

Sao Miguel: An enchanting island for whale-watching and horsing around

Animal magic in the Azores: Sao Miguel is an enchanting island for whale-watching and horsing around

By [Laura Powell](#)

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Sea-sickness tablets swallowed; waterproofs on. We stumble into a glorified dinghy, straddle an inflatable bench and cling on for dear life.

‘Everyone ready?’ asks Skipper. Well, no. Not really. Then we’re off, accelerating from 0-to-50 knots as fast as you can scream: ‘SOS!’

Twenty minutes later, the boat is tossing around black Atlantic waves and the island is a green smudge on the horizon.



Tranquil: The Sete Cidades Lakes on the island of Sao Miguel in the Azores offer breath-taking views

Locals call it 'Green Island', but it's actually Sao Miguel and is the largest and most populous of the nine Azorean Islands.

It's somewhere north-east of Bermuda, west of Lisbon, too eastern to squeeze on a North American map, and probably too far into the Atlantic to appear on a European one (even though the Azores is technically a Portuguese archipelago) — and four hours by plane from London.

Until the early 15th century — when Portuguese families emigrated there with sheep and goats in tow — Sao Miguel was a Robinson Crusoe-type outpost. Early sailors en route to the New World used it as a stepping stone, but today its population is 140,000 — plus one cow to every person.

Relaxing: With a population of only 140,000 (and one cow per person), Sao Miguel is great to explore

I'd never heard of it, but I still signed up for a riding holiday in the Azores. It is also a whale-watching hub — which is why I ended up bobbing on a motorised dinghy with 14 excited whale-watchers and an awful lot of sea-sickness.

First, Skipper doled out anatomical diagrams of whales (to distinguish a blue from a beaked, for example) and said we 'might' see one.

He didn't warn us about the spray that would blast our faces, how our bottoms would ache as the boat mounted each colossal swell, or how our eyes would level with the waves one second, clouds the next.

My 60-something neighbour clutches his stomach. 'Are you OK?' asks Skipper. 'No, I'm not,' comes the reply.

Then, half-an-hour out, some of us find our sea legs. The radio crackles, Skipper swerves left, then stops. 'Over there! Whale!' Twelve heads turn (all except two sickly men). I look, too. Surely no whale can be worth the nausea?

Thirty-five yards from the boat is a waterfall of spray. Then a hulk of smooth grey blubber breaks the surface. Adrenaline pumps. You can hear involuntary gushes and sighs. 'Wow!' I breathe, in spite of myself. It is worth it.

This is the first of three breathtaking encounters with mother and calf sperm whales off the coast

of Sao Miguel — and the beginning of a love affair with an island that seems never to have grown up.

Picture the Scottish Highlands, wind back the clock 70 years, warm the temperature to 20c and you're starting to get the feel for time-warped Sao Miguel.

Narrow paths weave between wildflower fields and stone ruins of what were once chocolate-box houses. Tea plantations of orange pekoe (an aromatic black tea) sprawl over hills — they also grow pineapples and sugar beet.

Farmers (more than half the population works the land) drag hand-operated milking machines after cows, while less wealthy goat farmers live in corrugated metal shacks in fields.

The air is thick with the smell of eucalyptus. Which all begins to explain why Sao Miguel is best explored lazily on horseback.

Lazing saddles: The perfect way to explore the Sete Cidades lakes

I was staying at Quinta da Terca, a guesthouse-stable with 33 horses in Livramento, a foresty parish in Sao Miguel's capital, Ponta Delgada. Horses and holiday-makers are paired carefully by Swedish owner Christina de Laval, who doubles as head chef.

Meals are good quality rustic fare: spiced broths, exquisite steak au poivre and cinnamon tarts for supper; frittatas and rainbow-bright salads for lunch, served in a converted stable with vintage car memorabilia tacked to the walls.

Fifteen hours of horseriding are programmed into my week. My seven fellow holidaymakers, all hardened riders, are partnered with nimble horses while, as a novice (I'd never even sat on a horse before), I am given chubby, docile Chicco.

After learning to tack up (clumsily) and balance (precariously) on Chicco, we follow guide Lise to Mata Santa (Holy Wood), named after an old woman who is said to have fled here to escape her violent husband, and survived on vegetation, while concocting love potions from plants.

