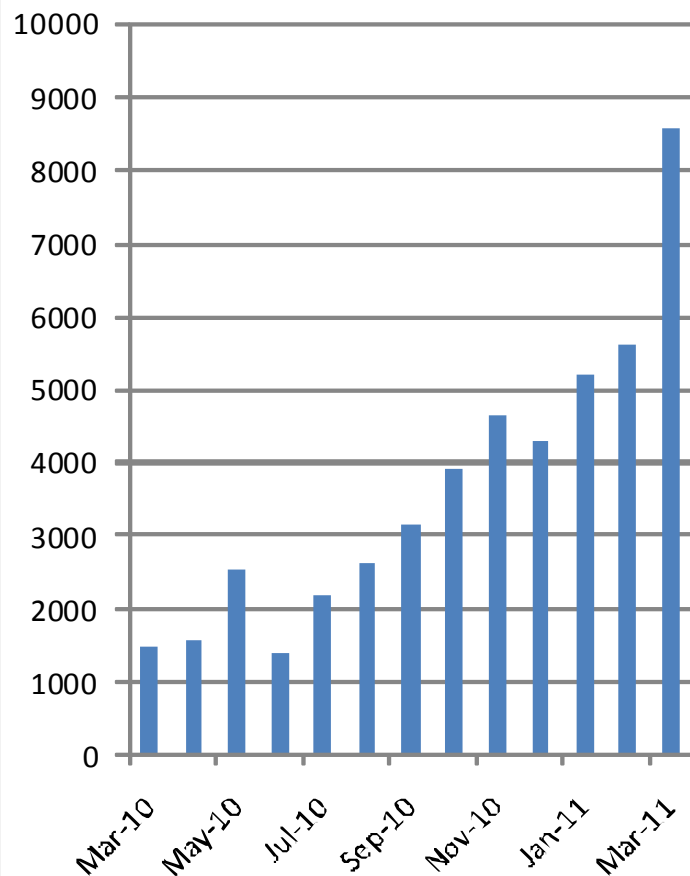




Why Should You Advertise With Us?

- Maximum publicity and exposure to your potential customers.
- To reach the English speaking market, who you would not normally have contact with.
- To ensure your potential customers know who you are and how to find you!
- Adverts with Hey Portugal are placed on the website AND in the quarterly magazine.
- There are several options and time periods available, to give you maximum flexibility.

Unique Visitors to heyportugal.com



Hey Portugal Business Directory:

- This is online and in the magazine
- Hyperlink to your own website
- Searchable
- Upgrade to a Featured Text Link
- Upgrade to Banner Link
- See page 7 for examples (NB. A banner advert does not have a text link)

Box Adverts:

- Platinum is our top advertising option; this gives you a Full Page in the Magazine and your advert in a Rotating Box on every page of the website for maximum visibility.
- Gold, Silver and Bronze packages provide a random box on every page and an entry in the magazine.
- All Box Advertisers can submit articles about their business sector, which will be endorsed with website and contact details, giving more exposure to your Business.
- See page 7 for website options and page 8 for magazine options.

Hey WebPage. If you don't have your own website you can have a single page on our website, designed for you at a fantastic price.

Get your business on the web today! Having a web page for your business is a powerful marketing tool and one that your customers expect you to have today. More details and options on page 9.

Advertising Options

	Website (see page 7)	Magazine (see page 8)	Package (web+magazine)	Terms
Platinum Box	96	252	300	These are prices for each 3 month period, and will be discounted by 10% for 6 months and 20% for 12 months, when ordered and paid for at the start
Gold Box	60	168	192	
Silver Box	60	77	96	
Bronze Box	36	54	66	
Directory Entry	24	24	38	
HeyWebPage			99	For 12 months, see page 9 for details
Newsletter Sponsorship			20	For one Newsletter

