



VOGUE

ESPAÑA

Spain Media Kit

1H 2024

CONDÉ NAST



VOGUE

ESPAÑA

BRAND MISSION

Vogue commitment to the brands that accompany us is now stronger than ever.

Every day and every month Vogue offers a unique editorial product, with the highest level of quality in the market and the largest amount of content.

With the largest number of own productions in which the most talented professionals from the national and international industry participate.

With exclusive access to celebrities and characters that no one else has in the industry.

And a vocation for innate discovery, professionals, trends, current affairs.

Vogue is the international and national brand that has best known how to understand the moment we live and adapt.

Attending to the needs and demands of its readers to be closer than ever, with empathy but inspiring, marking its own and different path.

Vogue is commitment and that is why it has not stopped being present during these months in all its points of sale every month and every day online to accompany its audience in difficult moments and be a door of hope.

Vogue is the subject of news, its covers and reports are content in specialized media but also mass media such as television, because they interest and surprise.

Its enormous reach as a brand is reinforced by its speaker effect in other media, allowing it to reach a loyal audience but also new consumer segments.

36

YEARS IN SPAIN

+20.5M

TOTAL MONTHLY REACH *

1.4M

PRINT READERS

7.3M

DIGITAL UNIQUE USERS

9.7M

SOCIAL FOLLOWERS

172M

VIDEO VIEWS

* PRINT + DIGITAL + SOCIAL

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

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VOGUE

PLATFORMS /
AUDIENCE DATA

The Vogue reader / user is the most influential in her environment, has a unique lifestyle and has the most attractive profile for brands.

An exclusive community of members willing to give their opinion and participate actively.

MAGAZINE READERSHIP PROFILE

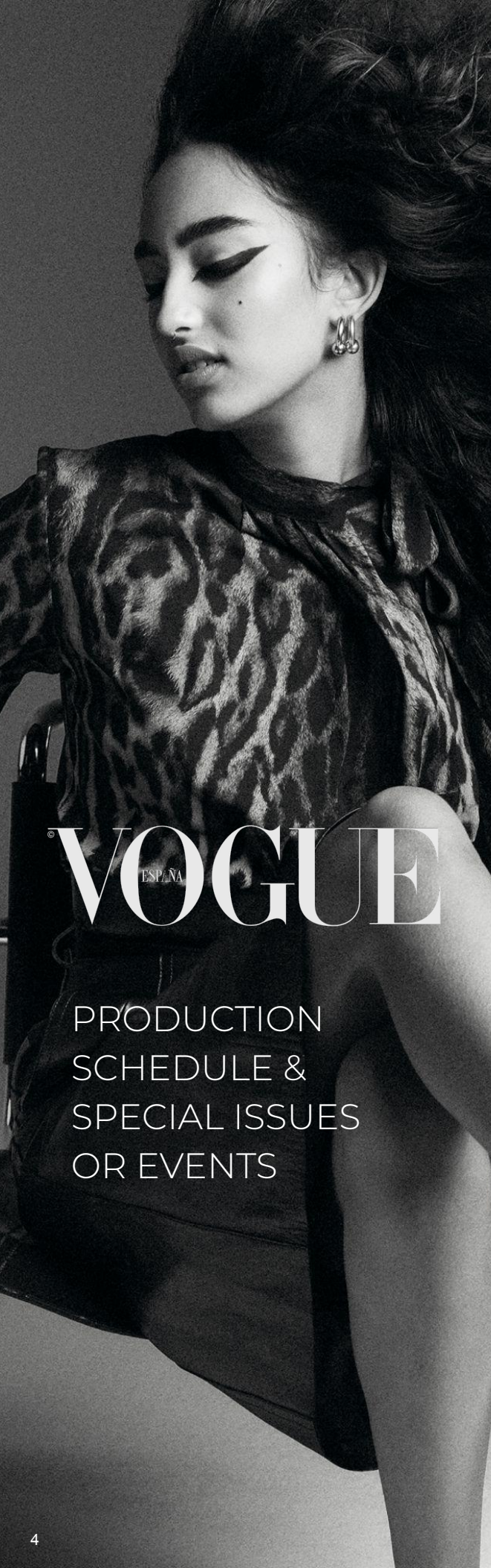
Men:	24%
Women:	76%
IA1/IA2/IB:	53%
25-34 yo:	18%
35-44 yo:	15%
45-54 yo:	13%
High degree:	35%

