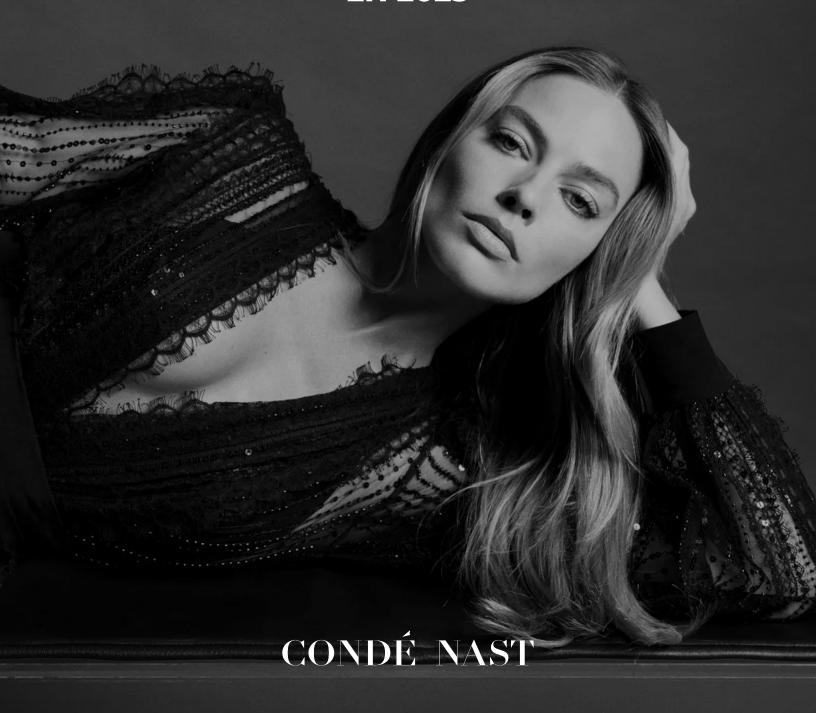
MANITY FAIR

Spain Media Kit **2H 2023**





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 TO

TOTAL MONTHLY REACH *

4.5M

PRINT READERS DIGITAL UNIQUE USERS

1.3M

288K

SOCIAL FOLLOWERS

74M

VIDEO VIEWS

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



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

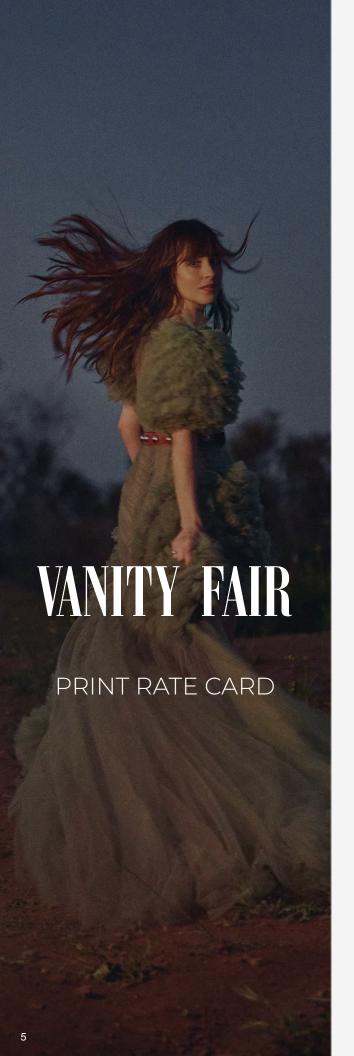
CLOSE DATE: 09/11/23 ON SALE DATE: 09/27/23

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



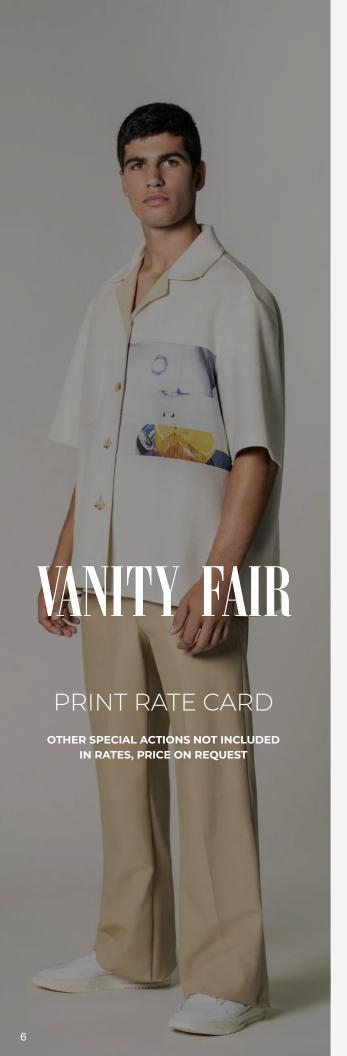
PRINT RATES

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.



