AD is the point of reference for design enthusiasts who seek inspiration and exclusive access to the most inspiring homes in the world.
At AD we see the world in terms of spaces: the designs behind them and the people and stories which have created them and live in them.

We feature up-and-coming and internationally admired designers and architects, standing up for creativity, innovation and craftsmanship, and with a growing emphasis on sustainability.
DECORATION
From the product to the experience

People want to feel they are the main players in their homes’ decoration.

Their homes have become an extension of themselves.

They enjoy authentic resources and contents which encourage a feeling of community and inspire without imposing.
Values

EXCELLENCE
CREATIVITY
EXPERIENCE
ORIGINALITY
INTERNATIONAL INNOVATION
Contents

1. INTERIOR DESIGN
   We discover the most special, diverse homes

2. ARCHITECTURE
   The most creative, intelligent, sustainable projects

3. ART AND CULTURE
   The history of design, cultural events, collections, fairs, exhibitions

4. SPECIALIST NEWS
   Interviews and reports with professionals, ideas, talent, new perspectives

5. CELEBRITIES' HOMES
   Exclusive access to the most admired professional celebrities

6. LIFESTYLE
   Design in the objects around us which make up our lifestyle, watches, accessories, jewels, technology, cars
We see the world through design.
Creativity and visual power are to be found on all of our media.
We are aspirational and also approachable.
We offer an international perspective.
We support genuine content and up-and-coming talent.
We are committed to excellence in journalism, photography and design.
We design memorable experiences.
We encourage our audiences to open their minds to creativity.
360° CONVERSATION

EACH MONTH AD MAGAZINE HELPS ME TO UNDERSTAND BRAND VALUES, ITS DIFFERENT APPROACH HELPS ME TO DECIDE ON MY PURCHASES BASED ON INFORMATION FROM THE PROFESSIONALS. IT IS MY CHANCE TO DISCONNECT.

ON THE WEBSITE I FIND CONTENT WHICH I DON’T USUALLY LOOK FOR IN THE MAGAZINE. IT ENTERTAINS ME WITH NEW APPROACHES. I ENJOY ITS STORIES AND THE VIDEOS.

THE PROFESSIONAL EVENTS HELP ME TO FIND OUT ABOUT THE BEST IN THE SECTOR THE BRAND EXPERIENCES MAKE ME FEEL SPECIAL, PART OF A PRIVILEGED GROUP.

EVERY DAY AD’S SOCIAL MEDIA PUT ME IN TOUCH WITH PEOPLE LIKE ME WHO MAKE ME HAVE FUN. THEY SHOW ME ADDITIONAL CONTENT IN THE MOST VISUAL WAY.
360° REACH

WEBSITE
902K UNIQUE USERS

MAGAZINE
100K READERS

SOCIAL MEDIA
1M FOLLOWERS

AD EVENTS EXPERIENCES

Source: 5 Autumn EGM 2019, Google Analytics December 2019, RRSS December 2019
The AD READERSHIP

Decoration and interior decoration professionals and enthusiasts.

Looking for inspiration and a reference guide.

They are curious, intelligent, open-minded

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Source: Bran Media 5 Acum EGM 2019
LEADERS in advertising CAMPAIGNS

CAMPAIGNS in AD

A wide range of national and international sectors place their trust in AD España:

Home equipment, decoration, construction, technology, and, of course, all the lifestyle categories.

35% LIFESTYLE
65% DECORATION
AD value

PROPOSAL

1. Connection with a relevant brand with world-wide coherence
2. Safe, high quality surroundings with an optimal mix of media
3. National and international range content
4. Connection with the most segmented, demanding audiences
5. Inspiration and creativity with our own different approach
AD+ Calendar
Magazine specials in 2020

January
Sleeping

February
Living with art

March
Design

April
Outdoor / Fabrics

May
Kitchens

June
Bathrooms

July
Summer / Claddings

August
Summer / Claddings

September
Living Rooms

October
Lighting

November
Luxury / Fabrics

December
Christmas / sofas