Newsletter Sponsors

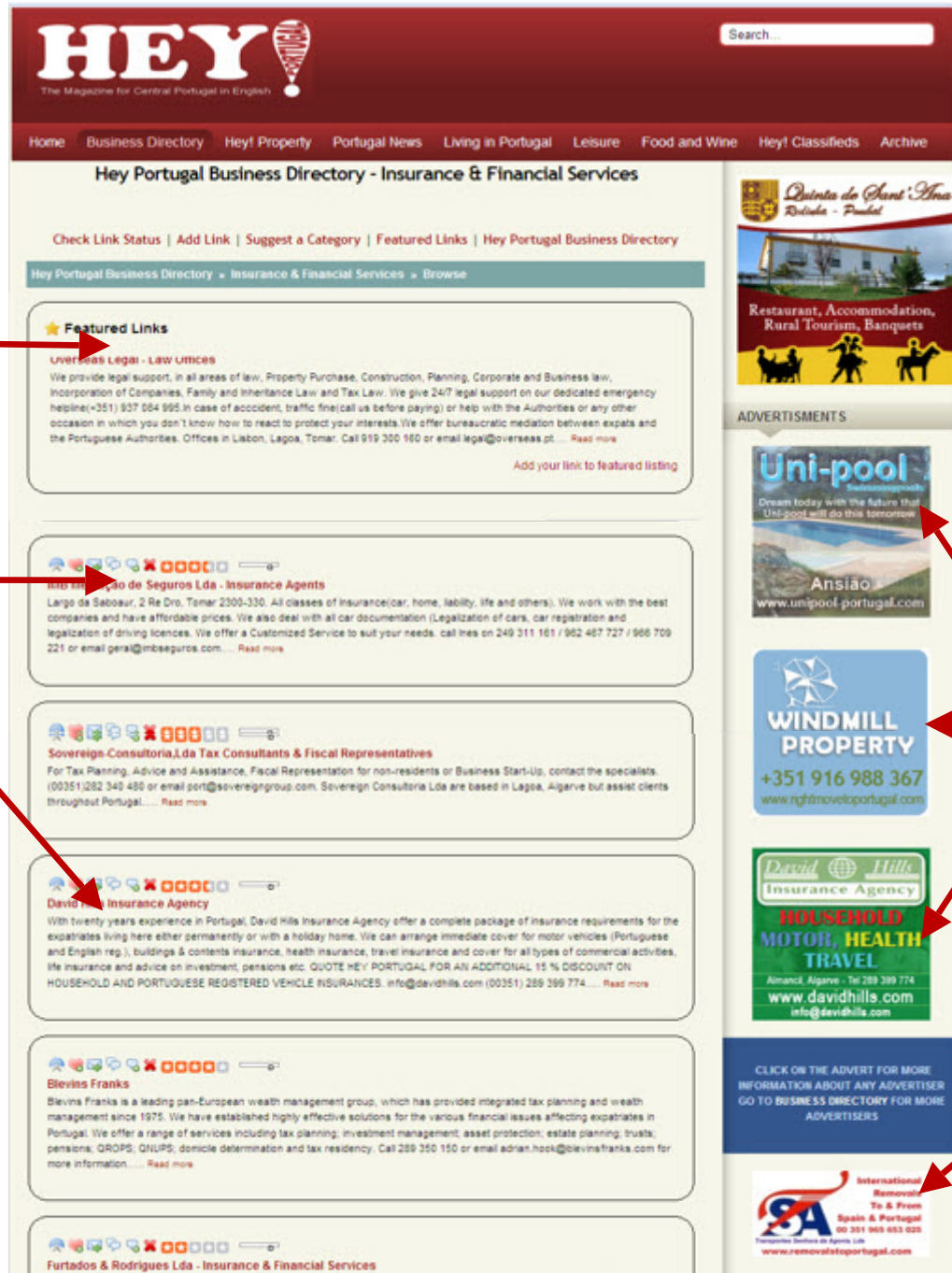
You can Sponsor one of our weekly Newsletters, to promote a special event or offer you have

For only 20€ you can have your logo, 2 small photos and 150 words of text

Our Newsletter is emailed to over 600 registered users of HeyPortugal.com (this figure is growing weekly)

To get a specific date make sure you book early

Website options



Featured

Appears at Top of Each Page of Business Directory
Platinum Advertisers Only

Directory Entry

Appears in the Business Directory
All Advertisers

All Box graphics to be supplied as jpg
minimum 250dpi.