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.



DISPLAY

PRODUCTS	FORMATS	GROSS CPM
ROS	Sky desktop + MPU mobile	22,00 €
ROS	Billboard desktop + billboard mobile	22,00 €
ROS	Crown	37,00 €
ROS	Lure	37,00 €
ROS	Immerse	37,00 €

VIDEO

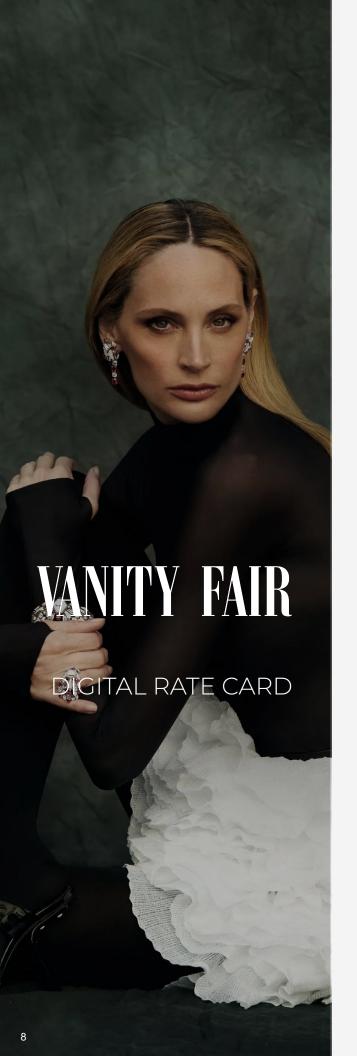
PRODUCTS	FORMATS	GROSS CPM
ROS	Pre roll	27,00€

ROADBLOCK

PRODUCTS	FORMATS	GROSS CPM
ROS	Roadblock Takeover	26,00€

E-MAIL

PRODUCTS	FORMATS	GROSS CPM
Editorial Newsletter	Email	57,00€
Sponsorship		
OPT in email	Email	87,00 €



BASIC SPONSOR

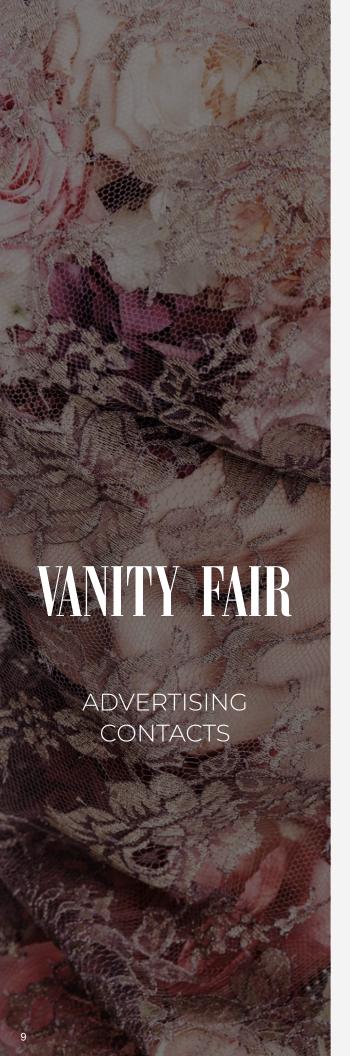
SECTION HOME	FORMATS	GROSS CPM 28,00 €
PODER		28,00 €
CULTURA		28,00€
SOCIEDAD	Sky, MPU, Billboard, Banner Mobile	28,00 €
LUJO		28,00 €
REALEZA		28,00€

PREMIUM SPONSOR (Ad Studio)

SECTION HOME	FORMATS	GROSS CPM 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 COMMERCIAL DIRECTOR

AMAIA MURUAMENDIARAZ amuruamendiaraz@condenast.es

HEADS OF ADVERTISING

FASHION & LUXURY

CLARA MONTOYA - CATEGORY DIRECTOR cmontoya@condenast.es LAURA CAPÓ | capo@condenast.es GEMA CAMACHO gema.camacho@condenast.es JUDITH MASÉS | mases@condenast.es

BEAUTY & HEALTH

PATRICIA VEGA DE SEOANE - CATEGORY DIRECTOR

patricia.vega@condenast.es

CAROLINA PÉREZ cperez@condenast.es ROCÍO UNCETA rocio.unceta@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

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