

A black and white photograph of a man and a woman in a sophisticated, possibly museum or gallery, setting. The woman, with long blonde hair and large earrings, is seated and looking towards the camera. The man, with dark hair and a beard, is leaning in from behind her, his face close to hers. He is wearing a dark suit jacket over a light-colored shirt. The background features classical architectural elements and a large framed artwork.

VANITY FAIR

Spain Media Kit

1H 2024

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.

16

YEARS IN SPAIN

6.5M

TOTAL MONTHLY REACH *

318K

PRINT READERS

4.7M

DIGITAL UNIQUE USERS

1.3M

SOCIAL FOLLOWERS

14M

VIDEO VIEWS

* PRINT + DIGITAL + SOCIAL

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

CONDÉ NAST



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:	37%
Women:	63%
IA1/IA2/IB:	63%
25-34 yo:	23%
35-44 yo:	28%
45-54 yo:	29%
High degree:	47%

WEBSITE AUDIENCE PROFILE

Men:	32%
Women:	68%
25-34 yo:	20%
35-44 yo:	29%
45-54 yo:	33%

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

CONDÉ NAST



VANITY FAIR

PRODUCTION SCHEDULE

DECEMBER-JANUARY: N° 182

ON SALE DATE: 11/22/23

FEBRUARY: N° 183

CLOSE DATE: 01/08/24 ON SALE DATE: 01/24/24

MARCH: N° 184

CLOSE DATE: 02/01/24 ON SALE DATE: 02/20/24

APRIL: N° 185

CLOSE DATE: 03/08/24 ON SALE DATE: 03/27/24

MAY: N° 186

CLOSE DATE: 04/08/24 ON SALE DATE: 04/24/24

JUNE: N° 187

CLOSE DATE: 05/03/24 ON SALE DATE: 05/22/24

JULY-AUGUST: N° 188

CLOSE DATE: 06/03/24 ON SALE DATE: 06/19/24

SEPTEMBER: N° 189

CLOSE DATE: 08/12/24 ON SALE DATE: 08/28/24

OCTOBER: N° 190

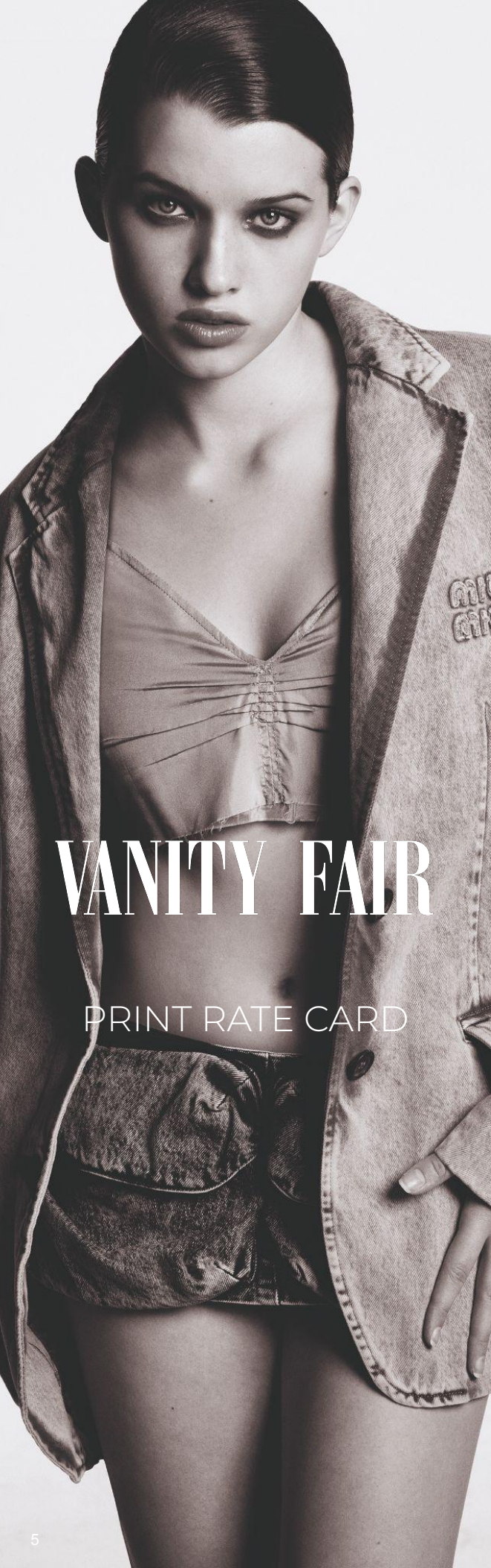
CLOSE DATE: 09/09/24 ON SALE DATE: 09/25/24

