



AD

Spain Media Kit
2024

CONDÉ NAST



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.

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.

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18

YEARS IN SPAIN

3.8M

TOTAL MONTHLY REACH *

236K

PRINT READERS

2M

DIGITAL UNIQUE USERS

+1.5M

SOCIAL FOLLOWERS

15M

VIDEO VIEWS

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

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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:	46%
Women:	54%
IA1/IA2/IB:	65%
25-34 yo:	19%
35-44 yo:	21%
45-54 yo:	21%
High degree:	17%

WEBSITE READERSHIP PROFILE

Men:	39%
Women:	61%
25-34 yo:	19%
35-44 yo:	20%
45-54 yo:	27%

Source: EGM (print) / Google Analytics (Digital) 2023

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PRODUCTION SCHEDULE & EVENTS

JANUARY-FEBRUARY: N° 193

CLOSE DATE: 12/21/23 ON SALE DATE: 01/09/24

MARCH: N° 194

CLOSE DATE: 02/08/24 ON SALE DATE: 02/27/24

APRIL: N° 195

CLOSE DATE: 03/13/24 ON SALE DATE: 04/02/24

MAY: N° 196

CLOSE DATE: 04/12/24 ON SALE DATE: 05/02/24

JUNE: N° 197

CLOSE DATE: 05/16/24 ON SALE DATE: 06/04/24

JULY/AUGUST: N° 198

CLOSE DATE: 06/20/24 ON SALE DATE: 07/09/24

SEPTEMBER: N° 199

CLOSE DATE: 08/01/24 ON SALE DATE: 08/20/24

OCTOBER: N° 200

CLOSE DATE: 09/05/24 ON SALE DATE: 09/24/24

NOVEMBER: N° 201

CLOSE DATE: 10/10/24 ON SALE DATE: 10/29/24

DECEMBER: N° 202

CLOSE DATE: 11/14/24 ON SALE DATE: 12/03/24



PRINT RATES

STANDARD FORMATS

RATE CARD 2024

Full color page	11.575 €
1/2 horizontal page	7.600 €
Double page	18.000 €

PREFERENTIAL POSITIONS

First double page	30.650 €
Second double page	28.650 €
Third double page	20.300 €
Facing staff	12.570 €
Facing summary	12.570 €
Facing editor´s letter	12.570 €
Opening section page	12.570 €
Back cover	22.700 €
Inside Back cover	12.700 €

TRIM SIZE FORMATS

Page 213 x 276 mm

Double page 426 x 276 mm

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

OTHER SPECIAL ACTIONS NOT INCLUDED
IN RATES, PRICE ON REQUEST

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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.



ROTATIONALS

DISPLAY

PRODUCTS	FORMATS	GROSS CPM
ROS Standard	IAB Standard: Sky Desktop + MPU mobile	22 €
ROS Standard	IAB Standard: Billboard Desktop + Billboard mobile	22 €
ROS Mobile	Interscroller mobile	32 €
ROS Roadblock (100% SOP)	IIAB Standard: Sky Desktop + MPU mobile + Billboard Desktop + Billboard mobile	25 €
ROS Ad Studio	Crown + IAB Standard	36 €
ROS Ad Studio	Lure + IAB Standard	36 €
ROS Ad Studio Standard	Engage + IAB	36 €

VIDEO

PRODUCTS	FORMATS	GROSS CPM
ROS	Pre roll	25 €

MAILING

E-MAIL

PRODUCTS	FORMATS	GROSS CPM
Editorial Newsletter Sponsorship	Email	5.250 €
OPT in email	Email	5.775 €



SPONSOR

BASIC SPONSOR

SECTION	FORMATS	GROSS CPM
HOME		27 €
DECORACIÓN		27 €
DISEÑO		27 €
ARQUITECTURA	Sky, MPU, Billboard, Banner Mobile	27 €
ESPACIOS		27 €
ARTE		27 €
COMPRAS		27 €

PREMIUM SPONSOR (Ad Studio)

SECTION	FORMATS	GROSS CPM
HOME		38 €
DECORACIÓN		38 €
DISEÑO	Sky, MPU, Billboard, Banner Mobile + Crown / Lure / Engage / Immerse	38 €
ARQUITECTURA		38 €
ESPACIOS		38 €
ARTE		38 €
COMPRAS		38 €

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 4.000 €

* 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.

CONDÉ NAST



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