

# AD

ARCHITECTURAL DIGEST

MEDIA KIT

2019



# CONDÉ NAST

More than *100 years* of history  
and presence in *28 markets*

Condé Nast is the most important publishing group in the world. In Mexico and Latin America it counts with a portfolio of brands including: Architectural Digest, Glamour, GQ, Vogue and Vanity Fair in Mexico and Latin America.

With high standard of quality, Condé Nast has become an opinion leader before its audience, reaching more than 270 million consumers, having 26% more influential power than Google and Facebook in the purchase intention.

Our goal is to connect readers with products and brand experiences through high, authentic and influential content for those who look for inspiration. Excellence, innovation, exclusivity and passion mark our values.

Source: Media Post, 2018. Think with Google, 2018. Condé Nast, 2018.



Photo: Florent Joliot.

**AD** **GLAMOUR** **GQ** **VANTYFAIR** **VOGUE**

# The power of purchase is PRINT + digital



Magazines are an important force of reference for audiences, especially for their ability to intervene in the consumers purchasing decisions. Studies indicate that the consideration phase is the stage of the purchase cycle in which people invest the most time.

**69%** of readers pay more attention to advertisements when they come from sources they know and trust. After advertising exposure, **34%** search for the advertiser's website and **33%** look for more information about the products.

According to surveys conducted in Mexico, **84%** of people read magazines on a regular basis, of which **47%** do so to get information and **23%** to entertain themselves.

**40%** of readers spend an average of \$2.68 USD and \$5.26 USD per month in magazines, while **42%** spend between \$5.31 USD and \$10.52 USD in the same period.

Source: Q Factor, 2015. Condé Nast, 2018. Merca 2.0, 2017.

# Sensorial Work



Photo: Rafael Ganço.

## COMMUNICATION

- MAGAZINES
- SUPPLEMENTS
- PHOTOGRAPHY
- COMMUNITIES

## EXPERIENCES

- EVENTS
- WHITE LABEL
- BRANDED CONTENT
- CUSTOMER EXPERIENCES



Photo: Paulina Chávez.

## DIGITAL

- SOCIAL MEDIA
- VIDEO
- WEBSITES
- DATA



1 Lâmpara de Herman Miller. 2 Tapete de Amara. 3 Relógio de parede de Good Form. 4 Sirena decorativa de Architect Made. 5 Bacia para TV de BeoSystem. 6 de Bang & Olufsen. 7 Galaxy Tab S3 de Samsung. 8 Mesa de Amara. 9 Pouf de Fritz Hansen. 10 Portavasos de Pottery Barn. 11 Set de maçetas de Amara.



**Architectural Digest** is the international authority for design, interior design and architecture. It is the style guide where experts and lovers of the creative world are witness, before anyone else, of the hottest trends, houses, places, objects and works of art of the moment.

*Exclusive, fresh and vibrant,  
that is the AD universe*



# AD IN THE VOICE OF...

## María Alcocer Medina-Mora

Born in Irapuato, Guanajuato, María is a graduate in Communication Sciences from La Salle Bajío University and has a master's degree in Journalism from the Finis Terrae University of Chile. With more than ten years of experience in Architectural Digest, in December of 2017 she was named Editor-in-Chief.

“In Architectural Digest our passion takes us beyond presenting the most beautiful homes in the world, the purest forms of design, the most provocative trends and the exemplary individuals in the industry, as well as an important dose of technology and art. Our true mission is to spread the appreciation for the finer things in life, while inspiring readers to improve their lifestyles through impactful and emotional forms of design.”

“Architectural Digest is an elegant, modern, amazing and daring magazine, but, above all, open to different approaches and designs, so the content not only makes us dream, but also invites us to build a conscious and inclusive creative society.”

# AD AUDIENCE 2019

UNIQUE  
USERS  
**480,000**

READERS  
**300,000**

FOLLOWERS  
**1,257,151**

TOTAL  
**2,037,151**

LEADERSHIP **52%\***  
ADVERTISING SHARE  
IN MAGAZINES OF ITS  
CATEGORY



Source: Google Analytics Premium, Tailtarget, 2018 + social network monitoring during June 2018.  
Readership determined based on circulation audit by IVM + IPSOS study.  
\*Advertising pages on interior design magazines, from January to December 2016. Competitive set: Habitat, Ambientes, Arquine and Casa Viva.

