

A woman with dark hair pulled back, wearing a teal ribbed turtleneck dress with long sleeves and a ruffled hem. She is sitting on the floor, leaning forward with her right hand near her face and her left hand resting on her lap. She is looking directly at the camera with a neutral expression. The background is a plain, light-colored wall.

VANITY FAIR

SPAIN RATE CARD
2022

CONDÉ NAST



VANITY FAIR

PRINT RATE CARDS

Standard formats	Rate card 2022
Full color page	20.500€
1/2 horizontal page	16.800€
Double page	41.000€
Premium positions	Rate card 2022
First double page	56.600€
Second double page	53.600€
Third double page	51.700€
Fourth double page	49.500€
Double page between summaries	45.300€
Facing staff	27.700€
Facing summary	27.700€
Facing editor´s letter	27.700€
Facing contributors letter	25.900€
Odd page first quarter	22.300€
Opening section page	25.900€
Back cover	39.500€
Inside Back cover	25.900€

TRIM SIZE FORMATS

ANCHO 203 x 276 mm

ALTO 406 x 276 mm

For every format, please add 3 mms to each side



Other special actions not included in rates, prize on request

ADDITIONAL CHARGES

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

VANITY FAIR

**PRINT RATE
CARDS**



VANITY FAIR

DIGITAL RATE CARDS

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 €



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DIGITAL RATE CARDS

BASIC SPONSOR IP SPAIN		Rate card 2022
Section	Formats	GROSS CPM
HOME	Sky, MPU, Billboard, Banner Mobile	27,00 €
PODER		27,00 €
CULTURA		27,00 €
SOCIEDAD		27,00 €
LUJO		27,00 €
REALEZA		27,00 €

PREMIUM SPONSOR IP SPAIN		Rate card 2022
Section	Formats	GROSS CPM
HOME	Sky, MPU, Billboard, Banner Mobile + Showcase Carousel Header / Video Header Parallax / Video Parallax	32,00 €
PODER		32,00 €
CULTURA		32,00 €
SOCIEDAD		32,00 €
LUJO		32,00 €
REALEZA		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.

CONDÉ NAST

ADVERTISING CONTACTS

VANITY FAIR COMMERCIAL DIRECTOR

AMAIA MURUAMENDIARAZ amuruamendiaraz@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 ngonzaez@condenast.es

CULTURE & LIFESTYLE

ESTHER GONZÁLEZ egonzalez@condenast.es

OLATZ ARTECHE oartech@condenast.es

PALOMA GLEZ-BLANCH paloma.gonzalez@condenast.es

ISABEL VALCARCEL isabel.valcarcel@condenast.es

HOME & TRAVEL

LAURA VELASCO lvelasco@condenast.es

VICTORIA ÁLVAREZ valvarez@condenast.es

ISABEL BELLOSILLO ibellosillo@condenast.es

JOSE MANUEL MANRIQUE jmmanrique@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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