



FROM A DECORATION PRODUCT TO A PERSONAL EXPERIENCE

At AD Spain we see the world in terms of spaces: the designs behind them and the people and stories which have created them and live in them.

We feature up-and-coming and internationally admired designers and architects, standing up for creativity, innovation and craftsmanship and with a growing emphasis on sustainability.

YEARS IN SPAIN

3.7M

TOTAL MONTHLY REACH*

216K

PRINT READERS

2M

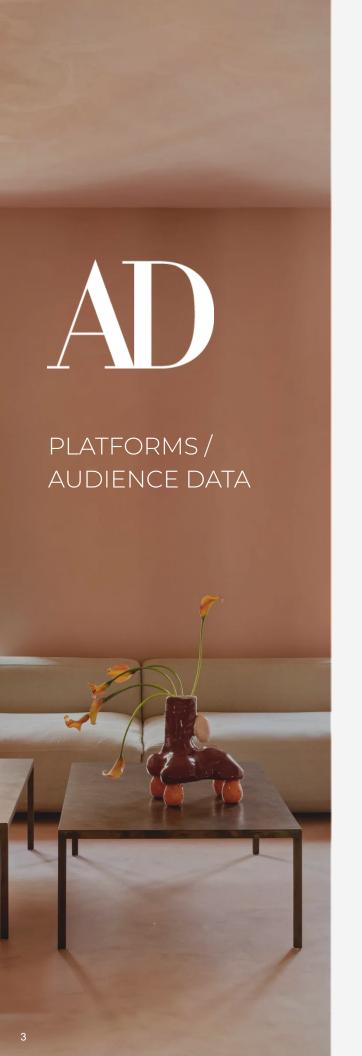
DIGITAL UNIQUE USERS

+1.4M 3M

SOCIAL FOLLOWERS

VIDEO VIEWS

* PRINT + DIGITAL + SOCIAL Source: EGM (print) / Google Analytics (Digital). 2023



Our audience is composed by decoration and interior decoration professionals and enthusiasts. Looking for inspiration and a reference guide. They are curious, intelligent, open-minded.

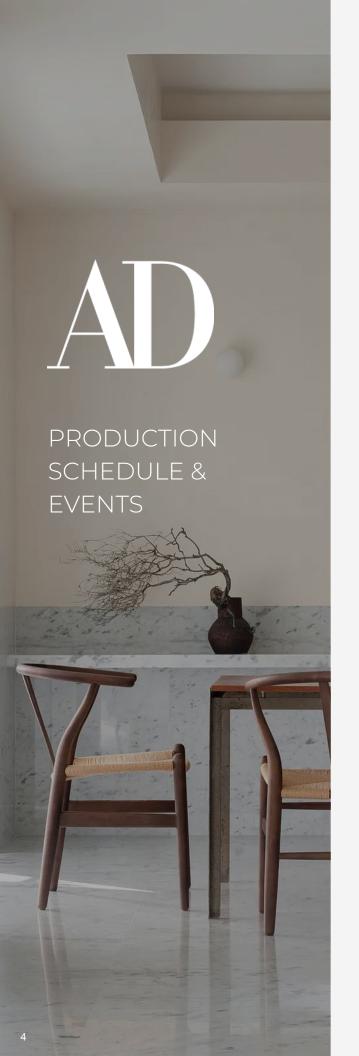
MAGAZINE READERSHIP PROFILE

Men: 43%
Women: 57%
IA1/IA2/IB: 68%
25-34 yo: 15%
35-44 yo: 25%
45-54 yo: 27%
High degree: 54%

