

A woman with long blonde hair, wearing a mustard-colored dress, stands in a room with white walls. She is smiling and holding a large sunflower in a glass vase. In the foreground, there is a wooden table with a striped top, holding several vases with flowers, including tulips and small yellow flowers. A black lamp arm is visible on the right side of the frame.

# AD

Spain Media Kit  
**2H 2023**

CONDÉ NAST



# AD

**BRAND MISSION** AD is the point of reference for design enthusiasts who seek inspiration and exclusive access to the most inspiring homes in the world. At AD 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.

## 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.

16

YEARS IN SPAIN

3.7M

TOTAL MONTHLY REACH \*

216K

PRINT READERS

2M

DIGITAL UNIQUE USERS

+1.4M

SOCIAL FOLLOWERS

3M

VIDEO VIEWS

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

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# AD

PLATFORMS /  
AUDIENCE DATA

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

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# AD

## PRODUCTION SCHEDULE & EVENTS

JANUARY-FEBRUARY: N° 183

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

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MARCH: N° 184

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

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APRIL: N° 185

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

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MAY: N° 186

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

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JUNE: N° 187

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

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JULY/AUGUST: N° 188

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

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SEPTEMBER: N° 189

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

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OCTOBER: N° 190

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

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NOVEMBER: N° 191

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

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DECEMBER: N° 192

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



# AD

## PRINT RATE CARD

### PRINT RATES

#### STANDARD FORMATS

Full color page	11.025 €
1/2 horizontal page	7.245 €
Double page	17.220 €

#### RATE CARD 2023

#### PREFERENTIAL POSITIONS

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.

CONDÉ NAST

A large, minimalist interior scene serves as the background for the left page. It features a light-colored wall with vertical panels, a wooden armchair with a leather seat, and a low, dark-colored table. A large, white 'AD' logo is prominently displayed on the wall.

# AD

## PRINT RATE CARD

**OTHER SPECIAL ACTIONS NOT INCLUDED IN RATES, PRICE 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 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*

## 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.

\* 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.



# AD

## DIGITAL RATE CARD

### DISPLAY

PRODUCTS	FORMATS	GROSS CPM
ROS	Sky desktop + MPU mobile	21,00 €
ROS	Billboard desktop + billboard mobile	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 Sponsorship	Email	56,00 €
OPT in email	Email	86,00 €



# AD

## DIGITAL RATE CARD

### BASIC SPONSOR

SECTION	FORMATS	GROSS CPM
HOME		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	FORMATS	GROSS CPM
HOME		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.*



# AD

## ADVERTISING CONTACTS

### CONDÉ NAST AD COMMERCIAL DIRECTOR

**LAURA VELASCO** lvelasco@condenast.es

### HEADS OF ADVERTISING

#### FASHION & LUXURY

**CLARA MONTOYA - CATEGORY DIRECTOR** cmontoya@condenast.es

**LAURA CAPÓ** lcapo@condenast.es

**GEMA CAMACHO** gema.camacho@condenast.es

**JUDITH MASÉS** jmasés@condenast.es

#### 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