



AD

PRINT RATE CARD

PRINT RATES

STANDARD FORMATS

Full color page

1/2 horizontal page

Double page

RATE CARD 2023

11.025 €

7.245 €

17.220 €

PREFERENTIAL POSITIONS

First double page

29.190 €

Second double page

27.300 €

Third double page

19.320 €

Facing staff

11.970 €

Facing summary

11.970 €

Facing editor's letter

11.970 €

Opening section page

11.970 €

Back cover

21.630 €

Inside Back cover

12.075 €

TRIM SIZE FORMATS

Page 213 x 276 mm

Double page 426 x 276 mm

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

CONDÉ NAST



AD

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.

CONDÉ NAST



AD

DIGITAL RATE CARD

DISPLAY

PRODUCTS

ROS

ROS

ROS

ROS

ROS

FORMATS

Sky desktop + MPU
mobile

Billboard desktop +
billboard mobile

Crown

Lure

Immerse

GROSS CPM

21,00 €

21,00 €

35,00 €

35,00 €

35,00 €

VIDEO

PRODUCTS

ROS

FORMATS

Pre roll

GROSS CPM

25,00 €

ROADBLOCK

PRODUCTS

ROS

FORMATS

Roadblock Takeover

GROSS CPM

24,00 €

E-MAIL

PRODUCTS

Editorial Newsletter

Sponsorship

FORMATS

Email

GROSS CPM

56,00 €

OPT in email

Email

86,00 €

CONDÉ NAST

AD

DIGITAL RATE CARD

BASIC SPONSOR

SECTION	FORMATS	GROSS CPM
HOME		26,00 €
DECORACIÓN		26,00 €
DISEÑO		26,00 €
ARQUITECTURA	Sky, MPU, Billboard, Banner Mobile	26,00 €
ESPACIOS		26,00 €
LUGARES		26,00 €
ARTE		26,00 €
COMPRAS		26,00 €

PREMIUM SPONSOR (Ad Studio)

SECTION	FORMATS	GROSS CPM
HOME		34,00 €
DECORACIÓN		34,00 €
DISEÑO		34,00 €
ARQUITECTURA	Sky, MPU, Billboard, Banner Mobile	34,00 €
ESPACIOS	+ Crown / Lure / Engage / Immerse	
LUGARES		34,00 €
ARTE		34,00 €
COMPRAS		34,00 €

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 3.000 €

* 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