WEBSITE READERSHIP PROFILE

Men: 31%
Women: 69%
25-34 yo: 12%
35-44 yo: 20%
45-54 yo: 25%

Source: EGM (print) / Google Analytics (Digital) 2022



JANUARY-FEBRUARY: N° 183

CLOSE DATE: 12/20/22 ON SALE DATE: 01/10/23

MARCH: N° 184

CLOSE DATE: 02/01/23 ON SALE DATE: 02/21/23

APRIL: N° 185

CLOSE DATE: 03/15/23 ON SALE DATE: 04/04/23

MAY: N° 186

CLOSE DATE: 04/12/23 ON SALE DATE: 05/02/23

JUNE: N° 187

CLOSE DATE: 05/17/23 ON SALE DATE: 06/06/23

JULY/AUGUST: N° 188

CLOSE DATE: 06/14/23 ON SALE DATE: 07/04/23

SEPTEMBER: N° 189

CLOSE DATE: 08/02/23 ON SALE DATE: 08/22/23

OCTOBER: N° 190

CLOSE DATE: 08/30/23 ON SALE DATE: 09/19/23

NOVEMBER: N° 191

CLOSE DATE: 10/04/23 ON SALE DATE: 10/24/23

DECEMBER: N° 192

CLOSE DATE: 11/08/23 ON SALE DATE: 11/28/23



PRINT RATES

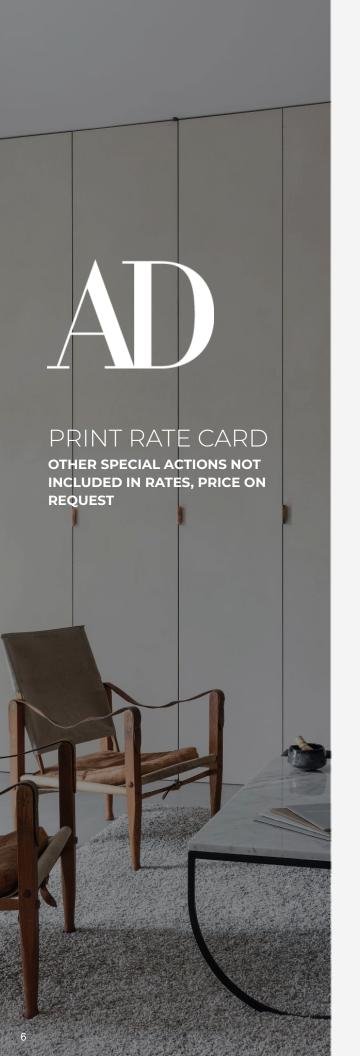
| STANDARD FORMATS | RATE CARD 2023 |
|------------------------|----------------|
| Full color page | 11.025 € |
| 1/2 horizontal page | 7.245 € |
| Double page | 17.220 € |
| PREFERENTIAL POSITION | NS |
| First double page | 29.190 € |
| Second double page | 27.300 € |
| Third double page | 19.320 € |
| Facing staff | 11.970 € |
| Facing summary | 11.970 € |
| Facing editor´s letter | 11.970 € |
| Opening section page | 11.970 € |
| Back cover | 21.630 € |
| Inside Back cover | 12.075 € |
| | |

TRIM SIZE FORMATS

Page 213 x 276 mm

Double page 426 x 276 mm

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



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 editors 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, price on request

INSFRTS

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.
- * Taxes: VAT will be charged to the advertiser or media agency.
- * In case of cancellation with less than 10 days before closing date, a charge of 25% of the rate cost will be applied.



DISPLAY

| PRODUCTS ROS | FORMATS Sky desktop + MPU mobile Billboard desktop + billboard mobile | GROSS CPM 21,00 € 21,00 € |
|-----------------|---|----------------------------------|
| ROS | Crown | 35,00€ |
| ROS | Lure | 35,00 € |
| ROS | Immerse | 35,00 € |

VIDEO

| PRODUCTS | FORMATS | GROSS CPM |
|----------|----------|-----------|
| ROS | Pre roll | 25,00€ |

ROADBLOCK

| PRODUCTS | FORMATS | GROSS CPM |
|----------|--------------------|-----------|
| ROS | Roadblock Takeover | 24,00 € |

