



Condé Nast  
**Traveler**

**SPAIN RATE CARD  
2022**

CONDÉ NAST



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**PRINT RATE  
CARDS**

<b>Standard formats</b>	<b>Rate card 2022</b>
Full color page	11.400€
1/2 horizontal page	8.700€
Double page	22.800€
<b>Premium positions</b>	<b>Rate card 2022</b>
First double page	29.900€
Second double page	27.100€
Third double page	25.000€
Double page between summaries	25.000€
Double 1/2 page	19.400€
Facing staff	15.200€
Facing summary	15.200€
Facing editor´s letter	15.200€
Facing cover making of	15.200€
Opening "Mundo Traveler " section	13.600€
Back cover	23.650€
Inside Back cover	14.200€

**TRIM SIZE FORMATS**

ANCHO 213 x 276 mm

ALTO 426 x 276 mm

For every format, please add 3 mms to each side



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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 ratecost.  
 \*\* 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.



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**DIGITAL RATE  
CARDS**

<b>DISPLAY</b>		<b>Rate card 2022</b>
<b>Products</b>	<b>Formats</b>	<b>GROSS CPM</b>
ROS	Sky desktop + MPU mobile	20,00 €
ROS	Billboard desktop + billboard mobile	20,00 €
ROS	Pre roll	23,00 €
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 €

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



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## DIGITAL RATE CARDS

BASIC SPONSOR		Rate card 2022
Section	Formats	GROSS CPM
HOME	Sky, MPU, Billboard, Banner Mobile	25,00 €
VIAJES URBANOS		25,00 €
NATURALEZA		25,00 €
GASTRONOMÍA		25,00 €
VIAJEROS		25,00 €
EXPERIENCIAS		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 €
VIAJES URBANOS		30,00 €
NATURALEZA		30,00 €
GASTRONOMÍA		30,00 €
VIAJEROS		30,00 €
EXPERIENCIAS		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.

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## ADVERTISING CONTACTS

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#### CN TRAVELER COMMERCIAL DIRECTOR

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