# AD AUDIENCE LOOK

*print*

*Age:*

**35%**  
25-34 years.

**36%**  
35-44 years.

**29%**  
45+ years.



**75%** of the readers are single.

**91%** of AD readers consider they have their own style.

**88%** are loyal to brands.

**88%** prefer to invest in expensive products.

For **63%** financial planning is vital.

**82%** buy the latest in tech.

**69%** of our readers investigate before buying luxury products.

**100%** buy them.



# AD AUDIENCE LOOK

*print*

**88%** of our audience buy lotions and perfumes.

**75%** love luxury footwear, and

**51%** is at the forefront of jewelry, watches and sunglasses.

**70%** consume alcoholic beverages.

---

*Car*  
FANS:

**89%** bought their new car and decide the car purchases at home.

---

**83%** live in their own house and **49%** have additional real estate.



# AD AUDIENCE LOOK

*print*



Photo: José Margaleff

**99%** consider that safety is the most important factor, therefore they have some insurance. In addition, they have a credit/debit card.

**64%** make purchases online.

## A SENSORY *traveler*

**75%** travel for pleasure or business.

**84%** do it by plane,

**89%** shop during their trips

and **62%** take time to get to know restaurants.

## THE AD LIFESTYLE

**88%** practice sports.

**100%** go to arts and culture events.

**80%** go to bars.

**99%** go to shopping centers and restaurants.

**74%** read books.

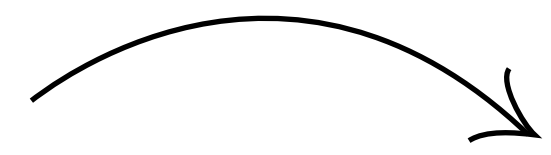


Photo: Douglas Friedman.



# AD AUDIENCE PROFILE

*digital*



*Age:*     *Sessions:*

25-34	29%
35-44	25%
45-54	14%
55-64	18%

**admexico.mx**



UNIQUE USERS  
**515,738**



SESSIONS  
**666,017**



PAGES VIEWS  
**2,447,667**

D.R.

# AD AUDIENCE PROFILE

## *digital*

*Informed:* **100%** enjoy reading online news.

*Adventurers:* **59%** are travelers. Their favorite spots are North America, Asia and Latin America.

*Sports:* **50%** are sports fans. **37%** are interested in *home and garden* and consider themselves décor enthusiasts.

*Always cautious:* **14%** are concerned about their finances in a and the **9.5%** are interested in financial services.

*Speed:* **14%** of the AD readers feel enthusiastic about cars.

*Affectionate:* **13%** consider themselves as pet lover.

*Big Spenders:* **54%** are interested in buying home and garden, **35%** real state and **25%** cars.



D.R.

Photo: Barbara Corsico.

# OUR AD SUBSCRIBERS

50% men  
50% women

*Controlled circulation:*

*Composition of bulk copies sold:*

Decoration stores: **37%**  
Real state: **28%**  
Hotels: **19%**  
Corporate: **7%**  
Clinics: **5%**  
Others: **4%**

Medical offices: **30.82%**  
VIP airport lounges: **24.82%**  
Hotels: **12.81%**  
Beauty salons: **7.49%**  
Airlines (flights on board): **5.98%**  
Restaurants: **4.49%**  
Sports club : **3.72%**  
Barbershops: **2.19%**  
Executive clubs: **2.09%**  
Boutiques: **1.73%**  
Hospitals: **1.52%**  
Banking reception areas: **1.57%**  
Universities: **0.40%**  
Corporate: **0.21%**  
Furniture stores: **0.17%**



Photo: Martin Salyer

# EDITORIAL

## calendar



Photo: Alfonso de Béjar

**01 JANUARY**  
New year, new house!

**02 FEBRUARY**  
Design with art

**03 MARCH**  
Spring sophistication

+ AD GOURMET SUPPLEMENT

**04 APRIL**  
Multicolor energy

**05 MAY**  
Cosmopolitan inspiration

**06 JUNE**  
Be part of our  
19th anniversary

**07 JULY**  
Summer spaces



Photo: Sam Frost

**08 AUGUST**  
Radiant interiorism

**09 SEPTEMBER**  
Our DNA of design

+ AD BATH & SPA SUPPLEMENT

**10 OCTOBER**  
Creative synergy

+ GUÍA AD SUPPLEMENT

**11 NOVEMBER**  
The power of  
emotional architecture

**12 DECEMBER**  
The must haves for  
the end of the year



Photo: Martin Salyst.