Lise points out her tomb surrounded by wild red peonies. I try not to topple off Chicco.

Inspirational: The two turquoise lakes can be travelled around on horseback

By day six, wobbling becomes trotting. I'm partnered with leaner, speedier Thor, and Lise thinks I'm ready to canter.

'Why is he named after the God of Thunder?' I ask. She grins. I cling on to Thor's mane, position my legs and yell: 'Gallop!'

Three gallops later, I'm ready to join the other holidaymakers for a day-long hack in Sete Cidades, an area defined by a huge volcanic crater, with twin turquoise lakes at its centre. A photograph of the view here is what inspired my trip.

The ride stretches around the cliffs, down to the lake where lunch is served on tables set with flowers.

Between rides, tour guide Ricardo shuttles me to landmarks such as Furnas Valley, a volcanic crater with bubbling hot springs, and a botanical garden with a huge thermal mud-brown spring.

At lunch we sample cozido, a local casserole made by steaming vegetables (yams, carrots, cabbage) and meat (chicken, beef, blood sausage) in huge earthen pots underground for seven hours. Some apparently say the eggy sulphur smell lingers, but I found cozido delicious.

Final stop is Nossa Senhora da Paz, a tiny whitewashed chapel perched atop a hill, reached by a tiled staircase.

The story goes that when an earthquake destroyed nearby Vila Franca do Campo in 1522, all that was left of the church was a tiny Virgin Mary doll, which is enshrined in a cabinet outside this chapel.

From here, the view is endless turquoise Atlantic. Half of you wants to shout from the hilltops, but the other half wants to keep this secret Peter Pan island just that.

Travel facts

In The Saddle (01299 272 997, inthesaddle.com) has seven nights at Quinta da Terca from

£814pp taking the Learn To Ride Week programme.

Price includes transfers, full-board accommodation, drinks with dinner, 15 hours of riding tuition and non-riding excursions (sata.pt).

Flights from London Gatwick to Ponta Delgada from £293. Whale-watching (bluetalassa.com).

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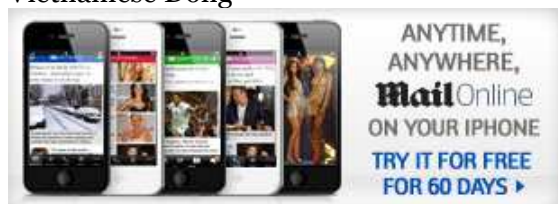
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- AdPredictive
- AdReady
- ADRINO Sp. z o.o.
- Adroit Digital
- AdRoll
- AdRoll Inc
- Adroute
- adrule GmbH
- AdSame
- Adscience
- AdServerPub
- ADSKOM
- Adslot
- AdSpeed
- AdSpirit
- AdSpirit GmbH
- adsquare GmbH
- Adssets AB
- AdStract
- AdsWizz
- Adtarget.me
- Adtelligence
- Adtelligent Inc.
- AdTheorent
- AdTheorent, Inc
- AdTiger
- AdTiming Technology Company Limited
- AdUX
- ADUX
- advanced store GmbH
- ADventori SAS
- Adverline
- Advertising.com
- AdvertPro
- adwebster
- AdYapper
- adyard
- Adyoulike

- ADYOULIKE SA
- Aerserv LLC
- Affectv
- Affectv Ltd
- affilinet
- Affilinet GmbH
- Affiperf
- AiData
- AkaNe
- ALC
- Alenty
- Amazon
- Amazon Ad System
- Amazon Ad System UK
- Amazon Associates
- Amazon Web Services
- AMoAd
- Amobee
- Amobee (Formally Adconion Media Group)
- Amobee, Inc.
- Ampush
- Annalect
- Anonymousdmp
- AntVoice
- AOL Advertising
- AOL Behavioral Advertising (Tacoda)
- Apester Ltd
- Appier
- AppNexus
- AppNexus Inc.
- appTV
- AppVador
- APT from Yahoo!
- Arbor (formerly pippio)
- Arcspire Limited
- ARMIS SAS
- Arrivalist
- Arrivalist Co.
- Artefact (Formerly NetBooster Group)
- Artificial Computation Intelligence
- Assembly (formerly TargetCast)
- AT Internet
- AT&T Adobe Cloud Marketing
- AT&T AdWorks
- Atedra
- ATG Commerce
- Audience Ad Network (Adnamic)
- Audience Network (Previously LiveRail)
- Audience Trading Platform Ltd.
- Audience2Media
- AudienceInsights
- AudienceProject Aps
- AudienceScience
- AudienceTV
- Audiens S.r.l.
- Auditorius
- Automattic Inc.
- Avazu Inc.
- Avazu Network

