

MEDIAKIT

Tapas

YUMMY, YUMMY, MAGAZINE...

SPAINMEDIA

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People making magazines for people.

Tapas

L'OFFICIEL ESPAÑA
DE LA COUTURE ET DE LA MODE DE PARIS

Esquire

Robb Report

Forbes

PREMIUMFEST

"Life is a big magazine ..." **Andrés Rodríguez, Editor.**

Traps

YUMMY, YUMMY, MAGAZINE...

“MUCHAS PERSONAS SON LO
BASTANTE EDUCADAS COMO PARA
NO HABLAR CON LA BOCA LLENA,
PERO NO LES PREOCUPA HACERLO
CON LA CABEZA VACÍA”

ORSON WELLES



SPAINMEDIA

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ÑAM, ÑAM, MAGAZINE... NÚMERO 1. MARZO 2015. 4€



UNA REVISTA PARA COMÉRSELA

THE FIRST LIFESTYLE
AND CUISINE MAGAZINE



FOR YOU WHO HAVE
ZEST FOR LIFE

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YUMMY, YUMMY, MAGAZINE...

WE OFFER

LIFESTYLE AND CUISINE LIKE YOU
HAVE NEVER TASTED BEFORE

THE MARKETING TOOL
FOR THE FOOD INDUSTRY

A MAGAZINE FOR FOODIES
AND PEOPLE LIKE YOU

DOUBLE EDITION

NATIONAL: IN SPANISH

INTERNATIONAL: IN ENGLISH

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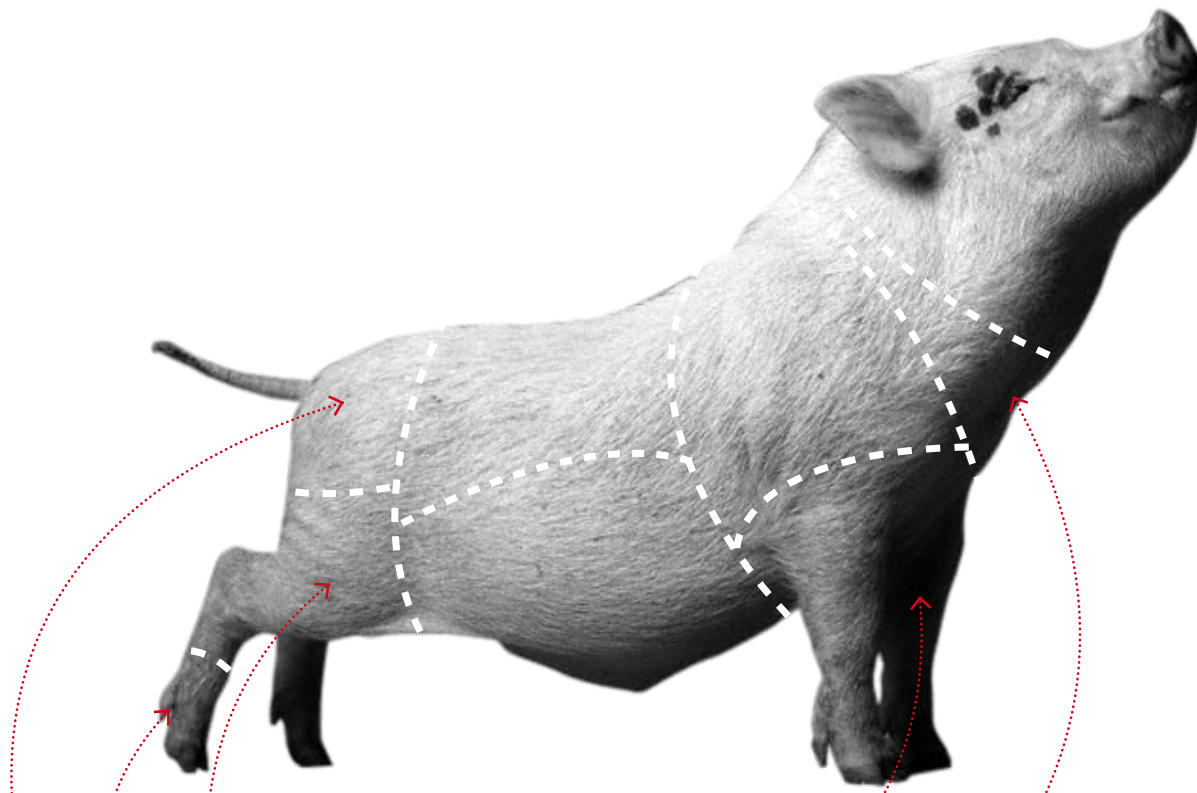
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OUR TARGET

