

VANITY FAIR

Spain Media Kit

2H 2023



CONDÉ NAST



VANITY FAIR

BRAND MISSION

Vanity Fair's unique identity is marked by the most daring prestigious journalism, the most admired photographs and the access to the most desired personalities.

An authorized, influential and stunning brand for the most sophisticated readers.

Where Journalism meets rigour.
Where Veracity allies with research.
Where News gets another point of view.
And Fashion and Beauty have access to the most exclusive luxury.

CULTURE Vanity Fair dissects culture with the signature sophistication, insight and wit that readers come to expect.

SOCIETY The latest society news from business, entertainment and cultural affairs.

ROYALTY All the latest news about the world's royal houses, their lives, their stories and celebrations.

LUXURY Fashion, Beauty and Lifestyle with the unique approach of Vanity Fair.

15

YEARS IN SPAIN

6M

TOTAL MONTHLY REACH *

288K

PRINT READERS

4.5M

DIGITAL UNIQUE USERS

1.3M

SOCIAL FOLLOWERS

14M

VIDEO VIEWS

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

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VANITY FAIR

PLATFORMS / AUDIENCE DATA

HIGH CLASS readers. Vanity Fair readers' socio-economic level is above the average of other lifestyle magazines.

People deeply interested in culture, which is reflected in their attitudes and opinions.

92% of Vanity Fair readers and users want to carry on learning things throughout their lives.

MAGAZINE READERSHIP PROFILE

| | |
|--------------|-----|
| Men: | 30% |
| Women: | 70% |
| IA1/IA2/IB: | 61% |
| 25-34 yo: | 13% |
| 35-44 yo: | 23% |
| 45-54 yo: | 22% |
| High degree: | 43% |

WEBSITE AUDIENCE PROFILE

| | |
|-----------|-----|
| Men: | 32% |
| Women: | 68% |
| 25-34 yo: | 11% |
| 35-44 yo: | 19% |
| 45-54 yo: | 24% |

Source: EGM (print) / Google Analytics (Digital) 2022



DECEMBER-JANUARY: N° 172

ON SALE DATE: 11/22/22

FEBRUARY: N° 173

CLOSE DATE: 01/09/23 ON SALE DATE: 01/25/23

MARCH: N° 174

CLOSE DATE: 02/13/23 ON SALE DATE: 03/01/23

APRIL: N° 175

CLOSE DATE: 03/10/23 ON SALE DATE: 03/29/23

MAY: N° 176

CLOSE DATE: 04/10/23 ON SALE DATE: 04/26/23

JUNE: N° 177

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

JULY-AUGUST: N° 178

CLOSE DATE: 06/05/23 ON SALE DATE: 06/21/23

SEPTEMBER: N° 179

CLOSE DATE: 08/14/23 ON SALE DATE: 08/30/23

OCTOBER: N° 180

CLOSE DATE: 09/11/23 ON SALE DATE: 09/27/23

NOVEMBER: N° 181

CLOSE DATE: 10/09/23 ON SALE DATE: 10/25/23

DECEMBER-JANUARY: N° 182

CLOSE DATE: 11/06/23 ON SALE DATE: 11/22/23

VANITY FAIR

PRODUCTION SCHEDULE



VANITY FAIR

PRINT RATE CARD

PRINT RATES

STANDARD FORMATS

RATE CARD 2023

| | |
|---------------------|----------|
| Full color page | 21.525 € |
| 1/2 horizontal page | 17.640 € |
| Double page | 43.050 € |

EMPLAZAMIENTOS ESPECIALES

| | |
|-------------------------------|----------|
| First double page | 59.430 € |
| Second double page | 56.280 € |
| Third double page | 54.285 € |
| Fourth double page | 51.975 € |
| Double page between summaries | 47.565 € |
| Facing staff | 29.085 € |
| Facing summary | 29.085 € |
| Facing editor´s letter | 29.085 € |
| Facing contributors letter | 27.195 € |
| Odd page first quarter | 23.415 € |
| Opening section page | 27.195 € |
| Back cover | 41.475 € |
| Inside Back cover | 27.195 € |

TRIM SIZE FORMATS

Page 203 x 276 mm
Double page 406 x 276 mm

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



VANITY FAIR

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.

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VANITY FAIR

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 €



BASIC SPONSOR

| SECTION | FORMATS | GROSS CPM |
|----------|------------------------------------|-----------|
| HOME | | 28,00 € |
| PODER | | 28,00 € |
| CULTURA | | 28,00 € |
| SOCIEDAD | Sky, MPU, Billboard, Banner Mobile | 28,00 € |
| LUJO | | 28,00 € |
| REALEZA | | 28,00 € |

PREMIUM SPONSOR (Ad Studio)

| SECTION | FORMATS | GROSS CPM |
|----------|---|-----------|
| HOME | | 36,00 € |
| PODER | | 36,00 € |
| CULTURA | Sky, MPU, Billboard, Banner Mobile + Crown / Lure / Engage / Immerse | 36,00 € |
| SOCIEDAD | | 36,00 € |
| LUJO | | 36,00 € |
| REALEZA | | 36,00 € |
| COMPRAS | | 36,00 € |
| PODCAST | | 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.

VANITY FAIR

ADVERTISING CONTACTS

VANITY FAIR COMMERCIAL DIRECTOR

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HEADS OF ADVERTISING

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