- Avid Media Ltd
- Avocet
- Avocet Systems Limited
- B2B Media Group EMEA GmbH
- Baidu
- BannerConnect
- Bannerflow
- Bannerflow AB
- Bazaarvoice
- Be On (formerly Goviral)
- Beachfront Media LLC
- Beemray Oy
- Beeswax
- BeeswaxIO Corporation
- Begun
- Bidmanagement GmbH
- bidstack ltd
- Bidswitch
- BIDSWITCH GmbH
- BidTellec
- Bidtellec, Inc
- BidTheatre
- BidTheatre AB
- Big Data Exchange
- BIG Exchange
- Bigabid Media Ltd
- Bilin
- Bisnode (formerly Esendra)
- bitly
- Blinkx
- Blis Media Limited
- Blueconic
- BlueConic
- Bmind a Sales Maker Company, S.L.
- Bombora
- Bombora Inc.
- Bounce Exchange, Inc
- Bowen Craggs
- Bradford Exchange
- BrainPad
- Brand Metrics Sweden AB
- BrandCrumb
- BridgeTrack
- Bridgewell (Scupio)
- BrightRoll
- Browsi Mobile Ltd
- Bucksense Inc
- Bypass
- C3 Metrics
- Captify
- Captify Technologies Limited
- Capturly
- Carhartt
- Catalina Marketing
- CBS Interactive
- CDK Digital Marketing
- Celtra, Inc.
- CentralTag
- Centro

- Centro, Inc.
- Centrois
- CerebroAd.com s.r.o.
- CG13
- Chamaleon
- ChargeAds
- Chitika
- Choozle
- CJ Affiliate by Conversant (formerly Commission Junction)
- Clearstream.TV
- Clickagy
- Clickpoint
- Clicksco Digital Limited
- ClickTale
- Clipcentric, Inc.
- Cloud Technologies S.A.
- CNET
- CoAdvertise
- Codewise Sp. z o.o. Sp. k
- Cognitiv
- Cognitive Match
- CogoCast
- Collective
- Collective Europe
- Collective Europe Ltd.
- Collective UK
- Collective, Inc. dba Visto
- Collider Media
- Comcast International France SAS
- Commanders Act
- communicationAds GmbH & Co. KG
- comScore
- comScore, Inc.
- Confiant Inc.
- Connatix Native Exchange Inc.
- ConnectAd
- ConnectAd Realtime GmbH
- Connected Interactive
- Connexity
- Constant Contact
- Content Spread
- Content Square
- Converge Digital
- Converge-Digital
- Conversant
- Conversant Europe Ltd.
- ConversionRuler
- Convert
- Convert Insights (formerly Reedge)
- ConvertMedia (formerly Contextin)
- CookieQ (Baycloud Systems)
- Core Audience (formerly Red Aril)
- CPMStar
- CPXi
- Crate & Barrel
- Creafi
- Crimtan
- Crimtan Holdings Limited
- Crisp Media

- Criteo
- Criteo SA
- CRM4D
- Cross Listing
- Cross Pixel
- Crowd Science
- CTS Eventim ES
- CTS Eventim FR
- Cubed
- Cuebiq Inc.
- Cup Interactive
- Cxense
- Cxense ASA
- Cybba, Inc.
- D4t4 (formerly Celebrus)
- DAC (D.A.Consortium)
- DataLab USA
- Datalogix
- DataMind
- Dataxpand
- DataXu
- Dataxu, Inc.
- Datonics
- DaVinci II (FKA Gravity4)
- DC Storm
- Dedicated Media
- Deep Intent
- DEFINE MEDIA GMBH
- Defy Media (formerly Break Media)
- Delta Projects
- Delta Projects AB
- Demandbase
- Demandbase, Inc.
- Deqwas
- Didit
- Digilant Spain, SLU
- Digital Control GmbH & Co. KG
- digitalAudience
- DIGITEKA Technologies
- Digitize
- Digitize New Media Ltd
- DigiTrust
- DigiTrust / IAB Tech Lab
- DirectREV
- Disqus
- District M
- district m inc.
- Division-D
- Divisiond (formerly 3 Interactive)
- DMA Institute (formerly HotTraffic)
- DotAndMedia
- Dotomi
- DoubleClick
- DoubleClick Bid Manager (formerly Invite Media)
- DoubleVerify Inc.
- Dr. Banner
- Drawbridge
- Dstillery (formerly Media6Degrees)
- DTscout

