

2006 ADVERTISING RATES

Daily Newspaper

Classifieds

Magazine

Què Fem?

TV Manía

Salud & Vida

La Vanguardia Inmobiliaria

Lunes Match

Culturas

Monographic supplements

Nuevo Motor

Dinero

Vanguardia Grandes Temas

Vanguardia Dossier

lavanguardia.es



LA VANGUARDIA

www.lavanguardia.es



index

MODA & VIDA

MAQUILLAJE

ÉFEE

EL BARÇA SE REENCUENTRA CON LA VICTORIA (0-2) • PÁGS. 59 A 63

NÚMERO 76 • NOVIEMBRE 2005

LA VANGUARDIA

DOMINGO, 16 DE FEBRERO DE 2001 / N.º 43.367

www.lavanguardia.es
Fundada en 1881 por don Carles y don Bartolomé Godó

1,40 € (+ Impuesto) • 3,80 € (+ Imp.) • 4,40 € (+ Imp.) • 4,79 € (+ Imp.)



Barcelona, canchales

La revolución financiera de las familias españolas

Lo que algunos llaman "modelo económico español" es principalmente una revolución financiera que afecta sobre todo a las familias, que han podido desconectar sus decisiones de gasto de la regularidad de sus ingresos. **PÁGINA 8**



El crédito ha hecho crecer más el consumo



El IBOEX 35 perdió este semestre un 2,48%. Detalle de la evolución de cada uno de los títulos que lo componen. **PÁGINA 10**

Octubre y la bolsa

Pasado el mes gafe, el fin de año se presenta con buen tono. Entre el susto y el antojo **PÁG. 13**

Hay pocas opciones de neutralizar la subida del valor catastral pero se puede recurrir la revisión **PÁG. 20**

Tomar a la gripe aviar **PÁG. 25**

Rache recibe presión política para que renuncie a su patente y baje precios del arroviral Tamiflu **PÁGINA 28**

Las trampas del éxito **PÁGINA 30**

Mejor el triunfo sólo por dinero o poder impide el progreso personal

DINERO

LA VANGUARDIA

DOMINGO 23 DE FEBRERO 2006

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La Vanguardia, 125 years of history

La Vanguardia has been owned by the family Godó since its first release in February 1st 1881, and commemorates this year its **125th anniversary**.

Being a prestigious reference in European daily press, La Vanguardia has witnessed three centuries of History and knew how to keep up with all industrial and technological innovations.

Thanks to a **journalistic team of renowned prestige** and a network of reporters covering all the strategic areas of world current affairs, La Vanguardia provides its readers with rigorous, plural analysis in all its articles.

Nowadays, **La Vanguardia is sales leader in Catalonia** -one of the leading region of Spain- and also the most **profitable daily newspaper** in Spain (CPT Copies).



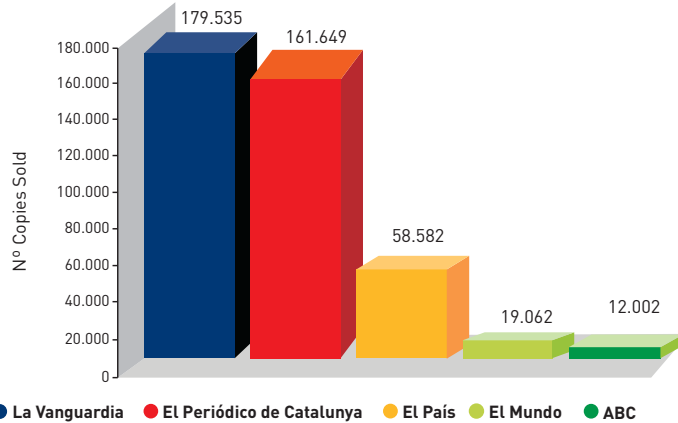
A12VAI

LA VANGUARDIA
1881-2006

National Circulation: 201.657 copies

National Readership: 735.000 readers

Leadership in Catalonia

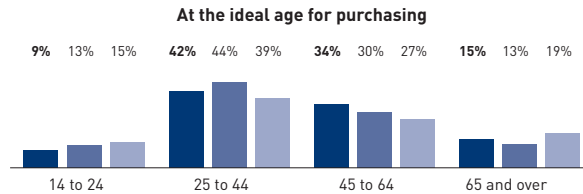
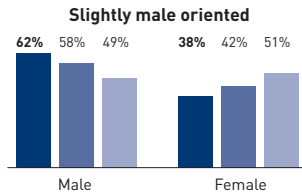


Top Profitability!

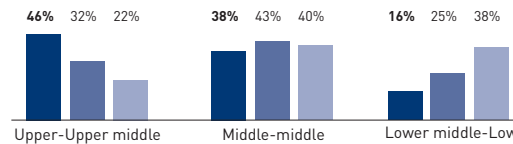
	Supports	CTP Copies
National	La Vanguardia	39,9 €
	El País	40,7 €
	El Periódico	51,3 €
	ABC	54,2 €
	El Mundo	55,2 €
Catalonia	La Vanguardia	44,8 €
	El Periódico	54,6 €
	El País	67,6 €
	ABC	156,1 €
	El Mundo	146,9 €

Note: Cost per thousand copies (CPT) calculated on B/W 2005 rate.