March

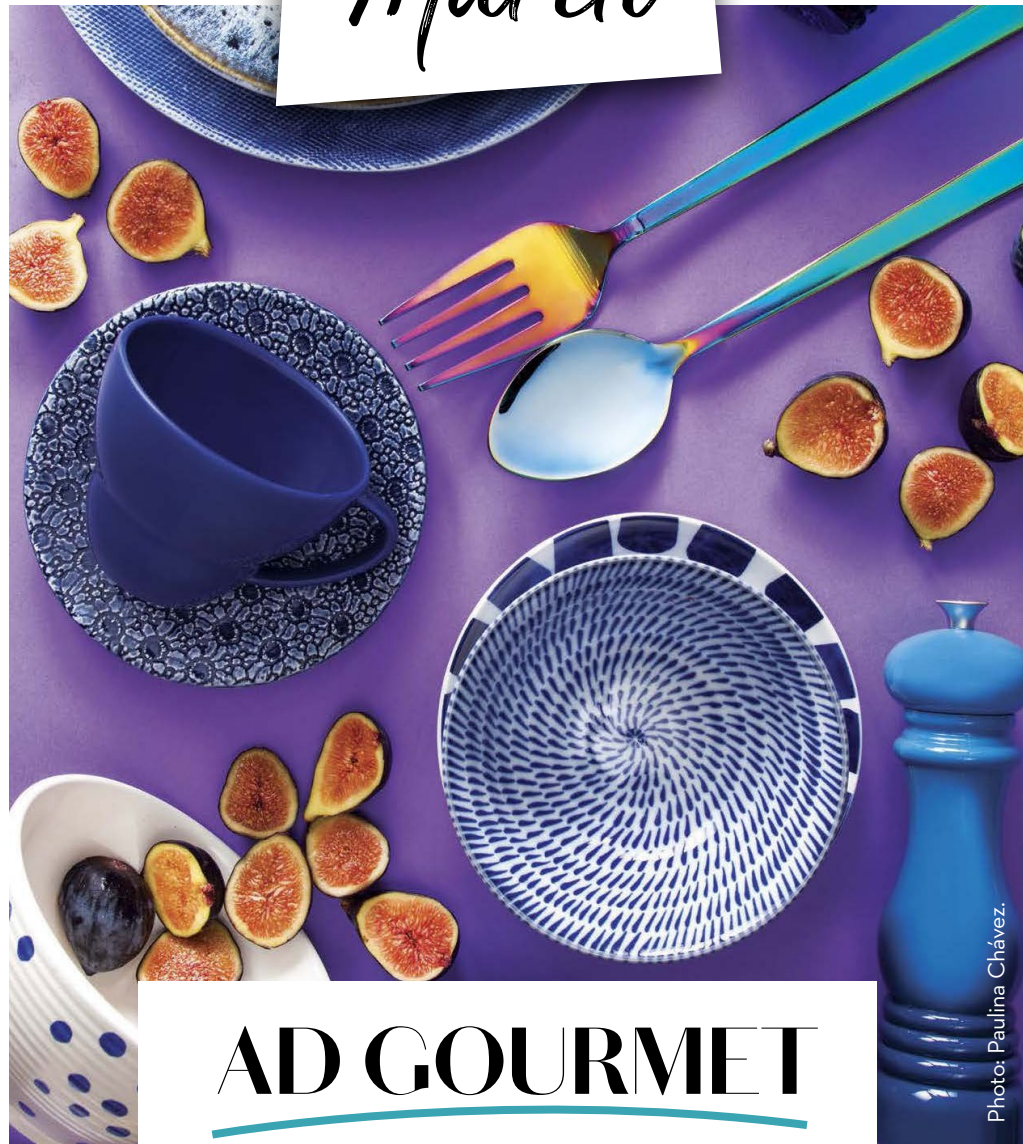


Photo: Paulina Chávez.