- MEN 60% WOMEN 40%
- AVERAGE AGE 30 YEARS
- 59% WITH GRADUATE EDUCATION
- 70% ARE BETWEEN 25 AND 55 YEARS
- 72% MIDDLE, HIGH-MIDDLE CLASS
- 69% COSMOPOLITAN / 100.000 PEOPLE CITIES

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NATIONAL DISTRIBUTION

TAPAS IN SPAIN

- MONTHLY BASIS
- CIRCULATION OF 65.000 COPIES
- ESTIMATED DIFFUSION 30.000 COPIES
- DISTRIBUTION VIA SGEL

SALE IN NEWSSTANDS, AIRPORT LOUNGES, SELECTED HOTELS, RESTAURANTS, SUBSCRIPTIONS, ETC...

MEDIAKIT

Fashion

MICHAEL CHANG

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14 **Tapas** enero 2015

15 **Tapas** enero 2015

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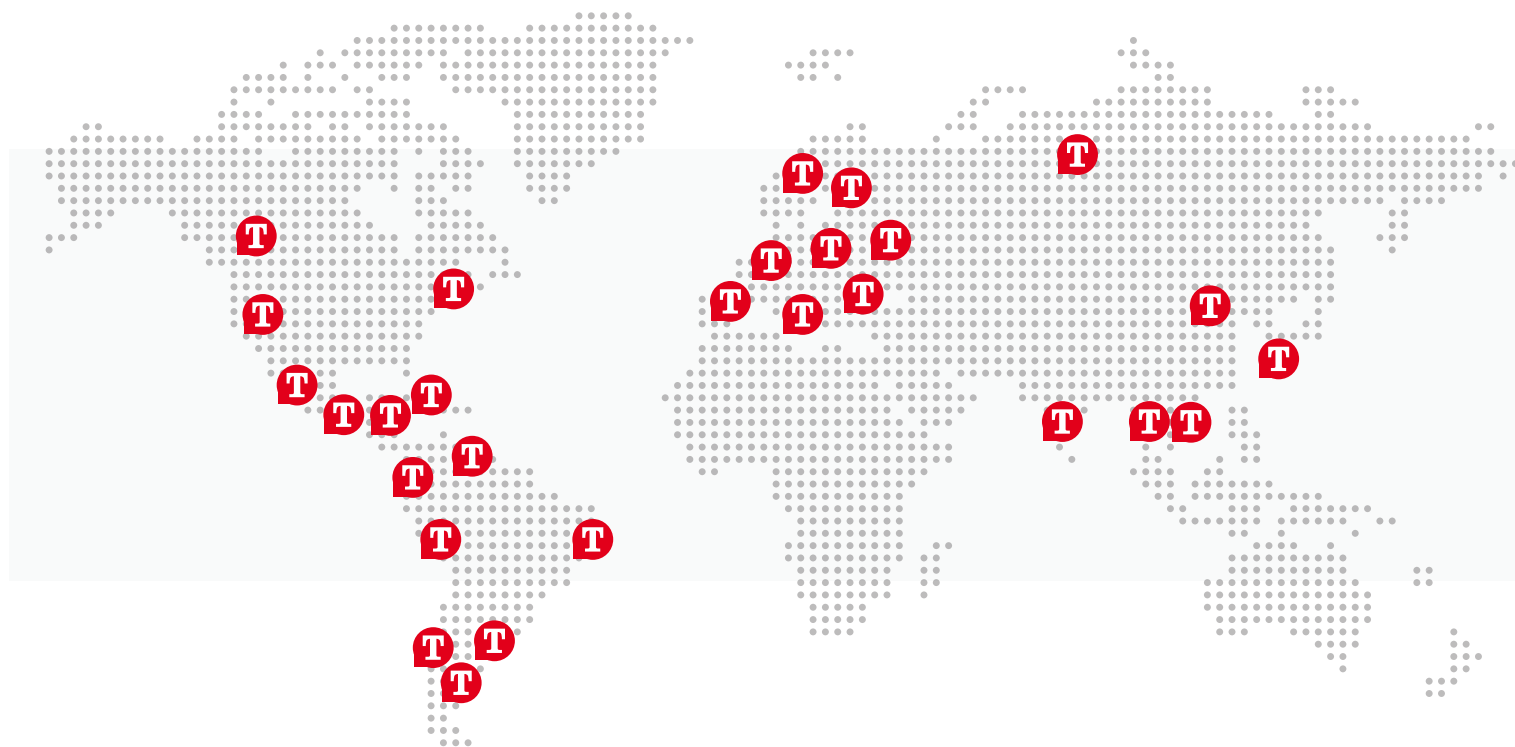
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INTERNATIONAL DISTRIBUTION

