# Ce

Spain Media Kit 2024

CONDÉ NAST



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

8.2 M
TOTAL MONTHLY REACH \*

32K

5.3 M
DIGITAL UNIQUE USERS

2.7 M
SOCIAL FOLLOWERS

97 M

\* PRINT + DIGITAL + SOCIAL Source: EGM (print) / Google Analytics (Digital). 2024



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



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



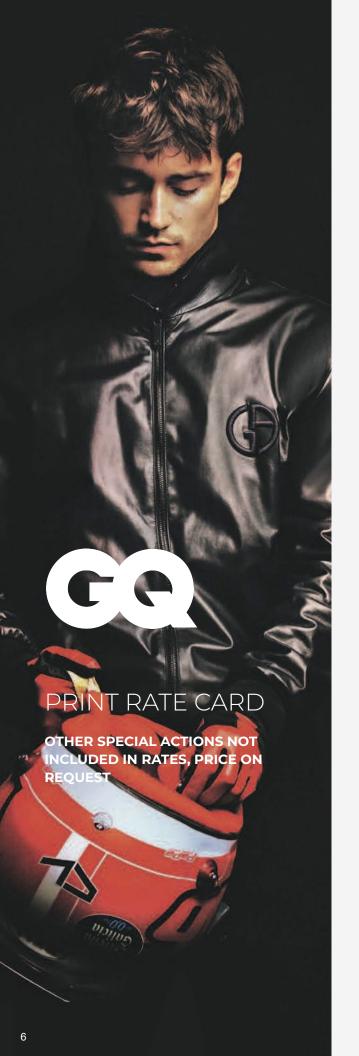
# PRINT RATES

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.



# 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

<b>PRODUCTS</b> ROS Standard	FORMATS IAB Standard: Sky Desktop + MPU mobile	GROSS CPM 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€

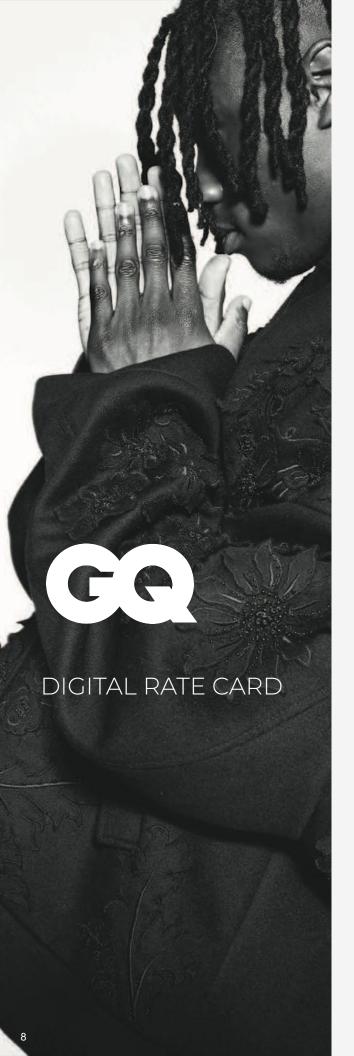
# VIDEO

PRODUCTS	FORMATS	GROSS CPM
ROS	Pre roll	27€

# **MAILING**

# E-MAIL

PRODUCTS	FORMATS	<b>GROSS CPM</b>
Editorial Newsletter	Email	5.250 €
Sponsorship		
OPT in email	Fmail	5775€.



# **SPONSOR**

# **BASIC SPONSOR**

SECTION HOME	FORMATS	GROSS CPM 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 HOME	FORMATS	GROSS CPM 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 COMMERCIAL DIRECTOR

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### **HEADS OF ADVERTISING**

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