



L I F E S T Y L E M A G A Z I N E

SPEND IN®



The Essence of the Essential

“SPEND IN España” Distribution

SPEND IN España:

65.000 copies

Circulation: MIXED

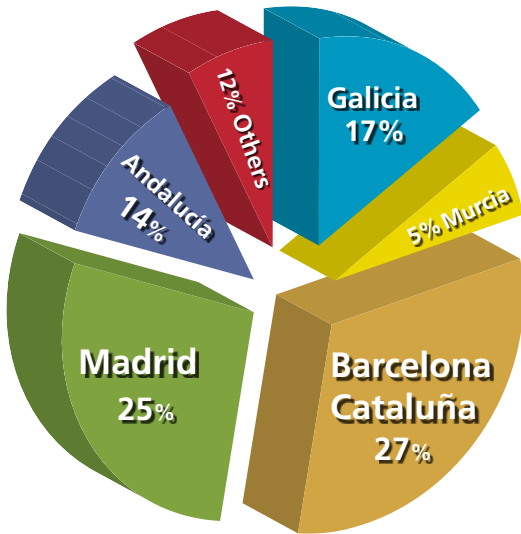
Selective selling points: (20%)

Individual subscription: (50%)

Colective subscription: (30%)

Diffusion: 58.000 copies

Audience: 173.000 readers



Individual subscription
50%

Selective selling points
20%

Colective subscription
30%

Individual subscription: (Target Group)

Gender:

Male: (51%)

Female: (49%)

Male age:

30-40: (35%)

40-50: (41%)

>50: (24%)

Female age:

<30: (7%)

30-40: (36%)

40-50: (39%)

>50: (18%)

Colective subscription:

Hotels: (37%)

Sport clubs: (14%)

Boutiques: (49%)

“SPEND IN Magazine” G-Local Circulation

SPEND IN España: 65.000 copies

SPEND IN Lisbon: 20.000 copies

SPEND IN Porto: 20.000 copies

SPEND IN Valencia: 20.000 copies

SPEND IN Alicante: 20.000 copies

SPEND IN Mallorca: 20.000 copies

SPEND IN Ibiza: 20.000 copies

SPEND IN Aragón: 20.000 copies

SPEND IN Navarra & Rioja: 20.000 copies

SPEND IN Bilbao: 20.000 copies

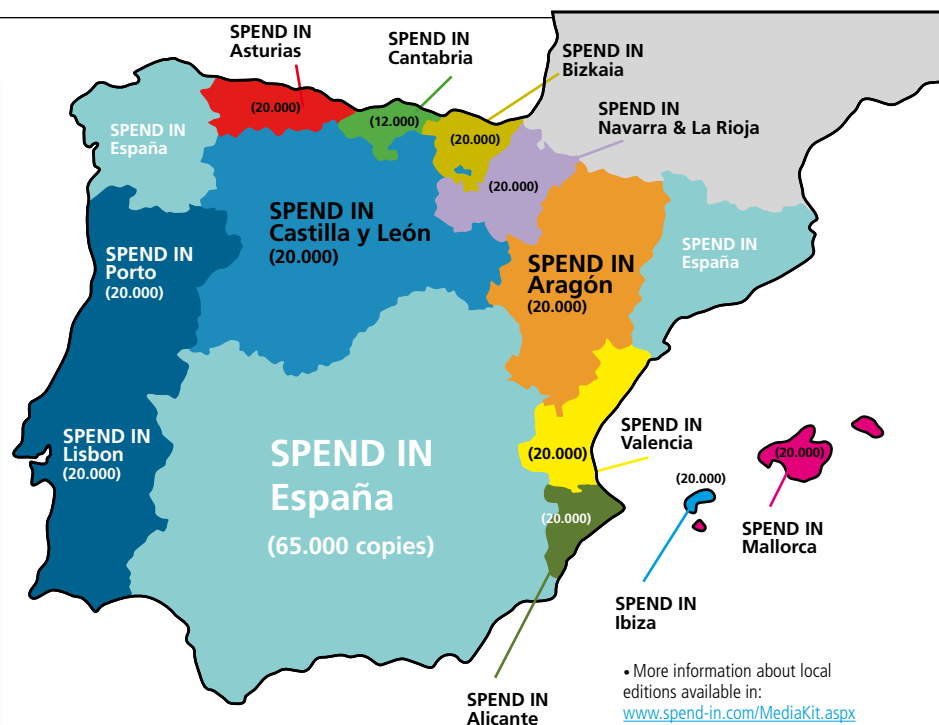
SPEND IN Cantabria: 12.000 copies

SPEND IN Asturias: 20.000 copies

SPEND IN Castilla León: 20.000 copies

Total circulation: **297.000** copies

Audience: **646.020** readers



• More information about local editions available in:
www.spend-in.com/MediaKit.aspx

“SPEND IN Magazine”

01 The Magazine

A bi-monthly magazine that makes a new appearance full of energy and enthusiasm at the beginning of each season (Spring, Summer, Autumn, Winter). Its exclusive diffusion is the very essence of the essential.

02 The Reader

Him and Her. Independent, cultured, free-thinkers, and convinced defenders of their beliefs and personalities. Young-spirited, simple, charismatic, with good taste, knowledgeable, keen to live new experiences, our readers seek to enjoy every second of their lives.

03 The Advertiser

This magazine is essentially a reflection of the most intimate desires of those who believe that any given moment is a good time to think of one's family and friends. Delightful shops for household objects. Stylish accessories where vanguard trends and creativity are a priority. Fascinating creations that are finely tuned to the slightest swings in taste, ringing in each season with an exquisite sense of anticipation. Essences to be selected at one's whim and desire, before others do so. Beautiful, elegant, daring, fun, crazy, creative watches, glasses and amazing jewellery that bring together the rationality of the very latest techniques with the emotion of unique designs. Attractive cars with extraordinary quality and great power, expressing a clearly marked life style. Retreats for epicureans that personify aesthetic genius and harmony in hotel style. Gastronomic experiences that bring to light the quality of ingredients, interesting wines, mature liquors...



April
(Spring)



June
(Summer)



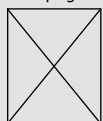
September
(Autumn)



December
(Winter)

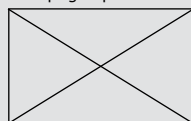
Artwork guidelines

One page



215x275mm

Two-page spread



430x275mm

Digital Pictures must be a minimum of 300 dpi.
Artwork must include 3 mm bleeds on all edges.

“SPEND IN España” Rates

Inside Front Cover	_____	11.300€
First page	_____	11.300€
First two-page spread	_____	18.000€
Two-page spread	_____	14.000€
Single page	_____	9.000€
Inside Back Cover	_____	11.300€
Back Cover	_____	20.000€

25 % extra charge according to preferred location. V.A.T. not included.

LYFESTYLE MAGAZINE
SPEND IN[®]

GLOBAL LUXURY COMMUNICATIONS

Pº de la Castellana, nº 171 Esc. 4º Izda. (28046) Madrid
Tel. 91 598 02 27

publicidad@spend-in.com

www.spend-in.com