TAPAS AROUND THE WORLD

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SALE IN NEWSSTANDS, AIRPORT LOUNGES, SELECTED HOTELS, RESTAURANTS, SUBSCRIPTIONS, ETC...



ITALY, GERMANY, FRANCE, ENGLAND, HOLLAND, DENMARK, FINLAND, GREECE, UNITED STATES, MEXICO, CUBA, VENEZUELA, PERU, BRAZIL, CHILE, ARGENTINA, URUGUAY, CHINA, JAPAN, RUSSIA,

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360° ACTIONS



PAPER FORM

NEWS, REPORTS,
INTERVIEWS... DO NOT
MISS IT!



ONLINE

VIDEOS, DAILY CONTENT,
NEWS...
ALL IN SPANISH AND
ENGLISH



IPAD

EXPAND OUR CONTENT
IN AN INTERACTIVELY WAY



DIGITAL RADIO

SOON WE WILL ALSO HAVE VOICE

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NEWS, REPORTS, INTERVIEWS. THE EVERYDAY LIFESTYLE AND CUISINE



ROME, PARIS, NEW YORK, HONG KONG, LONDON, MELBOURNE, LOS ANGELES, PEKIN, MOSCOW,
AMSTERDAM, BERLIN, MEXICO, COPENHAGEN, BUENOS AIRES.....

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TAPAS SOCIAL NETWORK

ESTAMOS EN TODAS LAS SALSAS: FACEBOOK, INSTAGRAM, TWITER, PINTEREST, YOUTUBE, LINKEDIN AND WHAT ARISES

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brands

YUMMY, YUMMY, MAGAZINE...

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ALBERTO GUARDIANI
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ADOLFO DOMINGUEZ
AUDI
BACARDI
BALLY
BARBOUR
BARCELÓ
BLAUER,
BEEFEATER
BELL&ROSS
BENETTON
BIOTHERM
BLANCPAIN
BMW
BOMBAY
BREITLING
BRIONI
BVLGARI
BURBERRY
CANON
CAMPER
CARTIER
CARRERA Y CARRERA
CESARE PIACCIOTTI
CHANEL
CHIVAS REGAL
CALVIN KLEIN
CK FRAGRANCE,
CHOPARD
CARRERA GAFAS
CUERVO Y SOBRINOS
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FLOR DE CAÑA
GANT
GAS
GUCCI
GIANFRANCO FERRÉ
GIORGIO ARMANI
GIVENCHY
GUESS
HACKETT
HAMILTON
HARLEY
HARMONT & BLAINE
HERMÈS
HONDA
HUBLOT
HUGO BOSS
ISSEY MIYAKE PARFUM
IWC.
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JAMESON
JACK DANIEL'S
JAEGER-LECOULTRE
JEAN PAUL GAULTIER
JOHN RICHMOND
JEAN RICHARD
KENZO PARFUM
LÓREAL
LACOSTE