WEBSITE AUDIENCE PROFILE

Men:	25%
Women:	75%
25-34 yo:	16%
35-44 yo:	22%
45-54 yo:	23%

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

CONDÉ NAST



VOGUE
ESPAÑA

PRODUCTION
SCHEDULE &
SPECIAL ISSUES
OR EVENTS

JANUARY: N° 430

CLOSE DATE: 11/28/23 ON SALE DATE: 12/19/23

FEBRUARY: N° 431

CLOSE DATE: 01/04/24 ON SALE DATE: 01/23/24

MARCH: N° 432

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

APRIL: N° 433

CLOSE DATE: 02/29/24 ON SALE DATE: 03/19/24

MAY: N° 434

CLOSE DATE: 04/04/24 ON SALE DATE: 04/23/24

JUNE: N° 435

CLOSE DATE: 04/30/24 ON SALE DATE: 05/21/24

JULY: N° 436

CLOSE DATE: 05/30/24 ON SALE DATE: 06/18/24

AUGUST: N° 437

CLOSE DATE: 06/27/24 ON SALE DATE: 07/16/24

SEPTEMBER: N° 438

CLOSE DATE: 08/01/24 ON SALE DATE: 08/20/24

OCTOBER: N° 439

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

NOVEMBER: N° 440

CLOSE DATE: 10/03/24 ON SALE DATE: 10/22/24

DECEMBER: N° 441

CLOSE DATE: 10/31/24 ON SALE DATE: 11/19/24

JANUARY: N° 442

CLOSE DATE: 11/28/24 ON SALE DATE: 12/17/24

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PRINT RATES

STANDARD FORMATS

Full color page	23.595 €
1/2 horizontal page	20.850 €
Double page	47.200 €

PREFERENTIAL POSITIONS

Cover drop down (3 pages)	92.000 €
First double page	63.850 €
Second double page	58.765 €
Third double page	56.670 €
Fourth double page	49.750 €
Double 1/2 horizontal page	37.265 €
Facing Staff	33.000 €
Facing summary	33.000 €
Facing editor's letter	33.000 €
Facing contributors letter	31.200 €
Opening section page	31.200 €
Back cover	45.300 €
Inside Back cover	29.770 €

TRIM SIZE FORMATS

Page 210 x 285 mm
Double page 420 x 285 mm

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



VOGUE

PRINT RATE CARD

*The front of the book before the editors letter and table of contents is very extensive and sometimes occupies almost the entire first quarter of the magazine. For this reason in the first quarter and the first third of the magazine will always be considered after this advertising page

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%

The sequence of the campaigns in the opening tunnel of the magazine will attend to the Brand and not by physical page number. Any Brand can contract double consecutive pages and these will be placed in its usual location and from this onwards. The rest of ad spaces will be conformed to the agreed order with the Brands.

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%

**In case of cover promos, the client will assume the costs, total or partial, of the cover card depending on its format.*

**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
- In case of cancellation with less than 10 days before closing date, a charge of 25 of the rate cost will be applied.
- Taxes VAT will be charged to the advertiser or media agency

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ROTATIONALS

DISPLAY

PRODUCTS	FORMATS	GROSS CPM
ROS Standard	IAB Standard: Sky Desktop + MPU mobile	29 €
ROS Standard	IAB Standard: Billboard Desktop + Billboard mobile	29 €
ROS Mobile	Interscroller mobile	41 €
ROS Roadblock (100% SOP)	IIAB Standard: Sky Desktop + MPU mobile + Billboard Desktop + Billboard mobile	34 €
ROS Ad Studio	Crown + IAB Standard	42 €
ROS Ad Studio	Lure + IAB Standard	42 €
ROS Ad Studio Standard	Engage + IAB	42 €

VIDEO

PRODUCTS	FORMATS	GROSS CPM
ROS	Pre roll	37 €

MAILING

E-MAIL

PRODUCTS	FORMATS	GROSS CPM
Editorial Newsletter Sponsorship	Email	7.350 €
OPT in email	Email	8.400 €

All rates will be increased by 25% during Q4.



SPONSOR

BASIC SPONSOR

SECTION	FORMATS	GROSS CPM
HOME		39 €
MODA		39 €
BELLEZA		39 €
COMPRAS	Sky, MPU, Billboard, Banner Mobile	39 €
CELEBRITIES		39 €
LIVING		39 €
NOVIAS		39 €

PREMIUM SPONSOR (Ad Studio)

SECTION	FORMATS	GROSS CPM
HOME		44 €
MODA		44 €
BELLEZA	Sky, MPU, Billboard, Banner Mobile + Crown / Lure / Engage / Immerse	44 €
COMPRAS		44 €
CELEBRITIES		44 €
LIVING		44 €
NOVIAS		44 €

All rates will be increased by 25% during Q4.

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 8.000€

* 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.

CONDÉ NAST



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