Maresme
CONNECT

Local Living on
Barcelona's Doorstep

In partnership with

Costa del Maresme
CONSORCI DE PROMOCIÓ TURÍSTICA

costa de barcelona maresme

Advertising Pack

2025

About Maresme Connect

Maresme Connect is the leading English-language online resource for residents and visitors exploring the stunning Maresme region, located just north of Barcelona City. Founded by Maresme residents, journalist **Carrie Frais** and education consultant **Jane Mitchell**, the platform fills a vital niche by offering curated resources on services, restaurants, accommodation, activities and education.

The website features an extensive range of tools, including detailed listings, blogs and a regularly updated **'What's On'** section. In 2025, Maresme Connect expanded its offerings with the launch of a **community forum**, allowing locals to share recommendations, seek advice and connect on a variety of topics.

With an active social media presence on **LinkedIn, Instagram and Facebook**, the platform has cultivated a vibrant community, including a Facebook group boasting over **3,000 followers**. The website's steadily increasing traffic reflects its role as a go-to destination for the growing international and English-speaking community choosing Maresme as their home.

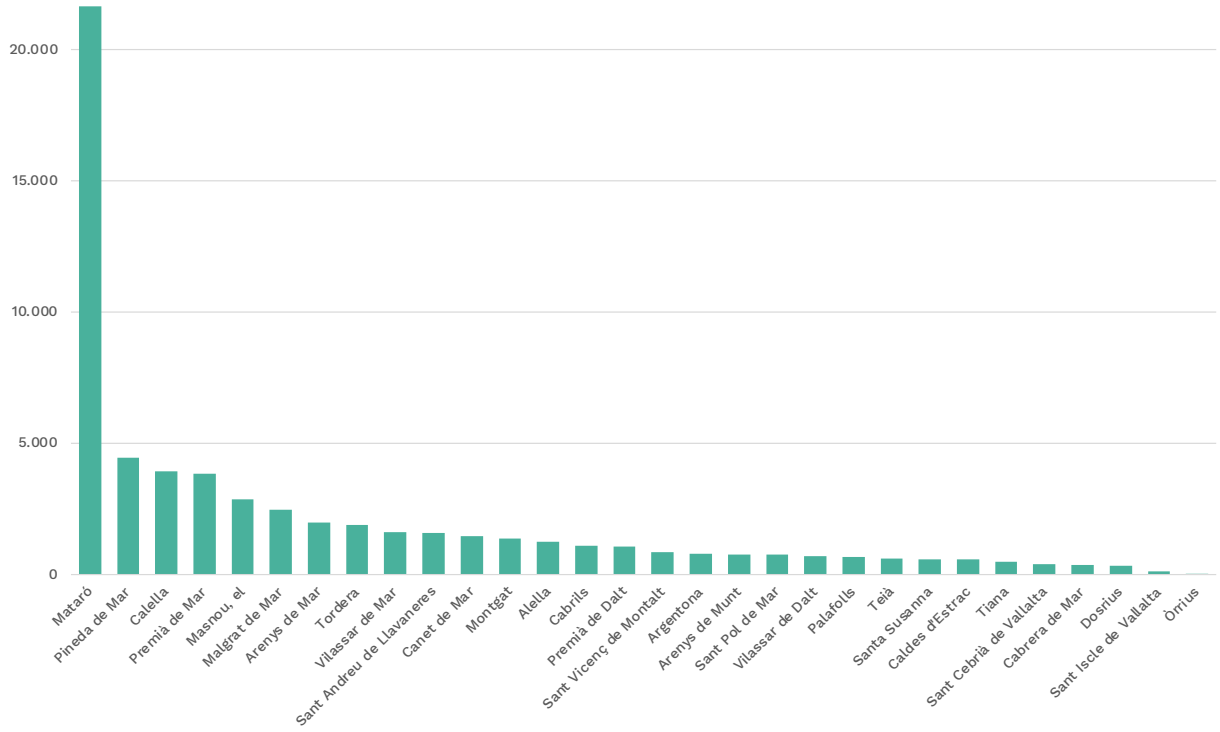
"In the aftermath of COVID-19, the value of community has taken on even greater significance. In Maresme, we're fortunate to have a dynamic and creative community that thrives on collaboration and connection. Through our website, forum and social media platforms, we aim to bring people closer together, highlighting the rich opportunities this beautiful region offers—from culture and nature to education and lifestyle. It's about fostering a sense of belonging and showcasing everything that makes Maresme such a special place to call home."

