



Spain Media Kit  
**2H 2023**

CONDÉ NAST



#### BRAND MISSION

GQ Spain is the brand which connects with the new masculinity through different profiles and realities. It is the brand which widens their horizons with new suggestions; inspires the spanish men in their decisions to improve day by day.

GQ is a responsible brand which aim is to satisfied the needs of information and entertainment of readers, always with the highest standards of journalism and images.

GQ is a consistent brand for 29 years in Spain:

- With its own voice and style in all platforms.
- An editorial proposition around universal messages.
- The largest number of local productions in the sector.
- A true commitment to new models of masculinity.
- New contributors.
- Fashion but also many other topics demanded by readers.

29

YEARS IN SPAIN

6.6M

TOTAL MONTHLY REACH \*

32K

PRINT READERS

5M

DIGITAL UNIQUE USERS

1.6M

SOCIAL FOLLOWERS

36M

VIDEO VIEWS

\* PRINT + DIGITAL + SOCIAL

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

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## PLATFORMS / AUDIENCE DATA

GQ is the brand of reference for men of all ages who are sure of their interests, but who are curious and want to learn. They are doing well professionally, value their families and leisure time enormously. Successful and with purchasing power, they want to develop over time and be the best version of themselves. Influential amongst their friends and workmates.

They are comfortable about expressing their feelings and fears. They follow fashion from a personal point of view and enjoy making experiments with their image. They like taking risks.

We also have a Community of brand lovers who cares about GQ and follow all new experiences around the brand.

### WEBSITE AUDIENCE PROFILE

Men:	52%
Women:	48%
25-34 yo:	22%
35-44 yo:	22%
45-54 yo:	19%

Source: Google Analytics 2022

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GQ

PRODUCTION  
SCHEDULE &  
SPECIAL ISSUES  
OR EVENTS

DECEMBER-JANUARY: N° 290

ON SALE DATE: 11/29/22

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FEBRUARY N° 291

CLOSE DATE: 01/12/23 ON SALE DATE: 01/31/23

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MARCH: N° 292

CLOSE DATE: 02/09/23 ON SALE DATE: 02/28/23

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APRIL-MAY: N° 293

CLOSE DATE: 03/17/23 ON SALE DATE: 04/11/23

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JUNE-JULY-AUGUST: N° 294

CLOSE DATE: 05/25/23 ON SALE DATE: 06/13/23

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SEPTEMBER: N° 295

CLOSE DATE: 08/10/23 ON SALE DATE: 08/29/23

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OCTOBER: N° 296

CLOSE DATE: 09/07/23 ON SALE DATE: 09/26/23

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NOVEMBER: N° 297

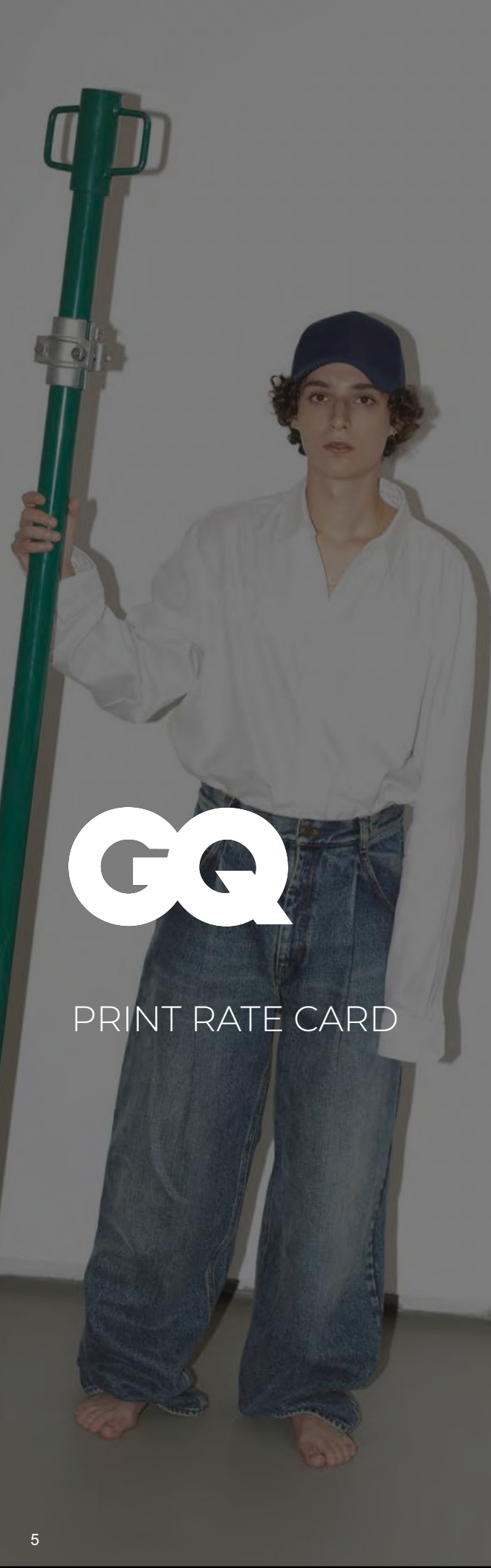
CLOSE DATE: 10/10/23 ON SALE DATE: 10/31/23

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DECEMBER-JANUARY: N° 298

CLOSE DATE: 11/07/23 ON SALE DATE: 11/28/23

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## PRINT RATE CARD

### PRINT RATES

#### STANDARD FORMATS

	<b>RATE CARD 2023</b>
Página color / Full color page	13.965 €
2/3 Página Vertical/ 2/3 Vertical page	13.440 €
1/2 Página Horizontal/ 1/2 horizontal page	11.865 €
1/3 Página Vertical/ 1/3 Vertical page	9.765 €
Doble Página/ Double page	27.930 €