LANCOME
LANVIN
LEVI'S
LEXUS
LE COQ SPORTIF
LLOYD S
LOEWE
LONGINES
LOUIS VUITTON
LUXOTTICA
MARLBORO CLASSICS
MATINIQUE
MAURICE LACROIX
MERCEDES-BENZ,
MINI
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MICROSOFT
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NESPRESSO
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TRUSSARDI
TUDOR
VARMA
VERSACE FASHION
VOUCHERON
VALENTINO
VERTU
VOLKSWAGEN
VOLVO
YVES SAINT LAURENT
ZENITH.

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DIMENSIONS

SINGLE PAGE	192 MM X 253 MM
DOUBLE PAGE	384 MM X 253 MM
2/3 VERTICAL PAGE	128 MM X 253 MM
1/2 HORIZONTAL PAGE	192 MM X 126,5 MM
1/2 VERTICAL PAGE	96 MM X 253 MM
VERTICAL COLUMN.....	64 MM X 253 MM

(5 MM INDENTATION FOR ALL FORMATS)

TECHNICAL SPECS

1. DISK MUST INCLUDE IMAGES IN HIGH RESOLUTION, ALL SOURCES, ILLUSTRATIONS AND LOGOS, AND A PDF IN HIGH RESOLUTION.
2. FILES MUST COME IN TIFF (PHOTOSHOP) FORMAT, IN CMYK MODE WITH A 300 DPI OR EPS RESOLUTION.
FREEHAND AND QUARK FILES ARE NOT ADMITTED.
3. DIGITAL INFORMATION MUST COME IN A MAC COMPATIBLE CD.
4. CD MUST COME WITH COLOR PROOFS.

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REVISTA

SINGLE PAGE	12.000 €
DOUBLE PAGE	23.800 €
DOUBLE PAGE IN FIRST 30%	24.800 €
1 ST SPREAD	31.400 €
2 ND SPREAD	29.200 €
3 RD SPREAD	27.000 €
DOUBLE PAGE BETWEEN TABLE OF CONTENTS	24.800 €
1 ST RHP	16.250 €
2 ND RHP	15.750 €
3 RD RHP	15.250 €
1 ST LHP	16.250 €
RHP IN FIRST 30%	13.000 €
1/2 PAGE	9.750 €
1/3 PAGE	8.600 €
2/3 PAGE	12.000 €
INSIDE BACKCOVER	14.000 €
BACKCOVER	22.800 €

VAT (21%) NOT INCLUDED

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THESE RATES AND THE POSITIONS WILL BE CONSIDERED CASE BY CASE.

Robas

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WEB

BOTÓN	50 €
MEGA BANNER 1ª POSICIÓN (1º FRAME ENCIMA DE CABECERA)	75 €
MEGA BANNER CIERRE	40 €
ROBAPÁGINAS 1ª Y 2ª POSICIÓN	100 €
ROBAPÁGINAS DESPLEGABLE	150 €
MEGA BANNER + ROBAPÁGINAS	150 €
LAYER	150 €
LAYER EDITORIAL ESPECIAL	150 €
INTERSTITIAL	200 €
SKY SCRAPER (SOLO 1 EN 2º FRAME)	75 €
BRAND DAY (TODOS LOS FORMATOS DE LA HOME)	300 €
FONDO	150 €
COBRANDED (LO PERSONALIZAREMOS DEPENDIENDO DEL CLIENTE Y FORMA DE COBRANDED, ALOJAMIENDO EN PÁGINA O NEWSLETTER)	
"ESTADOS DE ÁNIMO" (BOTÓN DE IDEAS)	30 €

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