E-MAIL

| PRODUCTS | FORMATS | GROSS CPM |
|----------------------|---------|------------------|
| Editorial Newsletter | Email | 56,00€ |
| Sponsorship | | |
| | | |
| | | |
| OPT in email | Email | 86,00€ |



BASIC SPONSOR

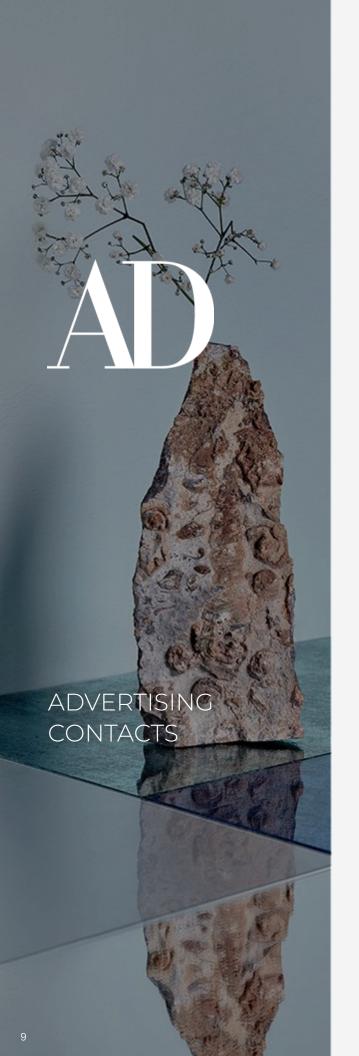
| SECTION HOME | FORMATS | GROSS CP 26,00 € |
|-----------------|---------------------------------------|-------------------------|
| DECORACIÓN | | 26,00€ |
| DISEÑO | | 26,00€ |
| ARQUITECTURA | Sky, MPU, Billboard, Banner Mobile | 26,00€ |
| ESPACIOS | | 26,00€ |
| LUGARES | | 26,00€ |
| ARTE | | 26,00€ |
| COMPRAS | | 26,00€ |

PREMIUM SPONSOR (Ad Studio)

| SECTION HOME | FORMATS | GROSS CPM 34,00 € |
|-----------------|---------------------------------------|----------------------|
| DECORACIÓN | | 34,00€ |
| DISEÑO | | 34,00€ |
| ARQUITECTURA | Sky, MPU, Billboard, Banner Mobile | 34,00 € |
| ESPACIOS | + Crown / Lure / Engage / Immerse | |
| LUGARES | | 34,00€ |
| ARTE | | 34,00€ |
| COMPRAS | | 34,00 € |

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.



CONDË NAST AD COMMERCIAL DIRECTOR

LAURA VELASCO | velasco@condenast.es

HEADS OF ADVERTISING

FASHION & LUXURY

BEAUTY & HEALTH

PATRICIA VEGA DE SEOANE - CATEGORY DIRECTOR

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 - CATEGORY DIRECTOR

egonzalez@condenast.es

AMAIA MURUAMENDIARAZ amuruamendiaraz@condenast.es SANDRA PALOMO sandra.palomo@condenast.es PALOMA GONZÁLEZ-BLANCH paloma.gonzalez@condenast.es ISABEL VALCARCEL isabel.valcarcel@condenast.es

HOME & TRAVEL

LAURA VELASCO - CATEGORY DIRECTOR 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

FLOR BARBERO fbarbero@condenast.es
MERCEDES GONZÁLEZ mgonzalez@condenast.es
JOSEFINA PARCO mariajosefina.parco@condenast.es

REPRESENTATIVES

NORTH: ANA LÓPEZ-CÁMARA alopez@condenast.es
US: SHANNON TCHKOTOUA shannon_tolar@condenast.com
ITALY: ELENA MARSEGLIA emarseglia@condenast.it
ITALY: CHIARA LOCATELLI clocatelli@condenast.it

CONDÉ NAST ESPAÑA CHIEF BUSINESS OFFICER

ELENA FERRERAS eferreras@condenast.es