#### PREFERENTIAL POSITIONS

First double page	36.540 €
Second double page	34.125 €
Third double page	30.765 €
Double page between summaries	30.765 €
Double 1/2 horizontal page	26.040 €
Last double page	30.765 €
Facing summary	19.740 €
Facing staff	19.740 €
Facing editor´s letter	19.740 €
First left hand page	19.740 €
Back cover	27.090 €
Inside Back cover	17.955 €

#### TRIM SIZE FORMATS

Page 203 x 276 mm  
Double page 406 x 276 mm

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



## PRINT RATE CARD

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

### ADDITIONAL CHARGES

First product of a category\*: 25%

First position or special action with exclusivity: 25%

Preferential positioning\*\*: 25%

Premium block: Preferential positioning after the first part of the book before the editors letter and table of contents.\*\*\*: 25%

Consecutive pages\*\*\*\*: 25%

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 25% 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.



## DIGITAL RATE CARD

### DISPLAY

#### PRODUCTS

ROS

ROS

ROS

ROS

ROS

#### FORMATS

Sky desktop + MPU  
mobile

Billboard desktop +  
billboard mobile

Crown

Lure

Immerse

#### GROSS CPM

22,00 €

22,00 €

37,00 €

37,00 €

37,00 €

### VIDEO

#### PRODUCTS

ROS

#### FORMATS

Pre roll

#### GROSS CPM

27,00 €

### ROADBLOCK

#### PRODUCTS

ROS

#### FORMATS

Roadblock Takeover

#### GROSS CPM

26,00 €

### E-MAIL

#### PRODUCTS

Editorial Newsletter  
Sponsorship

#### FORMATS

Email

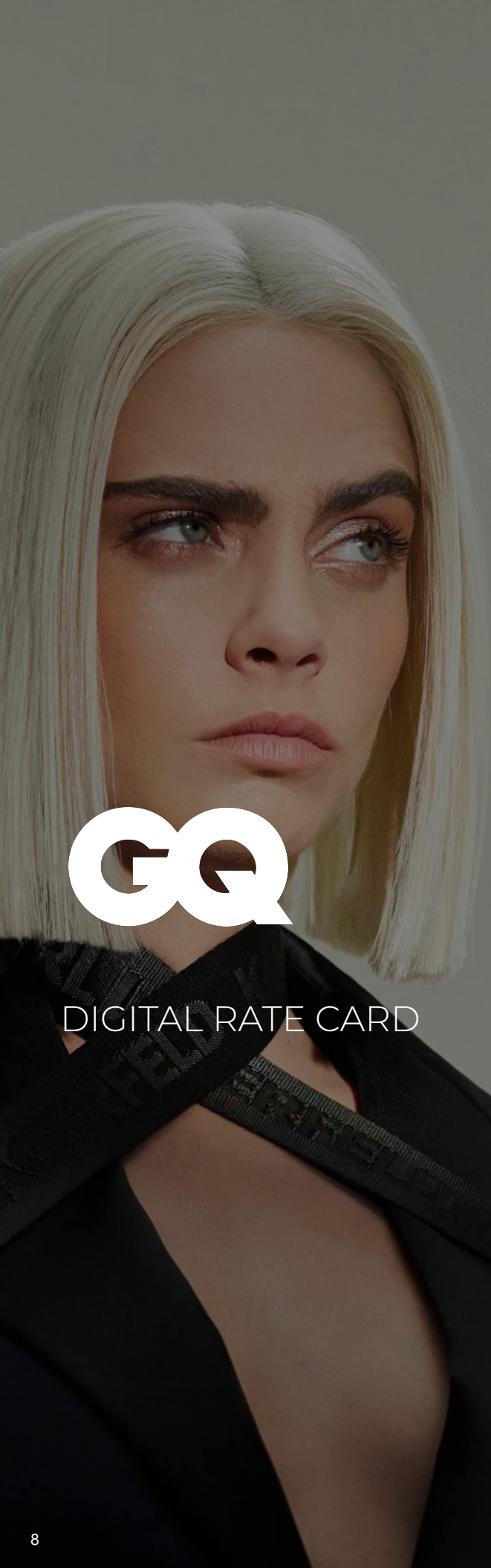
#### GROSS CPM

57,00 €

OPT in email

Email

87,00 €



## DIGITAL RATE CARD

### BASIC SPONSOR

SECTION	FORMATS	GROSS CPM
HOME		28,00 €
NOTICIAS		28,00 €
MODA		28,00 €
LA BUENA VIDA	Sky, MPU, Billboard, Banner Mobile	28,00 €
CUIDADOS		28,00 €
COMPRAS		28,00 €
GQ TV		28,00 €

### PREMIUM SPONSOR (Ad Studio)

SECTION	FORMATS	GROSS CPM
HOME		36,00 €
NOTICIAS		36,00 €
MODA	Sky, MPU, Billboard, Banner Mobile + Crown / Lure / Engage / Immerse	36,00 €
LA BUENA VIDA		36,00 €
CUIDADOS		36,00 €
COMPRAS		36,00 €
GQ TV		36,00 €

#### 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.



## ADVERTISING CONTACTS

### GQ COMMERCIAL DIRECTOR

**ESTHER GONZALEZ** [egonzalez@condenast.es](mailto:egonzalez@condenast.es)

### HEADS OF ADVERTISING

#### **FASHION & LUXURY**

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### REPRESENTATIVES

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