

A man with dark hair is sitting on a large, tufted red leather chair. He is wearing a vibrant, multi-colored patterned jacket with yellow, blue, and red accents. He is smiling and looking towards the camera, with his right hand resting on his forehead. The background is dark and out of focus.

GO

SPAIN RATE CARD

2022

CONDÉ NAST



PRINT RATE CARD

Standard formats	Rate card 2022
Página color / Full color page	13.300€
2/3 Página Vertical/ 2/3 Vertical page	12.800€
1/2 Página Horizontal/ 1/2 horizontal page	11.300€
1/3 Página Vertical/ 1/3 Vertical page	9.300€
Doble Página/ Dougle page	26.600€

Premium positions	Rate card 2022
First double page	34.800€
Second double page	32.500€
Third double page	29.300€
Double page between summaries	29.300€
Double 1/2 horizontal page	24.800€
Last double page	29.300€
Facing summary	18.800€
Facing staff	18.800€
Facing editor 's letter	18.800€
First left hand page	18.800€
Back cover	25.800€
Inside Back cover	17.100€

TRIM SIZE FORMATS

ANCHO 203 x 276 mm

ALTO 406 x 276 mm

For every format, please add 3 mms to each side

CONDÉ NAST

Other special actions not included in rates, prize on request

ADDITIONAL CHARGES

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

* Except for the first double pages, any campaign which request to be the First product in its category, will be surcharged with a 25% 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.



PRINT RATE CARD



**DIGITAL RATE
CARD**

DISPLAY		Rate card 2022
Products	Formats	GROSS CPM
ROS	Sky desktop + MPU mobile	21,00 €
ROS	Billboard desktop + billboard mobile	21,00 €
ROS	Pre roll	25,00 €
ROS	Interstitial mobile + desktop	31,00 €
ROS	Interscroller mobile	31,00 €
ROS	Parallax / Video Parallax	31,00 €
ROS	Header / Video Header	31,00 €
ROS	Carousel	31,00 €

MAILING		Rate card 2022
Products	Formats	GROSS CPM
Email	Editorial Newsletter Sponsorship	57,00 €
Email	OPT in email	87,00 €



DIGITAL RATE CARD

BASIC SPONSOR IP SPAIN		Rate card 2022
Section	Formats	GROSS CPM
HOME	Sky, MPU, Billboard, Banner Mobile	27,00 €
NOTICIAS		27,00 €
MODA		27,00 €
LA BUENA VIDA		27,00 €
CUIDADOS		27,00 €
GQ TV		27,00 €

PREMIUM SPONSOR IP SAPIN		Rate card 2022
Section	Formats	GROSS CPM
HOME	Sky, MPU, Billboard, Banner Mobile + Showcase Carousel Header / Video Header Parallax / Video Parallax	32,00 €
NOTICIAS		32,00 €
MODA		32,00 €
LA BUENA VIDA		32,00 €
CUIDADOS		32,00 €
GQ TV		32,00 €

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 3.500 €

* 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.



ADVERTISING CONTACTS

ADVERTISING CONTACTS

GQ COMMERCIAL DIRECTOR

ESTHER GONZÁLEZ egonzalez@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 jmasés@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

AMAIA MURUAMENDIARAZ amuruamendiaraz@condenast.es

OLATZ ARTECHE oarteché@condenast.es

PALOMA GLEZ-BLANCH paloma.gonzalez@condenast.es

ISABEL VALCARCEL isabel.valcarcel@condenast.es

HOME & TRAVEL

LAURA VELASCO lvelasco@condenast.es

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

MARÍA FERNÁNDEZ NOVES maria.fernandez@condenast.es

P° 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

CONDÉ NAST