



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

CONDÉ NAST



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



VOGUE COMMERCIAL DIRECTOR

CLARA MONTOYA cmontoya@condenast.es

HEADS OF ADVERTISING

FASHION & LUXURY

CLARA MONTOYA - CATEGORY DIRECTOR cmontoya@condenast.es

LAURA CAPÓ lcapo@condenast.es

GEMA CAMACHO gema.camacho@condenast.es

JUDITH MASÉS jmasés@condenast.es

BEAUTY & HEALTH

PATRICIA VEGA DE SEOANE - CATEGORY DIRECTOR

patricia.vega@condenast.es

CAROLINA PÉREZ cperez@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

SOFÍA JULIÀ sofia.julia@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

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