



VOGUE

ESPAÑA

SPAIN RATE CARD

2022

CONDÉ NAST



**VOGUE**  
ESP. M

**PRINT RATE  
CARDS**

<b>Standard formats</b>	<b>Rate card 2022</b>
Full color page	21.400€
1/2 horizontal page	18.900€
Double page	42.800€
<b>Premium positions</b>	<b>Rate card 2022</b>
Cover gate folder (3 pages)	83.500€
First double page	57.900€
Second double page	53.300€
Third double page	51.400€
Fourth double page	45.100€
Double 1/2 hor page	33.800€
Facing Staff	30.000€
Facing summary	30.000€
Facing editor 's letter	30.000€
Facing Collaborators	28.300€
Opening section page	28.300€
Back cover	41.100€
Inside Back cover	27.000€
First double page opening Beauty	53.400€
First double page opening Fashion	53.400€
Cover folder	65.100€

**TRIM SIZE FORMATS**

Page 210 x 285 mm

Double page 420 x 285 mm

For every format, please add 3 mms to each side.

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## PRINT RATE CARDS

\* The front of the book before the editor's letter and table of contents is very extensive and sometimes occupies almost the entire first quarter of the magazine. For this reason, in the first quarter and the first third of the magazine will always be considered after this advertising page.

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%**

The sequence of the campaigns in the opening tunnel of the magazine will attend to the Brand and not by physical page number. Any Brand can contract double consecutive pages, and these will be placed in its usual location and from this onwards. The rest of ad spaces will be conformed to the agreed order with the Brands.

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%**

\*In case of cover promos, the client will assume the costs, total or partial, of the cover card depending on its format.

\* 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.

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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	27,00 €
ROS	Billboard desktop + billboard mobile	27,00 €
ROS	Pre roll	33,00 €
ROS	Interstitial mobile + desktop	37,00 €
ROS	Interscroller mobile	37,00 €
ROS	Parallax / Video Parallax	37,00 €
ROS	Header / Video Header	37,00 €
ROS	Carousel	37,00 €

<b>MAILING</b>		<b>Rate card 2022</b>
<b>Products</b>	<b>Formats</b>	<b>GROSS CPM</b>
Email	Editorial Newsletter Sponsorship	60,00 €
Email	OPT in email	90,00 €



<b>BASIC SPONSOR</b>		<b>Rate card 2022</b>
<b>Section</b>	<b>Formats</b>	<b>GROSS CPM</b>
HOME	Sky, MPU, Billboard, Banner Mobile	35,00 €
MODA		35,00 €
PASARELAS		35,00 €
BELLEZA		35,00 €
CELEBRITIES		35,00 €
LIVING		35,00 €
NOVIAS		35,00 €

<b>PREMIUM SPONSOR</b>		<b>Rate card 2022</b>
<b>Section</b>	<b>Formats</b>	<b>GROSS CPM</b>
HOME	Sky, MPU, Billboard, Banner Mobile + Showcase Carousel Header / Video Header Parallax / Video Parallax	40,00 €
MODA		40,00 €
PASARELAS		40,00 €
BELLEZA		40,00 €
CELEBRITIES		40,00 €
LIVING		40,00 €
NOVIAS		40,00 €

**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 5.000€
- \* 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.



VOGUE

ADVERTISING  
CONTACTS

## ADVERTISING CONTACTS

### VOGUE COMMERCIAL DIRECTOR

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