



# VOGUE

ESPAÑA

## PRINT RATE CARD

### PRINT RATES

#### STANDARD FORMATS

#### RATE CARD 2023

Full color page	22.470 €
1/2 horizontal page	19.845 €
Double page	44.940 €

#### PREFERENTIAL POSITIONS

Cover drop down (3 pages)	87.675 €
First double page	60.795 €
Second double page	55.965 €
Third double page	53.970 €
Fourth double page	47.355 €
Double 1/2 hor page	35.490 €
Facing Staff	31.500 €
Facing summary	31.500 €
Facing editor´s letter	31.500 €
Facing Collaborators	29.715 €
Opening section page	29.715 €
Back cover	43.155 €
Inside Back cover	28.350 €
First double page opening Beauty	56.070 €
First double page opening Fashion	56.070 €
Cover folder	68.355 €

#### TRIM SIZE FORMATS

- Page 210 x 285 mm
- Double page 420 x 285 mm

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



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\*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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DIGITAL RATE CARD

DISPLAY

PRODUCTS	FORMATS	GROSS CPM
ROS	Sky desktop + MPU mobile	28,00 €
ROS	Billboard desktop + billboard mobile	28,00 €
ROS	Crown	41,00 €
ROS	Lure	41,00 €
ROS	Engage	41,00 €

VIDEO

PRODUCTS	FORMATS	GROSS CPM
ROS	Pre roll	35,00 €

ROADBLOCK

PRODUCTS	FORMATS	GROSS CPM
ROS	Roadblock Takeover	32,00 €

E-MAIL

PRODUCTS	FORMATS	GROSS CPM
Editorial Newsletter Sponsorship	Email	60,00 €
OPT in email	Email	90,00 €



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## BASIC SPONSOR

SECTION	FORMATS	GROSS CPM
HOME		37,00 €
MODA		37,00 €
PASARELAS		37,00 €
BELLEZA	Sky, MPU, Billboard, Banner Mobile	37,00 €
COMPRAS		37,00 €
CELEBRITIES		37,00 €
LIVING		37,00 €
NOVIAS		37,00 €

## PREMIUM SPONSOR (Ad Studio)

SECTION	FORMATS	GROSS CPM
HOME		44,00 €
MODA		44,00 €
BELLEZA		44,00 €
COMPRAS		44,00 €
PASARELAS	Sky, MPU, Billboard, Banner Mobile + Crown / Lure / Engage / Immerse	44,00 €
CELEBRITIES		44,00 €
LIVING		44,00 €
NOVIAS		44,00 €

### 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 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.

**CONDÉ NAST**



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ADVERTISING  
CONTACTS

#### VOGUE COMMERCIAL DIRECTOR

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