## AD GOURMET

News, new places, technology and everything you need to know about the pleasure of eating. The websites, social networks and blogs that you must follow to receive the best tips. In addition, we present the kitchens that inspire you and tell you how you can create your own.

September



Photo: Juan Collignon y Marcos García.

## AD BATH & SPA

Inspiration to achieve a personalized space of relaxation and well-being. Tips for having a spa at home and the best guide with accessories for your bathroom.

October



Photo: José Margaleff

## GUÍA AD

A curated selection of places that will awaken your senses in Mexico City, from terraces, restaurants and museums to shops and buildings. The most innovative proposals of design lovers.



# IN 2019... AD

*arrives to Latin America*



## Countries: ←

- Argentina
- Chile
- Colombia
- Panama
- Peru





Mexico  
240,000

Panama  
12,000

Colombia  
12,000

Peru  
12,000

Chile  
12,000

Argentina  
12,000

# TOTAL READERSHIP

300,000

→ Mexico 240,000  
Latin America 60,000

Readership determined based on circulation audit by IVM + IPSOS study.

Mexico

EDITION	SPACE RESERVATION	MATERIAL DUE DATE	ON SALE
JANUARY	Dec 07	Dec13	Dec 27
FEBRUARY	Jan 07	Jan 14	Jan 31
MARCH	Feb 08	Feb 13	Feb 28
APRIL	Mar 06	Mar 13	Mar 28
MAY	Apr 08	Apr 12	May 02
JUNE	May 06	May 13	May 30
JULY	Jun 07	Jun 13	Jun 27
AUGUST	Jul 08	Jul 12	Aug 01
SEPTEMBER	Aug 09	Aug 13	Aug 28
OCTOBER	Sep 09	Sep 13	Oct 03
NOVEMBER	Oct 07	Oct 14	Oct 31
DECEMBER	Nov 07	Nov 13	Nov 28
JANUARY '20	Dec 10	Dec 12	Dec 26

+ AD GOURMET

+ AD BATH & SPA

+ GUÍA AD

Latin America

EDITION	SPACE RESERVATION	MATERIAL DUE DATE	ON SALE
MARCH	Feb 04	Feb 07	Feb 26
JUNE	May 03	May 07	May 24
OCTOBER	Sep 03	Sep 06	Sep 26

Material DUE DATE

print

Photo: Marcos García



# AD ICONOS DEL DISEÑO



November

The annual awards that honor the most distinguished individuals in architecture and design. Join us in the 14th edition of this unique event.

Photos: José Margaleff and Francisco Quezada.