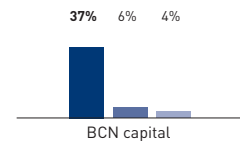
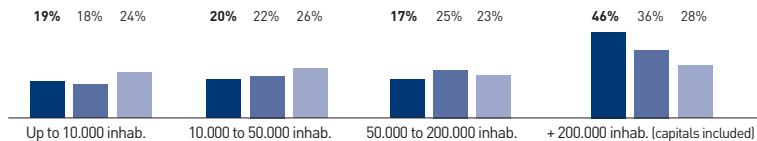
A reader profile with high purchasing power



High standing: greater purchasing power.



Urban dwellers, and mostly from BCN Capital



● La Vanguardia ● General-news press ● Spanish Population

Source: OJD, Jul '04-Jun '05; EGM, 2nd Accum 2005

B/W	Weekdays	Sundays/Bank Holidays
Full pages		
Left page	8.495	13.560
Right page	11.130	17.410
1st right advertising page	15.035	20.995
Double page	19.625	31.125
Half Pages		
Left horizontal 1/2 page	6.570	10.235
Right horizontal 1/2 page	8.125	12.660
Double 1/2 page	16.160	25.185
Junior Pages		
4 columns x 12 modules left	8.070	12.925
4 columns x 12 modules right	9.865	15.825
Columns		
2 columns x 16 modules left	5.805	9.970
2 columns x 16 modules right	7.080	12.165
Strips		
Page 3* - One size (5 columns x 3 modules)	6.275	10.800
Back cover page strip - From Monday to Saturday (5 columns x 4 modules)	7.400	
Strip (5 columns x 3 modules)	3.000	5.025
Strip (5 columns x 4 modules)	4.000	6.700
Strip (5 columns x 5 modules)	5.000	8.375
Opening section strip* (5 columns x 2 modules)	2.500	4.180
Opening section strip* (5 columns x 3 modules)	3.760	6.265
Windows		
Investment funds (65 x 90 mm)	1.215	

Any other format in b/w will be measured per preferential module

* Please contact us for availability and/or sections possibilities.

Colour	Weekdays	Sundays/Bank Holidays
Full Pages		
Left page	13.820	23.210
Right page	16.150	27.325
1st right advertising page (page 5)*	21.100	36.770
2nd right advertising page (page 7)*	17.830	31.125
Double page*	31.650	54.350
Back cover page* (Sunday)		31.750
Half pages		
Left horizontal 1/2 page	9.710	15.560
Right horizontal 1/2 page	11.080	17.725
Double 1/2 page	22.860	36.615
Junior Pages		
4 columns x 12 modules left	12.980	21.890
4 columns x 12 modules right	15.140	25.110
Columns		
2 columns x 16 modules left	9.440	14.480
2 columns x 16 modules right	11.350	17.380
Strips		
Page 3* - One size (5 columns x 3 modules)	6.275	10.800
Back cover page* - From Monday to Saturday (5 columns x 4 modules)	7.400	
Strip (5 columns x 2 modules)**	3.500	5.800
Strip (5 columns x 3 modules)**	5.250	8.700
Windows		
Front page - (55 mm x 99,6mm)	5.400	8.500

* Upon availability.

** Please note that a particular section for such strips can not be requested.

Note: For any special format please contact with our advertising department.

Do not include VAT

	€	€
Advertisements by module	Weekdays	Sundays/Bank Holidays
Preferential		
Price per module	200	335
Standard		
At the bottom of pages, with a maximum of 2 modules. Price per module	140	240
Entertainment		
(Movies and cinema, Theatre, Music Bullgifts, Circus, Sports and Restaurants). Price per module	140	178
Arts Guide		
- Advertises suitable for this section, which is published on Tuesday, Friday and Saturday Maximum height of 3 modules, maximum width of 2 columns.		
Price per module	134	
Information and financial gazettes		
- If La Vanguardia considers that an advertisement for this section cannot be published without an indication that represents a paid-for advertising space and not a review or recommendation from the newspaper itself, the insert will be marked with an asterisk against it, and the word Advertising or similar.		
Price per module	279	462
Expropriation		
Price per module	406	670
Television		
Price per module Module Tv 1x1: (44,38 x 22) or 2x1: (92,04 x 22) or 3x1: (141,53 x 22) (mm)	200	335
Announcement by line	Weekdays	Sundays/Bank Holidays
Official		
- Official Corporations, public announcements, employment or contracting opportunities, coupon payments, etc. at a maximum width of per column. 7.5 points line size.		
Price per line	10	15,8
Show and entertainment section		
Entertainment head module (1) 44,3 mm height x 89 mm width	662	930
Entertainment head module (2) 44,3 mm height x 42,3 mm width	331	465
Price per line	1,31	1,67
Mini-module show and entertainment section		
Price per module 1x1: (51,7 x 50,27) or 1 x 2: (51,7 x 103,17) or 1 x 3: (51,7 width x 156,10 height) (mm)	331	557
Motor classified ads	Weekdays	Sundays/Bank Holidays
Continuous copy - (Column line size of 7 points)		
Price per line	7	11
Boxed ads – Motor Classified Ads		
-At the top of this section, of one or several columns, to a maximum of 8 modules. For advertisements larger than 8 modules the standard "Preferential" rate will apply.		
Price per module	139	222,50
Minimodules		
-Published amongst line advertisements. Boxes, logos and ready-laid-out adverts are accepted in this section without any extra charge if the logos or advertisement provided are suitable to size on paper.		
One size 20 mm high x 43 mm wide	128	205
Classified ads	Weekdays	Sundays/Bank Holidays
1 column advertisements partial ads - Column line size of 5.2 points.		
Price per line	4,90	8,20
Mini-modules - Published amongst line advertisements.		
One size 50 mm at 1 column (25 mm)	206	350
Jobs offers		
Line	3,30	5,90
Boxed ads: Employment and Property from 1 to 8 columns		
(5 and 7 are not possible due to page-layout)		
Price per millimetre	4,40	6,70
Death Notices and Obituaries	Weekdays	Sundays/Bank Holidays
Death notices 1 column wide, continuous copy 7.5 points line size.		
Price per line - Boxes of 2 to 5 columns. Minimum height 30 millimetres.	17,20	17,20
Price per millimetre	8,30	8,30
Obituaries 1 column wide, continuous copy.		
Price per millimetre	6,10	6,10