- DuMedia
- dunnhumby Germany GmbH
- Duplo Media AS
- DynAd
- DynAdmic
- DynAdmic
- Dynamic Yield
- e-planning
- EastBay
- EASYmedia GmbH
- EASYmedia GmbH (formerly Rivity)
- eBay
- ECONA
- Econda
- Eduscho (Tchibo)
- Effective Measure
- Effiliation
- eHealthcare Solutions
- Eloqua (Oracle Marketing Cloud)
- EMC
- Emediate
- Emerse Sverige AB
- emetriq
- emetriq GmbH
- EMX Digital LLC
- Engage BDR
- engage:BDR (Blink New Media)
- Engine Media
- Eniro
- Ensemble
- Epom
- Etarget SE
- eTracker
- etracker GmbH
- Eulerian Technologies
- Eulerian Technologies
- Exactag (formerly Falk Multichannel)
- Exactag GmbH
- eXelate
- Experian Marketing Services
- Exponential Interactive
- Exponential Interactive, Inc
- Extreme Reach
- Eyeota
- Eyeota Ptd Ltd
- eyereturn marketing
- Eyeview
- Ezakus (aquired by NP6)
- Ezoic Inc.
- Facebook
- Facebook Business (formerly Facebook Custom Audience)
- Facebook for Developers (formerly Facebook Connect)
- Facebook Social Graph
- Facebook Social Plugins
- FACETZ (DCA)
- Facilitate Digital
- Fast G8
- Fifty Technology Limited
- Fiksu

- Firefly Video
- Flashtalking
- Flashtalking, Inc.
- Fluct
- Flurry
- FlxOne
- FM Labs LLC
- fnac
- FNAC Spectacles
- Fonecta
- Fonecta.fi
- Forensiq LLC
- FORTVISION
- Fraud Logix
- FreakOut
- Free Stream Media Corp. dba Samba TV
- Freebit (AdMind)
- FreeWheel
- Fringe81
- Full Circle Studies
- Full Tango
- fullstory
- Fyber
- G4 Native (formerly Triggitt)
- Gamespot
- Ganned
- Ganned
- Gamut (formerly Cox Digital Solutions)
- Gazprom-Media Digital
- GDMServices, Inc. d/b/a FiksuDSP
- Geenie
- Gemius SA
- Gemius SA
- Geniee
- Genius Sports Media Limited
- GetIntent
- Getintent USA, inc.
- Giant Media
- Gigya
- Gilt
- Global Web Index
- Golden Bees
- Goodway Group, Inc.
- Google Ad Services
- Google AdSense
- Google AdWords
- Google Analytics
- Google Attribution 360 (formerly Adometry)
- Google Display Network
- Google Inc.
- Google Translate
- Graphinium
- Gravity
- Green & Red Technologies
- Greenhouse Group BV (with its trademark LemonPI)
- GroovinAds
- GroundTruth
- GroupM
- GroupM

- Groupon
- GSI Media Network
- GumGum
- GumGum, Inc.
- Gunosy
- Hanna Andersson
- Harren Media
- hbfsTech
- Healthy Offers Inc.
- Heatmap
- Hipcricket (formerly Augme Technologies)
- HIRO Media
- HIRO Media Ltd
- Histats
- HockeyApp
- Hotjar
- Hottraffic BV (DMA Institute)
- HOTWords
- Hupso
- Hybrid Adtech GmbH
- i-Behavior
- i-mobile
- iBILLBOARD (formerly BBelements)
- IBM
- iClick Interactive
- iCrossing
- ID5 Technology SAS
- IgnitionAi Ltd
- IgnitionOne
- IgnitionOne
- Imfernsehen GmbH
- IMM
- Impression Desk
- Impression Desk Technologies Limited
- Improve Digital
- Improve Digital International BV
- Indeed
- Index Exchange
- Index Exchange (Formerly Casale Media)
- Index Exchange by Casale Media
- Index Exchange, Inc.
- IndustryBrains
- Infectious Media
- Inflection Point Media
- INFOnline
- InMobi
- InMobi Pte Ltd
- Innity
- Innovid
- Innovid Inc.
- InSkin Media
- Inskin Media LTD
- Instinctive
- Instinctive, Inc.
- Integral Ad Science, Inc.
- intelliAd
- Intelligent Reach
- Intent IQ
- Intent Media

