La Voz de Madrid
lavozmadrid.es

November 2026

MEDIA KIT

Turn your company updates into news

Publish your company's news on La Voz de Madrid: in journalistic format, on its own permanent page, indexable on Google and published in Spanish and English. Or reach further by publishing on all 8 of the group's digital newspapers in Spain at once.

From €79 + VAT · One-off payment · Automatic invoice

27m
appearances in Google search since April 2026

1.9m
page views since April 2026

8
digital newspapers

Troc Media digital newspapers

01 — THE NETWORK

A network of 8 digital newspapers

La Voz de Madrid is part of Troc Media, which publishes 7 regional newspapers in Spain, each devoted to the news of its own region. Diario PYME, the national business news title, completes the network. Your article can appear in just one of them or in several at once.

7	6	97,000+	7,000+
regional newspapers	publishing languages	articles published	new articles in 30 days

Diari de Catalunya
Catalunya
diaricatalunya.cat CA ES EN

La Voz de Madrid
Comunidad de Madrid
lavozmadrid.es ES EN
THIS NEWSPAPER

La Voz de Andalucía
Andalucía
lavozandalucia.es ES EN

Portada de València
Comunitat Valenciana
portadavalencia.com VA ES EN

Diario Euskadi
Euskadi
diarioeuskadi.eus EU ES EN

Diario Gallego
Galicia
diariogallego.es GL ES EN

La Voz Canaria
Canarias
lavozcanaria.com ES EN

Diario PYME
National business news
eldiariopyme.es ES EN

Close to each region
Each newspaper is devoted to the news of its own community: its towns, its institutions and its businesses.

In their readers' languages
Between them they publish in Catalan, Spanish, English, Valencian, Basque and Galician, and each article is translated into the languages of its newspaper.

A business section in every newspaper
Company news has its own section in every regional newspaper, with the same design as the rest of the news.

Beyond Spain
Troc Media also publishes 25 digital newspapers in other countries: Portugal, France, Belgium and the UK.

Looking for more impact or an international campaign? Email us at **empresas@lavozmadrid.es** and we'll put together a tailored proposal.

02 — AUDIENCE

Real readers, measured by us

Figures from our own analytics, bots excluded, across the network's 8 newspapers.

1.9m
page views since April 2026

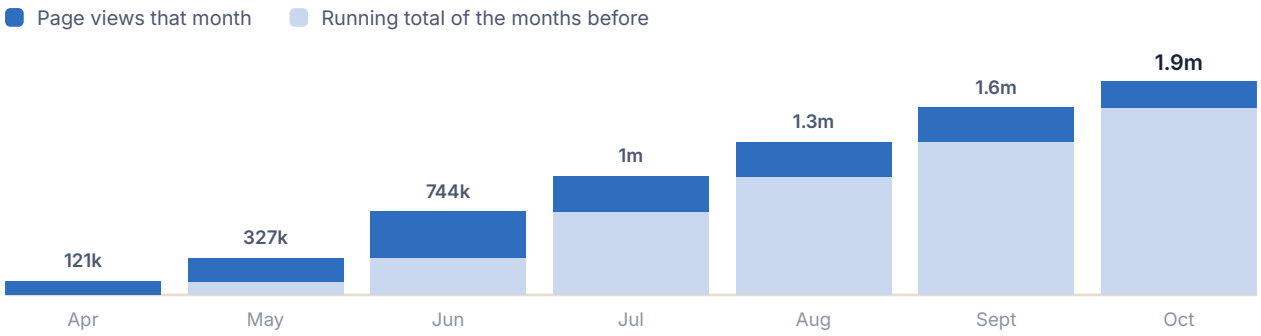
1.3m visits since April 2026

210,000+ page views in the last 30 days

5,000+ readers a day, on average

Cumulative page views, month by month

Whole network, since April 2026



How readers find us

9 out of every 10 visits arriving from another website come from a search engine.

Search engines (Google, Bing...)	93%
Social networks	3%
Other websites and apps	4%

We also get readers from AI assistants.

Which device they read on



Mobile **40%** · Desktop **42%** · Tablet **18%**

Which language they read in

Spanish	59%
English	18%
Catalan	17%
Galician	3%

Our own analytics for the 8 newspapers, bots excluded, as of 7 November 2026. Visits: each reader is counted once a day. Source: visits whose origin is reported by the browser. These are figures for the network as a whole, rounded down, not a forecast of the visits any one article will get.

