



**AD**  
**SPAIN RATE CARD**  
**2022**

**CONDÉ NAST**



<b>Standard formats</b>	<b>Rate card 2022</b>
Full color page	10.500€
1/2 horizontal page	6.900€
Double page	16.400€
<b>Premium positions</b>	<b>Rate card 2022</b>
First double page	27.800€
Second double page	26.000€
Third double page	18.400€
Facing staff	11.400€
Facing summary	11.400€
Facing editor´s letter	11.400€
Opening section page	11.400€
Back cover	20.600€
Inside Back cover	11.500€

### **TRIM SIZE FORMATS**

ALTO 213 x 276 mm

ANCHO 426 x 276 mm

For every format, please add 3 mms to each side



# PRINT RATE CARDS

Other special actions not included in rates, prize on request

### ADDITIONAL CHARGES

First product of a category*	_____	<b>20%</b>
First position or special action with exclusivity	_____	<b>25%</b>
Preferential positioning**	_____	<b>20%</b>
Premium block: Preferential positioning after the first part of the book before the editor's letter and table of contents.***	_____	<b>20%</b>
Consecutive pages ****	_____	<b>20%</b>
Advertorials*****	_____	<b>25%</b>

\* Except for the first double pages, any campaign which request to be the First product in its category, will be surcharged with a 20% on the corresponding rate cost.

\*\* Preference positionings is given to any position expressly requested by the advertiser.

\*\*\* Premium Block: it will be considered after the first part of the book before the editor's letter and table of contents (from which the first quarter and first third will be counted)

\*\*\*\* It refers to a number of advertising pages which must follow a fixed order and may have been ordered by the same brand or different brands in the same advertiser group.

\*\*\*\*\*There will extra costs regarding editors and design (300€). Other branded material production costs are excluded in rates, prize on request.

### INSERTS

Price on request: minimum investment for inserts must be 50% of print net rate.

Technical specifications to consider:

- Measures
- Number of pages
- Circulation (national or local). Inserts with national distribution will have preference over local ones.

Insert placement on request. Check availability.

### TERMS OF CONTRACT

- The publisher reserves the right to accept or refuse originals due to lack of space, to content or bad quality.
- Advertising material must be received 30 days before cover date.
- Any cancellation must be made 30 days before sale date.
- In case of cancellation with less than 10 days before closing date, a charge of 25% of the rate cost will be applied.
- Taxes: VAT will be charged to the advertiser or media agency.



# AD

## DIGITAL RATE CARD

DISPLAY		Rate card 2022
Products	Formats	GROSS CPM
ROS	Sky desktop + MPU mobile	20,00 €
ROS	Billboard desktop + billboard mobile	20,00 €
ROS	Pre roll	21,00 €
ROS	Interstitial mobile + desktop	29,00 €
ROS	Interscroller mobile	29,00 €
ROS	Parallax / Video Parallax	29,00 €
ROS	Header / Video Header	29,00 €
ROS	Carousel	29,00 €

MAILING		Rate card 2022
Products	Formats	GROSS CPM
Email	Editorial Newsletter Sponsorship	56,00 €
Email	OPT in email	86,00 €

# AD

## DIGITAL RATE CARD

BASIC SPONSOR		Rate card 2022
Section	Formats	GROSS CPM
HOME	Sky, MPU, Billboard, Banner Mobile	25,00 €
DECORACIÓN		25,00 €
DISEÑO		25,00 €
ARQUITECTURA		25,00 €
ESPACIOS		25,00 €
LUGARES		25,00 €
ARTE		25,00 €
VIDEO		25,00 €

PREMIUM SPONSOR		Rate card 2022
Section	Formats	GROSS CPM
HOME	Sky, MPU, Billboard, Banner Mobile + Showcase Carousel Header / Video Header Parallax / Video Parallax	30,00 €
DECORACIÓN		30,00 €
DISEÑO		30,00 €
ARQUITECTURA		30,00 €
ESPACIOS		30,00 €
LUGARES		30,00 €
ARTE		30,00 €
VIDEO		30,00 €

### TERMS OF CONTRACT

\* Sponsorships are sold by the day, check with the sales team for availability and prints at the selected section and dates.

\* The minimum amount per purchase order is 3.000 €

\* VAT will be paid by the advertiser.

\* Cancellations must be communicated in writing to Condé Nast Digital with a minimum of 72 hours in advance. Otherwise, the advertiser will be obliged to pay 50% of the cost of the reservation.

\* Technology costs derived from third parties will be borne by the agency/client.

**CONDÉ NAST**

## ADVERTISING CONTACTS

### AD COMMERCIAL DIRECTOR

LAURA VELASCO lvelasco@condenast.es

### HEADS OF ADVERTISING:

#### FASHION & LUXURY

CLARA MONTOYA cmontoya@condenast.es

LAURA CAPÓ lcapo@condenast.es

MARIA FERNÁNDEZ FONTALBA maria.fontalba@condenast.es

SANDRA PALOMO sandra.palomo@condenast.es

JUDITH MASÉS jmases@condenast.es

#### BEAUTY & HEALTH

PATRICIA VEGA-SEOANE patricia.vega@condenast.es

CAROLINA PÉREZ cperez@condenast.es

ROCÍO UNCETA rocio.unceta@condenast.es

SUSANA HERNÁNDEZ shernandez@condenast.es

NOELIA GONZÁLEZ ngonzalez@condenast.es

#### CULTURE & LIFESTYLE

ESTHER GONZÁLEZ egonzalez@condenast.es

AMAIA MURUAMENDIARAZ amuruamendiaraz@condenast.es

OLATZ ARTECHE oartech@condenast.es

PALOMA GLEZ-BLANCH paloma.gonzalez@condenast.es

ISABEL VALCARCEL isabel.valcarcel@condenast.es

#### HOME & TRAVEL

JOSE MANUEL MANRIQUE jmmanrique@condenast.es

VICTORIA ÁLVAREZ valvarez@condenast.es

ISABEL BELLOSILLO ibellosillo@condenast.es

### HEAD OF MEDIA AGENCIES SALES

PATRICIA CAÑADA patricia.canada@condenast.es

### HEAD OF PROGRAMMATIC

LISBERT IÑARRA linarra@condenast.es

### COORDINATION

MERCEDES GONZÁLEZ mgonzalez@condenast.es

Pº Castellana 9-11 . 28046 Madrid

Tel.: 91 700 41 70 - Fax: 91 319 93 25

### REPRESENTATIVES

NORTH: ANA LÓPEZ-CÁMARA alopez@condenast.es

US: SHANNON TCHKOTOUA shannon\_tolar@condenast.com

ITALY: ELENA MARSEGLIA emarseglia@condenast.it

### CONDÉ NAST ESPAÑA COMMERCIAL DIRECTOR

ELENA FERRERAS eferreras@condenast.es

www.cnworld.es

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