- Intent Media, Inc.
- InterMundo Media
- Internet BillBoard a.s.
- Intimate Merger
- Intowow Innovation Ltd.
- Inuvo (formerly NetSeer)
- INVIBES GROUP
- Invoca
- Iotec
- iotec global Ltd.
- IPONWEB
- IPONWEB GmbH
- Iprom
- iPromote
- iSocket
- iSpot.TV
- IXI Services
- Jaduda GmbH
- Jetpack Digital
- Jivox
- Jivox Corp
- JSE Coin
- Jumblead
- Just Uno
- Justpremium BV
- Kadam Online Advertising Service
- Kameleoon
- Kargo
- Kavanga
- KBM Group
- Keyade
- Keymantics
- Kissmetrics
- Knorex
- Knorex Pte Ltd
- Knotch
- Kontera Technologies
- Kortx
- KUPONA GmbH
- Kwanko
- Kyocera Communication Systems Co. (Kanade)
- L2Mixer
- Lagardère Advertising
- Lagardere Publicite
- Lands End
- LCX Digital
- Leading Reports
- LeadInspector
- Leadplace - Temelio
- LeftsnRight, Inc. dba LIQWID
- Leiki
- LEMO MEDIA GROUP LIMITED
- LifeStreet Corporation
- LifeStreet Media
- Ligatus
- Ligatus GmbH
- Light Reaction
- Limk
- Linicom

- LinkedIn
- LinkedIn Marketing Solutions
- Linkwise
- LiquidM Technology GmbH
- LiveIntent
- Liveintent Inc.
- LiveRamp
- LiveRamp, Inc.
- LKQD
- LKQD, a division of Nexstar Digital
- Location Sciences AI Ltd
- Lodeo.io
- Logicad
- logly
- Longboard Media
- LoopMe Ltd
- Lotame
- Lotame (Previously AdMobius)
- Lotame Solutions, Inc.
- Luc.id
- LucidMedia
- Lucky Orange
- m-pathy
- M. P. New Media GmbH
- M32 Media Inc
- Macromill
- Madington
- Madison Logic
- Madison Logic, Inc.
- MADNET
- MADVERTISE MEDIA
- Magnetic
- Magnetic (Formally MyBuys)
- mainADV (MainAd)
- mainADV Srl
- Maist
- Mapp
- Marchex
- Marfeel Slutions S.L
- Marin Software
- Market Ruler
- Marketgid RU
- MarketGid USA
- Marketshare
- Markit on Demand
- MASTER TMS
- Mastercard
- Masterpass by Mastercard
- Match.com
- Matomo (Formerly PiWiK Analytics)
- Matomy Media Ltd.
- Maverick
- MaxPoint Interactive
- Maxymiser
- Maytrics GmbH
- mbr targeting
- mbr targeting GmbH
- MBuy (formerly AdBuyer)
- McCann Discipline LTD

- Media Group One (formerly Vertical Network)
- Media Innovation Group
- Media IQ
- Media IQ Trace
- Media Network ADLABS
- media.net
- Media.net Advertising FZ-LLC
- MediaCrossing
- Mediaglu (formerly MLN Advertising)
- MediaMath
- MediaMath, Inc.
- Mediaocean
- mediaplex
- MediaPost Communications
- Mediarithmics
- mediarithmics SAS
- mediascale
- Mediasmart Mobile S.L.
- Mediative
- MediaWallah
- Meetrics GmbH
- Merkle
- Meta Network
- Metapeople
- MeteoGroup
- Meteora
- MGID Inc.
- Miaozhen
- Miaozhen Systems
- MicroAd
- Microsoft
- Microsoft Advertising
- Microsoft Advertising Exchange (formerly AdECN)
- Microsoft Bing Ads (formerly Microsoft adCenter)
- Microsoft Media Network
- Millennial Media (Jumptap)
- Mindlytix SAS
- MiQ
- Mirando GmbH & Co KG
- Mixcloud
- Mixpanel
- Mixpo
- mobalo GmbH
- Mobile Journey B.V.
- Mobile Professionals BV
- mobile.de GmbH
- Mobusi Mobile Advertising S.L.
- Mogo Interactive
- Moguldom
- Mouseflow
- MouseStats
- mPlatform
- MSN (Microsoft)
- MTBurn
- My6sense Inc.
- Myntelligence Limited
- N Technologies Inc.
- Nanigans
- Nano Interactive