# RATES AD

*print*

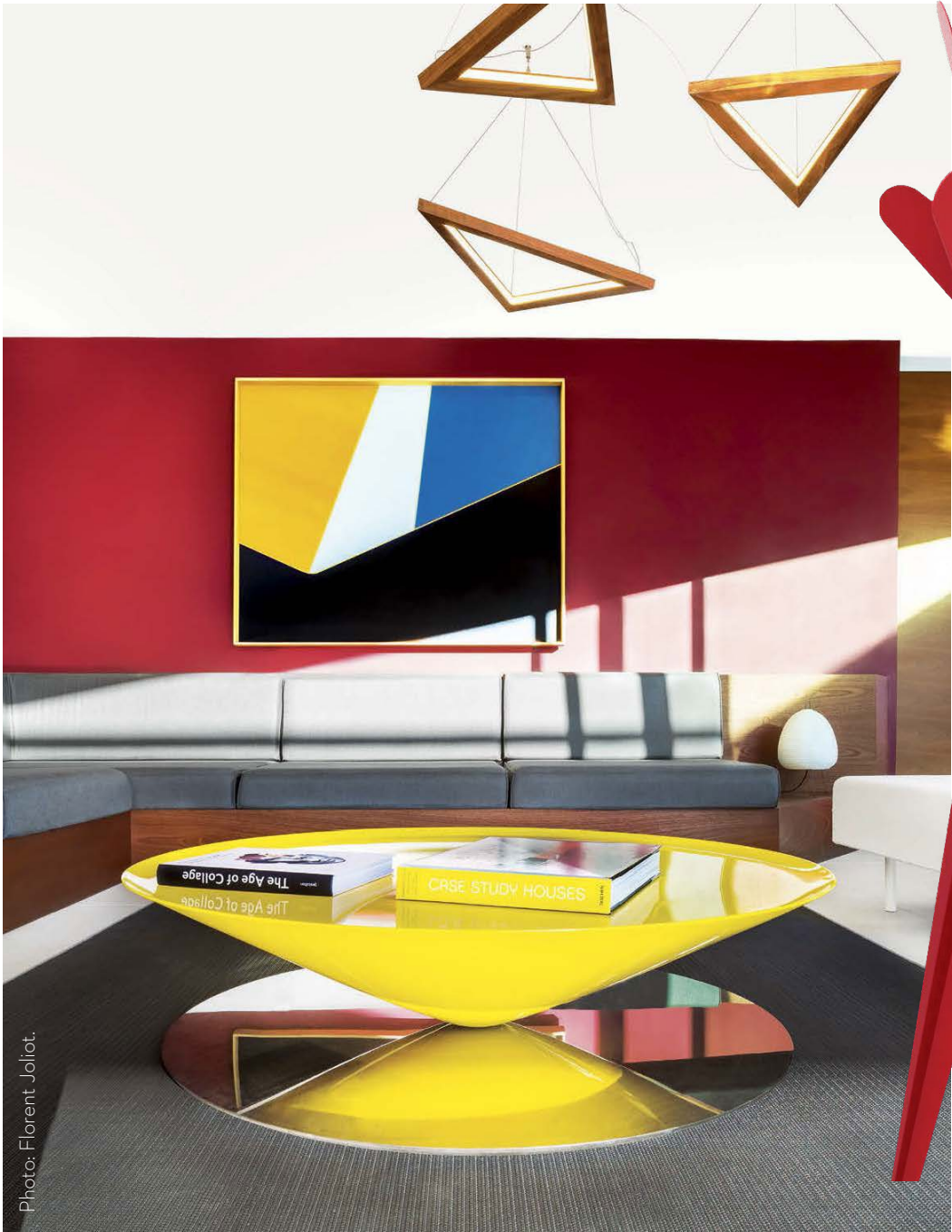


Photo: Florent Joliot.

Mexico

SIZES	COST PER UNIT (MXP)	MEXICAN INTERNATIONAL RATES* (USD)
FULL PAGE	\$ 161,926	\$ 12,960
HALF PAGE	\$ 106,740	\$ 8,539
2/3 PAGE	\$ 142,563	\$ 11,407
1/3 PAGE	\$ 71,656	\$ 5,735

PREMIUM POSITIONS

COVER II PAGE 1	\$ 458,459	\$ 36,680
1ST SPREAD OF BOOK PREMIUM POSITION	\$ 436,628	\$ 34,933
2ND SPREAD	\$ 432,583	\$ 34,608
3TH SPREAD	\$ 424,495	\$ 33,957
3TH COVER	\$ 209,737	\$ 16,771
4TH COVER ( BACK COVER )	\$ 319,307	\$ 25,535

Latin America

COVER II PAGE 1	\$ 269,640	\$ 14,000
1ST SPREAD OF BOOK PREMIUM POSITION	\$ 215,712	\$ 11,200
BACK COVER	\$ 168,525	\$ 8,750
SPREAD	\$ 229,194	\$ 11,900
SINGLE PAGE	\$ 114,597	\$ 5,950

\* Local rate, single page \$2,850 USD.

D.R.

# AD *digital* RATES

FORMATS	SIZES	RATES MXN	RATES USD
SUPER BANNER	960 X 60	\$ 287	\$ 19
BOX BANNER (DESKTOP AND MOBILE)	300 X 250	\$ 260	\$ 17
SKYSCRAPER BANNER (DESKTOP AND MOBILE)	300 X 600	\$ 355	\$ 24
SUPER BANNER PUSHDOWN	960 X 90 - 960 X 300	\$ 355	\$ 24
VIDEO BOX BANNER	300 X 250	\$ 325	\$ 22
VIDEO SKYSCRAPER	300 X 600	\$ 415	\$ 28
TRIPLE FORMAT	960 X 90 + 300 X 250 + 300 X 600	\$ 980	\$ 65
MINI BANNER MOBILE	320 X 50	\$ 355	\$ 24
DOUBLE MOBILE FORMAT	320 X 50+300 X 600	\$ 980	\$ 65
INTERSCROLLER (MOBILE)	IMAGEN + URL Ó TRACKINGS	\$ 415	\$ 28
INTERSTITIAL (MOBILE)	VIDEO (.MPG O .MOV) + URL OR TRACKINGS / NO VAST	\$ 640	\$ 43
VIDEO INTERSCROLLER (MOBILE)	VIDEO (.MPG O .MOV) + URL OR TRACKINGS / NO VAST	\$ 640	\$ 43
UNIVERSAL EXPANDABLE (MOBILE)	VIDEO (.MPG O .MOV) + URL OR TRACKINGS / NO VAST	\$ 640	\$ 43