03 — THE ARTICLE

A news article works harder than a post

A social media post disappears fast. A news article in a newspaper remains a permanent digital asset: you can share it with clients, link to it from your website or send it on WhatsApp or LinkedIn, and it stays indexable on Google.



What's included

- Its own permanent page on La Voz de Madrid, with its own URL
- A spot on the homepage when it is published, until newer articles take its place
- A dofollow link to your website, which you add in the form
- News format: headline, subheading, text and photos
- Versions in Spanish and English, automatically translated
- Automatic invoice

> **In the newspaper's own design.** It is published with the same layout as the rest of La Voz de Madrid: it reads well on a phone and can be shared and linked to like any other page of the newspaper.

WHY IT IS A SOUND INVESTMENT

Pay once, lasting presence

An ad stops showing when the budget runs out. The article stays published, with no subscriptions or renewals.

The backing of a newspaper

Your news, published by a digital newspaper: a link that builds trust with clients, partners and suppliers.

Good for SEO

An indexable page on a news domain, with a dofollow link to your website.

Ready for AI search

AI assistants answer with information from the web, and the article sits on a site that is open to their crawlers.

04 — GOOGLE AND AI

Built to be found

Every article is published on the same technical foundations as the rest of the newspaper, designed so that search engines and AI assistants can crawl it and understand it.

ON GOOGLE, SINCE APRIL 2026

27m
appearances in Google search results

750,000+
clicks from Google through to the newspapers

4.2m
appearances a month, on average

Data from Google Search Console, Google's tool for publishers, across the network's 8 newspapers. An appearance is each time one of their pages shows up in the results of a search. A click is each time someone opens it from there.

Its own permanent URL
An address just for the article, declared as its canonical URL: always the same, with no expiry date.

News structured data
Schema.org NewsArticle markup with headline, dates, image and publisher, so that search engines recognise it as news.

Sitemap and news sitemap
It is listed in the newspaper's sitemap and, for its first 48 hours, in its news sitemap.

One URL per language
Each version (Spanish and English) has its own indexable page, linked to the others with hreflang.

Dofollow link
A link without nofollow to your website, with the anchor text you choose when you prepare the article.

Ready to share
A large image and the headline when shared on WhatsApp, LinkedIn, Facebook or X, thanks to its Open Graph tags.

Open to AI search engines

The group's newspapers allow crawlers from OpenAI (ChatGPT), Anthropic (Claude), Perplexity and Google, among others, and publish a guide for AI assistants (llms.txt). The article is within reach of the AI search engines that draw their answers from the web.

Indexing, ranking on Google and appearing in AI answers depend on each platform: nobody can guarantee them.

05 — REAL EXAMPLES

Real stories, already indexed by Google

A few of the company stories recently published on La Voz de Madrid. Google has already indexed them, and anyone can check.

La Voz de Madrid · 6 November 2026 — ✓ Indexed by Google

Notarial divorce in Madrid: a quick alternative to court for couples by mutual agreement

Lawyer Alejandro Gilabert, head of Civilis Abogados, explains the requirements, deadlines, and advantages of...

lavozmadrid.es › en › notarial-divorce-in-madrid-a-quick-alternative-to-cour...

La Voz de Madrid · 6 November 2026 — ✓ Indexed by Google

Casas Completas brings together more than 100 holiday rental accommodations in Galicia

The Galician portal, specialising since 2002 in full rental accommodations, makes it easy to find rural...

lavozmadrid.es › en › casas-completas-gathers-over-100-holiday-rental-accomm...

La Voz de Madrid · 5 November 2026 — ✓ Indexed by Google

SEO en un Click Explains Why SEO Positioning in Madrid is Key to Gaining Customers Online

Web positioning specialist, Marta Ciruelos, develops strategies for companies across Spain, combining SEO...

lavozmadrid.es › en › seo-en-un-click-explains-why-seo-positioning-in-madrid...

La Voz de Madrid · 4 November 2026 — ✓ Indexed by Google

m4PRO ERP: technology, artificial intelligence and specialization to improve the management of construction companies

An ERP solution specifically designed for the construction sector, integrating business management and site...

lavozmadrid.es › en › m4pro-erp-technology-artificial-intelligence-specializ...

The best proof: see for yourselves

The most reliable way to see how it works is to look these stories up yourselves, on Google and in AI assistants.