- Nano Interactive GmbH
- Narrative.io
- Nativo, Inc.
- Navegg
- NDN
- nend
- Neodata
- Neodata Group srl
- Neory (formerly Target Performance)
- NEORY GmbH
- Net Avenir
- NetAffiliation
- Netbiscuits
- Netmining
- Netsprint SA
- NetSuccess, s.r.o.
- NEURAL.ONE
- Neustar
- Neustar AdAdvisor
- Neustar Information Services
- Neustar PlatformOne
- Neustar, Inc.
- News IQ
- nex8
- Nextag
- Nextperf
- Nielsen
- Nielsen (formerly NetRatings SiteCensus)
- Nielsen (formerly NetRatings)
- Nielsen Marketing Cloud
- NinthDecimal (formerly JiWire)
- NTT DoCoMo
- Nugg.ad
- Numberly
- Oath (EMEA) Limited
- Ogury Ltd.
- OK Cupid
- On Device Research Limited
- One by AOL (formerly AOL ADTECH)
- One Person Health, Inc. (DBA Adacado)
- OneSpot
- OneTag Ltd
- OneTrust Cookie Compliance (Optanon)
- Onlysix Limited
- Onnetwork Sp. z o.o.
- Ooyala Inc
- OpenX
- OpenX Lift (formerly LiftDNA)
- OpenX Software Ltd. and its affiliates
- Optimatic
- Optimax Media Delivery
- Optimise Media
- Optimizely
- Optimum Response
- Optomaton UG
- Oracle Corporation
- Oracle Data Cloud
- Oracle, <https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>

- Orion Semantics
- ORTEC B.V.
- Outbrain
- Outbrain UK Ltd
- ownerIQ
- OwnerIQ
- OxaMedia
- Pardot
- Parrable
- Parse.ly
- Parsec Media Inc.
- Parsley
- Peer39
- Perfect Audience
- Perfect Market
- Perform Media Services Ltd
- Perform Media Services Ltd
- Performance Media
- Permodo GmbH
- Permutive, Inc.
- Photobucket
- Phunware (formerly TapIt!)
- pilotx.tv
- Pinterest
- Picalate, Inc.
- Piximedia
- PIXIMEDIA SAS
- Placed
- Platform One (yeldone)
- Platform161
- Platform161
- Playbuzz Ltd.
- Plista
- plista GmbH
- PLYmedia
- Pocket (formerly Read It Later)
- Pocketmath Pte Ltd
- Polar Mobile Group Inc.
- popIn
- PowerLinks
- PowerLinks Media Limited
- PREX Programmatic Exchange GmbH&Co KG
- Proclivity Media
- Programmatic Mechanics
- Proofpoint
- Propeller Ads
- Proxi.cloud Sp. z o.o.
- PROXISTORE
- Pt engine
- Public-Idees
- Publicis Groupe
- Publicis Media GmbH
- Publishers Internationale Pty Ltd
- Publy
- PubMatic
- PubMatic, Inc.
- Pulpo Media
- Pulsepoint Ad Exchange
- Pulsepoint Audience