Platinum Box

Appears at Top of Every Page on Website
Rotating Display

Gold/Silver Box

Appears on Every Page on Website
Random Display

Bronze Box

Appears on Every Page on Website
Random Display

Magazine options

**PLATINUM
FULL PAGE**

148mm x 210mm
Resolution: minimum 250 pxls
Formats: jpg, pdf, tif, png, bmp

**GOLD
HALF PAGE
HORIZONTAL**

148mm x 105mm
(page border)
128mm x 91mm
(grid)
Resolution: minimum 250 pxls
Formats: jpg, pdf, tif, png,

PAGE BORDER
GRID


OR

**71mm x
210mm**
(page border)

**61mm x
186mm**
(grid)

**GOLD
HALF
PAGE
VERTICAL**
Resolution:
minimum 250 pxls
Formats: jpg, pdf,
tif, png, bmp

PAGE BORDER
GRID



**SILVER
LARGE BOX**

62mm x 58mm
Resolution: minimum 250 pxls
Formats: jpg, pdf, tif, png, bmp



**BRONZE
SMALL BOX**

62mm x 29mm
Resolution: minimum 250 pxls
Formats: jpg, pdf, tif, png, bmp

The Magazine is A5 Portrait format.

Each entry in the Hey Pages Business Directory can have one contact telephone number, either land-line or mobile, if non-Portuguese number then please include International Dialling Code.

Hey WebPage Options

Here is an example of a Hey WebPage. Design may vary.



A Hey (one page) WebPage includes:

Free Professional Web Template (choice of 15)

1000 words of text

1 Logo / Header Image

Up to 10 Pictures/Photographs (loaded into a gallery or slideshow)

Your Contact Details secured

Keyword Optimisation to improve web rankings

STARTING FROM Only 33 cents per day

FREE

Sub-domain name and 1 Year Hosting

Your Hey WebPage gives you a professional web presence and announces you and your business to Portugal and the rest of the world.

It is proven that today most people, and especially the Ex-Pat communities, will search for a business or service they want online. If you are not on-the-web you are missing customers.

The world of websites and technology can be confusing. Hey WebPage gives you the opportunity to have a professional web page designed for you at an **unbelievably** low cost.

Hey Portugal has outstanding success in attracting visitors to its site and your business will benefit from this instantly.

Hey WebPages are especially suitable for start-up businesses, solicitors, translators, accountants, specialists, trades people, self catering, bed & breakfast accommodation and more.

How to Submit and Pay for Your Order

To place an advertisement with Hey Portugal please download the order form from our website, and send it to us with your payment or advise us of your completed payment method. You can make your payment using any of the following methods:

- MultiBanco using NIB: 0079 0000 3849 1633 1016 3
- International Payments using IBAN: PT50 0079 0000 3849 1633 1016 3 SWIFT/BIC: BPNPPTPL (we do not accept bank charges)
- You can pay at any BPN Branch: No Conta: 3849 1633 1000 1 (Mint Lda)
- You can post with a cheque (Portuguese Bank only) made payable to Mint Lda.
- You can pay by PayPal to accounts@heyportugal.com

For all payment methods, please make the reference your name or company, so that we can trace the payment quickly.

No advertisements will be accepted and processed without Pre-Payment.

Full advertising Terms and Conditions are available on the website.

Contact Details

If you have any questions after looking through this document then please feel free to contact us:

Paul Manning
Director of Advertising

info@heyportugal.com
Tel (00351) 919 639 793

Hey Portugal is produced in Portugal by:
Mint, Lda. (NIF 508767652)
Quinta das Palmeiras, Loureira, 3250-034 Pussos
Alvaiázere,
Portugal

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