On Google
Copy the headline of one of these stories and search for it.

In AI assistants
Ask ChatGPT, Gemini or Perplexity about the company.

Check the source
Confirm that the paper's story appears in the results and among the sources cited.

Indexing checked in Google Search Console when this document was prepared. Ranking in the results and appearing in AI answers depend on each platform.

06 — MANY USES

One article, many uses

Once it is published, you can use it wherever it helps you.

WhatsApp
Send it to your clients

LinkedIn
Share it with contacts and followers

Website
Link to it from the news page of your website

Google
Add it to your Google Business Profile

Instagram and Facebook
Post it on social media

Quotes
Attach it to quotes and emails

What can you publish?

- Opening of a new location
- Product or service launch
- Company profile
- Anniversary or milestone
- Award or certification
- Taking part in a trade fair
- New partnership or agreement
- Local, social or cultural project
- Campaign, expansion or new phase

News that doesn't expire

It is not here today and gone tomorrow: it is a news article in a newspaper, with its own URL, which you can link to from your website, send to clients and share on social media whenever it suits you. No subscriptions or renewals.

HOW IT WORKS

Three steps to get your article in the paper

1. You write the article in our form, or email us and we will prepare it for you from your website.
2. You see it exactly as it will be published and change the text and photos as many times as you need.
3. When you are happy with it, you pay and it goes live straight away. If you are not convinced, you pay nothing.

07 — PRICES

Choose the reach of your article

LOCAL

La Voz de Madrid

This newspaper only

€79 + VAT

One-off payment · Automatic invoice

- 1 article published on La Voz de Madrid
- Initial homepage placement
- Your own permanent URL
- 1 dofollow link to your website*
- Versions in Spanish and English
- Indexable page on Google

RECOMMENDED

LOCAL + NATIONAL B2B

La Voz de Madrid + Diario PYME

The local paper + the national business title

€119 + VAT

One-off payment · Automatic invoice

- Everything in the Local plan
- Also published on Diario PYME
- 2 permanent URLs
- 2 dofollow links*
- Stronger brand presence
- For companies, B2B services, start-ups and corporate news

MAXIMUM COVERAGE

THE WHOLE NETWORK

All 8 newspapers in the network

8 newspapers · 8 URLs · nationwide coverage

€249 + VAT

One-off payment · Automatic invoice

- Published in 8 digital newspapers
- 8 permanent URLs
- 8 dofollow links*
- Wider regional coverage
- An indexable page on every newspaper
- Ideal for campaigns, agencies, franchises and growing brands

* You add the dofollow link in the form, with the anchor text and address of your choice.

Secure payment · Automatic invoice · Published straight away · No subscriptions

FREQUENTLY ASKED QUESTIONS

Does the article stay published for good?

Yes. It has its own URL and stays published indefinitely, with no subscriptions or renewals, as long as it meets the newspaper's publishing terms.

Is it translated automatically?

Yes. You write it in one language and it is published in all the newspaper's languages (Spanish and English), automatically translated. Each version has its own indexable URL.

Do we need to have the text written already?

No. You can start from an idea, a press release or your website. If the headline is the hard part, we'll suggest 2 or 3 before publishing.

Will it appear on Google?

It is published as an indexable page, with news structured data and listed in the newspaper's sitemaps. When and how it is shown is up to Google, but the page is ready to be crawled from day one.

What does it look like once published?

In the newspaper's news format: headline, subheading, photo and text, with the same layout as the rest of its pages. Misleading, offensive or unlawful content is not accepted.

Can it be shared on social media?

Yes. When shared on WhatsApp, LinkedIn, Facebook, X or by email, it shows its image and headline.

LA VOZ DE MADRID

Shall we get started?

If you’re not convinced, you pay nothing.

Write it yourselves

Write the article in the form and see it exactly as it will be published before you pay.

lavozmadrid.es/en/empresas/publicar

Or let us prepare it for you

Email empresas@lavozmadrid.es with your website address and we’ll prepare the article for you.

empresas@lavozmadrid.es

Not sure what headline to use?
Tell us in three lines what you want to announce and we’ll suggest 2 or 3 headlines with a news angle. We reply the same working day.

27m
appearances in Google search since April 2026

1.9m
page views since April 2026

8
digital newspapers



Troc Media
lavozmadrid.es