- PulsePoint, Inc.
- Purch Group, Inc.
- PushSpring
- Qriously
- Qualia (fka BlueCava)
- Quantcast
- Quantcast International Limited
- QuarticON
- Qwertize
- R-Advertising
- r-target
- R-TARGET
- Rackspace
- RadiumOne
- Rakuten Display (formerly Rakuten MediaForge)
- Rakuten Group
- Rakuten Marketing LLC
- Reactful
- Readpeak Oy
- Realmedia
- Realtytics
- realzeit GmbH
- ReAmp
- Recruit Ad Network (Recruit Holdings, Inc.)
- Recruitics
- Reemo
- Refined Labs
- Relestar
- Relestar (Relevad Corporation)
- remerge GmbH
- Republer
- Research Now Group, Inc
- Resonate
- Responsys
- Retail 9 Ventures
- ReTargeter
- Retargetly
- RevContent
- Revcontent, LLC
- Reveal Mobile, Inc
- Revee
- RevJet
- RevLifter Ltd
- REVTRAX
- REVV for Mobile (formerly Mobsmith)
- RevX Inc.
- Rezonence Limited
- RhythmOne
- RhythmOne, LLC
- Rich Audience
- RichRelevance
- RoadRunnerSports
- Rockabox Media Ltd
- Rockerbox
- Rockerbox, Inc
- Rocket Fuel
- Rocket Fuel (formerly [x+1] xplusone)
- RockYou, Inc.
- Rollad

- Rontar
- Roq.ad
- Roq.ad GmbH
- Roy Morgan Research
- RSA
- RTB House
- RTB House S.A.
- RTK.IO, Inc
- Rtoaster
- Rubicon Project
- Rubicon Project (formerly FOX Audience Network)
- RUN
- Run Inc.
- Rythm One
- S4M
- Safecount
- Salesforce DMP
- SalesViewer
- Sally Beauty
- Samba TV
- Samba TV UK Limited
- Sanoma Media Finland
- Satori
- Say Media
- ScaleOut
- Scarab research
- Scene Stealer Limited
- Schibsted Classified Media Spain, S.L.
- Scoota
- Scorecard Research
- SearchIgnite
- SecuredVisit
- Seeding Alliance
- Seeding Alliance GmbH
- Seedtag Advertising S.L
- Seenergy Netherlands B.V.
- Seenthis AB
- Segmint
- SekiNdo
- Sellpoints
- Sellpoints Inc.
- Semasio
- Semasio GmbH
- Sephora FR
- SET Media
- Shareaholic
- ShareThis
- ShareThis, Inc.
- Sharethrough
- Sharethrough, Inc
- ShinyStat
- ShopBack
- Shopzilla
- ShowHeroes GmbH
- Sift Media, Inc
- Signal (formerly BrightTag)
- Signal Digital Inc.
- Signals
- Simpli.fi

- Simplifi Holdings Inc.
- SINGLESPOT SAS
- Sirdata
- Sirdata
- Sirok
- SiteScout
- Sizmek
- Sizmek Technologies, Inc.
- SK Media Group, LLC
- Skimbit Ltd
- SkimLinks
- Skype
- SlimCut Media SAS
- SlimCutMedia
- Smaato, Inc.
- Smadex SL
- Smart Adserver
- Smart AdServer
- Smart Leads
- smartclip
- smartclip Holding AG
- SmartLook
- Smartology Limited
- SMARTSTREAM.TV GmbH
- Snapsort Inc., operating as Sortable
- Snoobi Oy
- So-net Media Networks
- Social Tokens Ltd.
- Sociomantic Labs GmbH
- Sojern, Inc.
- Solocal
- Solve Media
- Somo Audience Corp
- Sonobi
- Sonobi, Inc
- Sophus3
- sovrn (formerly Lijit Networks)
- Sovrn Holdings Inc
- Specific Media
- Speed Shift Media
- Spolecznosci Sp. z o.o. Sp. k.
- Spongecell
- Sport1
- Spot.IM Ltd.
- Spotad
- SpotX
- SpotXchange
- Spree7
- SpringServe (fka PubSquared)
- SpringServe, LLC
- StackAdapt
- StackAdapt
- Stailamedia AG
- Steel House, Inc.
- SteelHouse
- Stirista
- Storygize
- Stroer (formerly adscale)
- Ströer Mobile Performance GmbH