Jane Mitchell
Maresme Connect

Why now?

The demographics of Maresme are evolving rapidly. According to **IDESCAT (Catalonia's Institute for Statistics), 13% of the region's 467,398 residents** were of foreign origin in 2023—an increase from under 5% just two decades ago. This growth highlights the region's growing global appeal and Maresme Connect is at the heart of this transformation, bridging communities and supporting newcomers and long-term residents alike.

With Maresme Connect, navigating and enjoying everything the region has to offer has never been easier.



Foreign Population in Maresme by district, 2023
Source: IDESCAT

"Maresme is rapidly gaining recognition as a prime destination for those seeking the perfect blend of coastal living, natural beauty and proximity to the vibrant city of Barcelona. With its stunning landscapes, a rich array of activities, top-tier restaurants and exceptional schools, the region offers something for everyone. Maresme Connect aims to bring these elements together, serving as the ultimate resource for discovering everything this extraordinary region has to offer."

Carrie Frais
Maresme Connect

Who we are

Jane Mitchell

Originally from the UK, Jane has been based in Barcelona since 2003 and lived in Maresme since 2008. She is Associate Director at MumAbroad, dedicated to creating an online community for English-speaking families living in Spain and writes for The Good Schools Guide International, a UK based online publication, where she contributes independent reviews of international schools in Barcelona. Jane also makes artisan quilts from found fabrics in her spare time.

"By exploring, discovering and writing about the towns, beaches, natural parks, culture, history, gastronomy, viniculture and residents of Maresme we hope to showcase this beautiful part of Catalonia and connect people who appreciate what the area has to offer."

A resident of Vilassar de Mar since 2021, Jane lives with her 3 teenagers and cat Morris.

Carrie Frais

Carrie is a British-born journalist turned entrepreneur, events host & podcaster who has lived in Maresme for more than 15 years. In 2022 she established No20, a coworking, events and showroom located in Vilassar de Mar Old Town with the aim of bringing together the local digital workforce, artisans and community under one roof. During Covid, she edited and co-wrote her first book #LivingTheDream: expat life stripped bare, exposing the more challenging aspects of life away from 'home'.

"We don't simply want to list people's businesses but our aim is to find out what makes them do what they do. Small businesses especially are about people and we want to give them a platform to tell us the how and most importantly the why."

Carrie currently lives in Cabrils with her husband Tom, teenage children Poppy and Bertie and various animals.

Advertise with us

Social Media Post

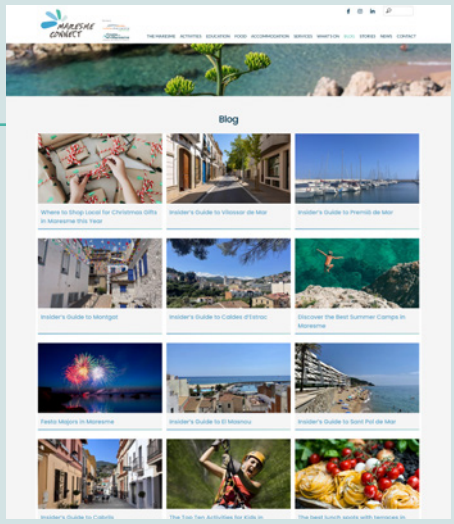
Feature on our growing Social Media Platforms - Instagram, Facebook & LinkedIn in our series ‘Maresme Meets’.

€25

Listing

Our listings are thoughtfully crafted with Search Engine Optimization (SEO) to maximize visibility and engagement. Each listing features a pull-out quote, several client testimonials and exclusive tips from our ‘insider team’ to add value.

€90*



Blog

QnA or article.

€120*

Listing + Blog

€180*

Category Sponsorship + Listing + Blog

Activities. Services. Food. Accommodation. Education.

€350*

*Prices include promotion on social media and feature on our homepage slideshow.

Contact us
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