SPONSORSHIP	TIME	RATES MXN	RATES USD
HOME TAKE OVER	1 DAY	\$ 42,435	\$ 2,829
PREMIUM SPONSORSHIP: SECTION SPONSORSHIP	2 WEEKS	\$ 124,259	\$ 8,284
REGULAR SECTION: SECTION SPONSORSHIP	3 WEEKS	\$ 62,130	\$ 4,142

PROMOS	TIME	RATES MXN	RATES USD
ADVERTORIAL	MONTHLY	\$ 47,532	\$ 3,169
PROMO NOTA AD	MONTHLY	\$ 108,682	\$ 7,245
PROMO NOTA AD + PRODUCT SHOT	MONTHLY	\$346,840	\$23,123
CUSTOM SOLUTION* VIDEO**	UPON REQUEST		

EMAIL SOLUTIONS	TIME	PRECIO MXN	PRECIO USD
BOX BANNER IN EDITORIAL NEWSLETTER	1 DAY	\$ 21,323	\$ 1,422
EMAILING	1 DAY	\$ 21,323	\$ 1,422

\*Custom Solutions: Landing Page, Shooting, Editorial Note+ Video, White Label, Mini websites, Editorial Content, etc.  
 \*\* Video: Mini clips, Teaser, Videos (20", 30", 1', 3', etc.), Cinemagraphs, GIF's, White Label, Brand partnership, Editorial Sponsorship, Short Films, Animation, etc.

For more information on rates, sizes and media specifications visit: <https://www.admexico.mx/micros/playbook-cn/>



Photo: Barbara Corsico

# AD *digital* RATES



Photo: Edgardo Contreras

## Social media

AD MULTIPLATFORM

(Prices based on organic reach)	QUANTITY	RATES MXN	RATES USD
OPTION 1	2 Facebook Posts 2 Twitter Posts	\$ 15,820	\$ 1,055
OPTION 2	2 Facebook Posts 1 Instagram Stories Posts	\$ 19,247	\$ 1,283
OPTION 3	1 Facebook Post with 1 picture 2 Twitter Posts with 1 picture	\$ 50,441	\$ 3,363
OPTION 4	2 Facebook Carousel Posts during 1 month (1 every 15 days)	\$ 140,422	\$ 9,361
OPTION 5 (Doesn't include production)	2 Facebook Video Posts (KPI 50,000 Video Views) 2 Twitter Video Posts	\$ 66,845	\$ 4,456
OPTION 6 (Doesn't include production)	Coverage: 4 Twitter Posts 1 Facebook Gallery 3 Instagram Stories	\$ 86,115	\$5,741
OPTION 7 (Doesn't include production)	Facebook Live Coverage: 1 Facebook Live Transmition 1 Facebook Gallery 4 Twitter Posts 3 Instagram Stories	\$ 152,640	\$ 10,176
OPTION 8 (Doesn't include production)	Instagram Live Coverage: 1 Instagram live Transmition 1 Facebook Gallery 4 Twitter Posts 3 Instagram Stories	\$ 160,961	\$ 10,731
OPTION 9	1 Instagram Feed Gallery (3 pictures) - For a 3 month period	\$ 510,000	\$ 34,000
OPTION 10	1 Instagram Feed Mosaic (9 pictures) - For a 3 month period	\$1,530,000	\$ 102,000
OPTION 11	2 Twitter Moments (1 every 15 days) 2 commercial mentions in the Twitter Moment every 4 editorial pictures	\$ 17,286	\$ 1,152
OPTION 12	4 Pictures on Instagram Stories in 1 month (1 per week) each picture stays visible for 3 days each week 1 Facebook Picture Post 2 Twitter Imagen Posts	\$ 80,361	\$ 5,357
OPTION 13	4 Animated GIF Instagram Stories GIF during 1 month (1 per week) each picture stays visible for 3 days each week 1 Animated GIF Facebook Post 2 Animated GIFs Twitter Posts	\$ 88,397	\$ 5,893
OPTION 14 (Doesn't include production)	4 Cinemagraph Instagram Stories during 1 month (1 per week) each picture stays visible for 3 days each week 1 Cinemagraph Facebook Post 2 Cinemagraph Twitter Posts	\$ 120,541	\$ 8,036
OPTION 15	4 Dark Post Vertical Videos on Instagram Stories during 1 month (1 per week), each picture stays visible for 3 days each week	\$ 144,650	\$ 9,643
OPTION 16	Facebook Infographic Sponsorship	\$ 117,019	\$ 7,801
OPTION 17 (Doesn't include illustration production)	1 Facebook Illustration Post 2 Twitter Illustration Posts	\$ 106,801	\$ 7,102
OPTION 18 (Doesn't include illustration production)	1 Facebook Illustration Post 2 Twitter Illustration Posts 1 Instagram Stories Post	\$ 114,234	\$ 7,616