- Ströer SSP GmbH
- Struq
- Sub2 Technologies Ltd
- Sublime Skinz
- SubPLY
- Suite 66
- SundaySky
- Supership
- Survata
- Swisscom
- Switch Concepts
- Switch Concepts Limited
- Symantec (Norton Secured Seal)
- SYNC
- TabMo SAS
- Taboola
- Taboola Europe Limited
- TACTIC™ Real-Time Marketing AS
- Tag Commander
- Taggify
- TAGGY
- TailTarget
- Tanx
- Tapad
- Tapad, Inc.
- Tapjoy, Inc.
- Tapone
- Tapstream
- TAPTAP Networks SL
- TARGETSPOT BELGIUM SPRL
- Teads
- Teads
- Tealium
- Teemo SA
- Telaria, Inc
- Telecoming S.A.
- Telemetry
- Telstra Advertising Network
- Teroa S.A.
- TEST Company First Party Cookie Opt
- The ADEX
- The ADEX GmbH
- The Globe and Mail
- The Kantar Group Limited
- The Reach Group (formely redvertisement)
- The Reach Group GmbH
- The Rubicon Project, Limited
- The Trade Desk
- The Trade Desk, Inc and affiliated companies
- ThinkGeek
- Thirdpresence Oy
- THROTTLE
- Throttle Onboarding
- TimeOne
- top5meilleurssitesderencontre
- Totaljobs Group Ltd
- Totaljobs Group Ltd
- Trackuity
- TradeDoubler

- Tradedoubler AB
- Tradelab
- Tradelab, SAS
- TradeTracker
- Traffiliate
- TrafMag
- travel audience GmbH
- Traverse Data
- Treepodia
- Tremor Video
- TrenDemon
- TreSensa, Inc.
- Triapodi Ltd.
- Tribal Fusion
- Triblio
- TripleLift
- TripleLift, Inc.
- Triton Digital Canada Inc.
- True Value
- TruEffect
- Truoptik
- TubeMogul
- Tune MobileAppTracking
- Turbo
- Turn Inc.
- TurnSocial
- Twiago
- twiago GmbH
- Twitter
- Twyn
- UberMedia
- Ubimo
- Uliza
- Ulta
- Underdog Media LLC
- Undertone
- Unicorn
- Unilever
- Unilever EU
- Unilever Food Solutions
- United Internet Media GmbH
- Unruly
- Unruly Group Ltd
- uppr GmbH
- UpToLike
- Usemax
- usemax advertisement (Emego GmbH)
- UserReport
- Valiton
- Varick Media Management
- Vdopia
- Vdopia DBA Chocolate Platform
- Ve Global
- VE Global (Formely GDM Digital)
- VECTAURY
- Venatus Media
- Venatus Media Limited
- Veruta
- Vi Digital

- Viacom
- Viant
- Vibrant Media
- Vibrant Media Limited
- Vidazoo
- video intelligence AG
- Video Media Groep B.V.
- VideoAmp
- Videology (formerly TidalTV)
- Videology Ltd.
- Vidoomy Media SL
- VigLink
- Vindico Group
- Viralize SRL
- Virool
- Visa
- Visarity Technologies GmbH
- Visible Measures
- Visual Website Optimizer (Wingify)
- VisualDNA (Imagini Holdings)
- Vizury
- VoiceFive
- Voxus
- Vpon
- Vserve
- Vuble
- WayFair
- WebAntenna
- Webbula
- Webedia
- Weborama
- WEBORAMA
- Webtrekk
- Webtrends
- Welect GmbH
- Whenever Media Ltd
- White Ops, Inc.
- whos.amung.us
- Wider Planet
- Widespace AB
- WiredMinds
- WiseMedia
- Wizaly
- WyWy
- xAd, Inc. dba GroundTruth
- Xaxis
- XiTi
- xplosion interactive
- XPO Knorex
- Xrost
- Yahoo Ad Exchange
- Yahoo!
- Yahoo! Ad Network
- Yahoo! Advertising Solutions
- Yahoo! Japan
- Yahoo! Web Analytics
- YellowHammer
- YellowHammer Media Group
- Yieldbot

- Yieldlab
- Yieldlab AG
- Yieldlove GmbH
- Yieldmo
- Yieldmo, Inc.
- YieldPro (formerly Ancora)
- Yieldr (formerly YD Group B.V.)
- Yieldr UK
- YOC AG
- Yormedia Solutions Ltd
- YouTube
- YuMe
- Zalando Adtech Lab
- Zebestof
- ZeBestOf
- Zedo
- Zemanta
- Zemanta, Inc.
- zeotap GmbH
- Zeta Global
- Ziff Davis
- Ziff Davis LLC
- Ziggo
- Zipline DMP
- Zucks
- Zypmedia