



Spain Media Kit
2024

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 30 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.

30

YEARS IN SPAIN

8.2M

TOTAL MONTHLY REACH *

32K

PRINT READERS

5.3M

DIGITAL UNIQUE USERS

2.7M

SOCIAL FOLLOWERS

97M

VIDEO VIEWS

* PRINT + DIGITAL + SOCIAL

Source: EGM (print) / Google Analytics (Digital). 2024

CONDÉ NAST



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:	55%
Women:	45%
18-24 yo:	27%
25-34 yo:	34%
35-44 yo:	27%
Over 45 yo:	23%

Source: Google Analytics 2023

CONDÉ NAST



GQ

PRODUCTION
SCHEDULE &
SPECIAL ISSUES
OR EVENTS

DECEMBER-JANUARY: N° 298

ON SALE DATE: 11/28/23

FEBRUARY N° 299

CLOSE DATE: 01/11/24 ON SALE DATE: 01/30/24

MARCH: N° 300

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

APRIL-MAY: N° 301

CLOSE DATE: 03/19/24 ON SALE DATE: 04/09/24

JUNE-JULY-AUGUST: N° 302

CLOSE DATE: 05/23/24 ON SALE DATE: 06/11/24

SEPTEMBER: N° 303

CLOSE DATE: 08/07/24 ON SALE DATE: 08/27/24

OCTOBER: N° 304

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

NOVEMBER: N° 305

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

DECEMBER-JANUARY: N° 306

CLOSE DATE: 11/07/24 ON SALE DATE: 11/26/24

CONDÉ NAST



PRINT RATES

STANDARD FORMATS

	RATE CARD 2024
Página color / Full color page	14.700 €
2/3 Página Vertical/ 2/3 Vertical page	14.100 €
1/2 Página Horizontal/ 1/2 horizontal page	12.500 €
1/3 Página Vertical/ 1/3 Vertical page	10.300 €
Doble Página/ Double page	29.400 €

PREFERENTIAL POSITIONS

First double page	38.400 €
Second double page	35.800 €
Third double page	32.300 €
Double page between summaries	32.300 €
Double 1/2 horizontal page	27.400 €
Last double page	32.300 €
Facing summary	20.800 €
Facing staff	20.800 €
Facing editor´s letter	20.800 €
First left hand page	20.800 €
Back cover	28.500 €
Inside Back cover	18.800 €

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.

ROTATIONALS

DISPLAY

PRODUCTS	FORMATS	GROSS CPM
ROS Standard	IAB Standard: Sky Desktop + MPU mobile	23 €
ROS Standard	IAB Standard: Billboard Desktop + Billboard mobile	23 €
ROS Mobile	Interscroller mobile	35 €
ROS Roadblock (100% SOP)	IIAB Standard: Sky Desktop + MPU mobile + Billboard Desktop + Billboard mobile	27 €
ROS Ad Studio	Crown + IAB Standard	38 €
ROS Ad Studio	Lure + IAB Standard	38 €
ROS Ad Studio Standard	Engage + IAB	38 €

VIDEO

PRODUCTS	FORMATS	GROSS CPM
ROS	Pre roll	27 €

MAILING

E-MAIL

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



DIGITAL RATE CARD

SPONSOR

BASIC SPONSOR

SECTION	FORMATS	GROSS CPM
HOME		29 €
NOTICIAS		29 €
MODA		29 €
LA BUENA VIDA	Sky, MPU, Billboard, Banner Mobile	29 €
CUIDADOS		29 €
COMPRAS		29 €
GQ TV		29 €

PREMIUM SPONSOR (Ad Studio)

SECTION	FORMATS	GROSS CPM
HOME		40 €
NOTICIAS		40 €
MODA	Sky, MPU, Billboard, Banner Mobile + Crown / Lure / Engage / Immerse	40 €
LA BUENA VIDA		40 €
CUIDADOS		40 €
COMPRAS		40 €
GQ TV		40 €

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.



GQ

DIGITAL RATE CARD

CONDÉ NAST



ADVERTISING CONTACTS

GQ COMMERCIAL DIRECTOR

ESTHER GONZALEZ egonzalez@condenast.es

HEADS OF ADVERTISING

FASHION & LUXURY

CLARA MONTÓYA - CATEGORY DIRECTOR cmontoya@condenast.es

LAURA CAPÓ lcapo@condenast.es

GEMA CAMACHO gema.camacho@condenast.es

JUDITH MASÉS jmases@condenast.es

BEAUTY & HEALTH

PATRICIA VEGA DE SEOANE - CATEGORY DIRECTOR

patricia.vega@condenast.es

CAROLINA PÉREZ cperez@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

SOFÍA JULIÀ sofia.julia@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

CONDÉ NAST ESPAÑA CHIEF BUSINESS OFFICER

ELENA FERRERAS eferreras@condenast.es