NOVEMBER: N° 191

CLOSE DATE: 10/07/24 ON SALE DATE: 10/23/24

DECEMBER-JANUARY: N° 122

CLOSE DATE: 11/04/24 ON SALE DATE: 11/20/24



PRINT RATES

STANDARD FORMATS

RATE CARD 2024

Full color page	22.600 €
1/2 horizontal page	18.500 €
Double page	45.200 €

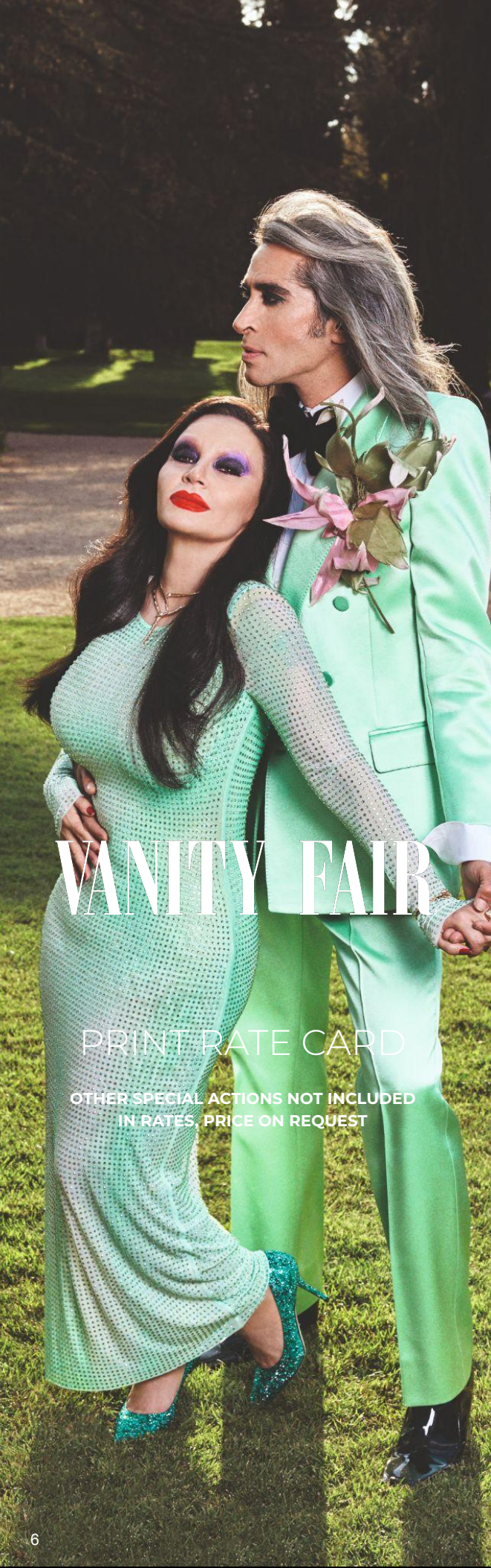
EMPLAZAMIENTOS ESPECIALES

First double page	62.400 €
Second double page	59.000 €
Third double page	57.000 €
Fourth double page	54.500 €
Double page between summaries	50.000 €
Facing staff	30.500 €
Facing summary	30.500 €
Facing editor´s letter	30.500 €
Facing contributors letter	28.500 €
Odd page first quarter	24.500 €
Opening section page	28.500 €
Back cover	43.500 €
Inside Back cover	28.500 €

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.



VANITY FAIR

DIGITAL RATE CARD

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 €



SPONSOR

BASIC SPONSOR

SECTION	FORMATS	GROSS CPM
HOME		29 €
PODER		29 €
CULTURA		29 €
SOCIEDAD	Sky, MPU, Billboard, Banner Mobile	29 €
LUJO		29 €
REALEZA		29 €
COMPRAS		29 €

PREMIUM SPONSOR (Ad Studio)

SECTION	FORMATS	GROSS CPM
HOME		40 €
PODER		40 €
CULTURA	Sky, MPU, Billboard, Banner Mobile + Crown / Lure / Engage / Immerse	40 €
SOCIEDAD		40 €
LUJO		40 €
REALEZA		40 €
COMPRAS		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.



VANITY FAIR

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