Diário PME
diariopme.pt

November 2026

MEDIA KIT

# Turn your company updates into news

Publish your company's news on Diário PME: in journalistic format, on its own permanent page, indexable on Google and published in Portuguese, Spanish and English. Or reach further by publishing on all 10 of the group's digital newspapers in Portugal and in Spain at once.

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

| 2 | 3 | 2,000+ |
|---|---|---|
| digital newspapers | publishing languages | new articles a month |

01 — THE NETWORK

# A network of 2 digital newspapers

Diário PME is the national business news title of Troc Media, which also publishes O Diário de Portugal. Your article can appear in just one of them or in several at once.

| 1 | 3 | 3,000+ | 2,000+ |
|---|---|---|---|
| regional newspaper | publishing languages | articles published | new articles in 30 days |

### O Diário de Portugal

Portugal

odiariodeportugal.pt PT ES EN

### Diário PME

National business news

THIS NEWSPAPER

diariopme.pt PT 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 Portuguese, Spanish and English, 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 Portugal

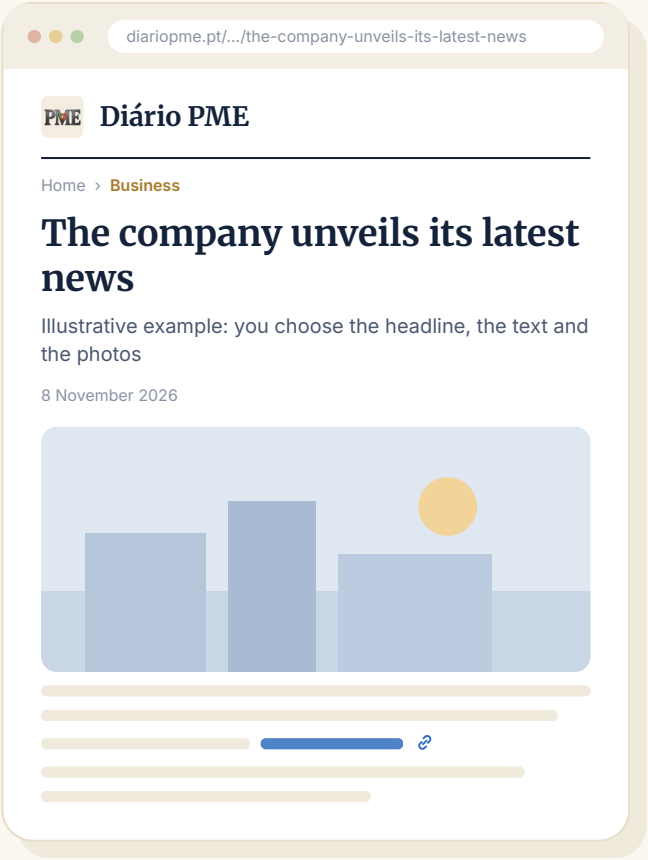
Troc Media also publishes 31 digital newspapers in other countries: Spain, France, Belgium and the UK.

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

02 — 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 Diário PME, 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 Portuguese, Spanish and English, automatically translated
- Automatic invoice

> **In the newspaper's own design.** It is published with the same layout as the rest of Diário PME: 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.

# 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.

### 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 (Portuguese, 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.




Illustrative example of how a news article looks in search results.

### 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.

04 — 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.

05 — PRICES

# Choose the reach of your article

BASIC

## Diário PME

This newspaper only

**€79** + VAT

One-off payment · Automatic invoice

- 1 article published on Diário PME
- Initial homepage placement
- Your own permanent URL
- 1 dofollow link to your website*
- Versions in Portuguese, Spanish and English
- Indexable page on Google

RECOMMENDED

NATIONAL + 1 REGIONAL NEWSPAPER

## Diário PME + 1 regional newspaper

Plus a regional newspaper of your choice

**€119** + VAT

One-off payment · Automatic invoice

- Everything in the Basic plan
- Also published on a regional newspaper of your choice
- 2 permanent URLs
- 2 dofollow links*
- More visibility in the chosen region

MAXIMUM COVERAGE

IBERIAN NETWORK

## All 10 newspapers in Portugal and in Spain

10 newspapers · 10 URLs · coverage in Portugal and in Spain

**€299** + VAT

One-off payment · Automatic invoice

- Published in 10 digital newspapers
- 10 permanent URLs
- 10 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.

### 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.

### Is it translated automatically?

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

### 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.

### 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.

### Can it be shared on social media?

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

DIÁRIO PME

# 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.

diariopme.pt/en/empresas/publicar

### Or let us prepare it for you

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

empresas@diariopme.pt

**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.

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