# BOOKING REQUIREMENTS

Any client that requires advertising services should contact the sales executive and sign the contract and/or corresponding insertion order in which the contract terms and conditions are specified.

The prices and rates indicated in this document, as well as the exchange rate, are reference prices and may be subject to change without prior notice. The total amount indicated in the contract and/or insertion order will reflect the rate at the time of purchase. If you need further information contact your sales executive.



# Terms and conditions

Anyone who may require the publication of advertising spaces, must contact the sales executive and sign the corresponding Contract and/or Insertion Order where the contractual terms and conditions are specified. Published rates may be modified without prior notice, reason for which the price indicated in the Contract and/or each of the Insertion Orders must be paid in full.

Condé Nast de México, S.A. de C.V., will not be held responsible for the content of advertisements nor for inquiring if advertising materials abide by any applicable laws and regulations at the moment of its publication or not. The agency and/or advertiser and/or any third party, that contract the publication of advertising spaces, are obligated to comply with applicable legislation, and in any case of complaints or accusations regarding it, must agree to defend and hold harmless Condé Nast de México, S.A. de C.V. and to cover any expenses or fines that may come from it.

Condé Nast de México, S.A. de C.V., reserves the right to its absolute discretion of suspending or not publishing any publication if the advertising material doesn't comply with applicable legal orders, and/or if its content is offensive to its readers, contrary to morality and/or good customs, and/or its own interests, and will not be held responsible.

If you have any questions or concerns, please contact us at the following address:  
**advertising@condenast.com.mx**

Condé Nast de México, S.A. de C.V., editor of the magazines "Vogue", "Glamor", "GQ", "Vanity Fair", "Architectural Digest", informs its customers, suppliers and the general public, that:

Any type of promotion, invitation to events, invitation to be part of an article, or any type of communication in relation to our media, is always carried out by Condé Nast de México, S.A. of C.V. directly through its official channels, and never through third parties.

Likewise, they are informed that the official channels are solely and exclusively those corresponding to the domains, admexico.mx, vogue.mx, gq.com.mx, glamour.mx, vanityfair.mx, condenast.com.mx, condenastamericas.com or letters sent by correspondence, only to our subscribers, as well as those releases published on our official websites.

Condé Nast de México, S.A. of C.V., responsible for the personal data of its clients, users and subscribers, never shares such data with third parties; the personal data are treated according to our privacy notice, which can be consulted at: <http://www.condenastmexico-latam.com/aviso-de-privacidad/>, in strict compliance with the respective laws.

For the foregoing, Condé Nast de México, S.A. of C.V. disclaims any type of communication that is sent by third parties outside our editorial group through unofficial channels.



**AD**  
ARCHITECTURAL DIGEST

**GLAMOUR**

**GQ**

**VANITY FAIR**

**VOGUE**

**LET US TELL YOUR STORY!**

You want to know more?

Coffee is on us. ☕

**CONDÉ NAST**

MÉXICO Y LATINOAMÉRICA

[www.condenastmexico-latam.com](http://www.condenastmexico-latam.com) | [advertising@condenast.com.mx](mailto:advertising@condenast.com.mx)