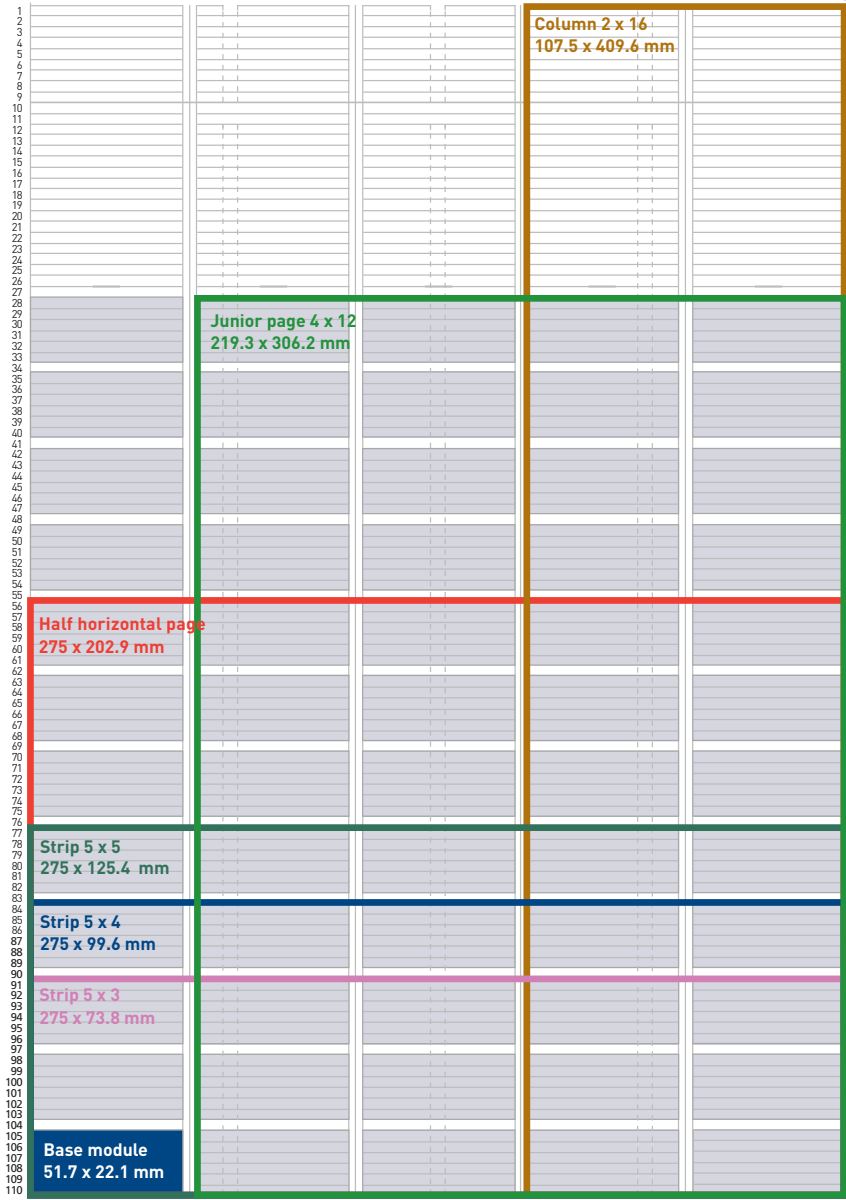
- Orders in which requests are made for a specific position, whether within a preferred section or on a particular page, are subject to a surcharge of 25%.
- Advertisements requiring layout work will be subjected to a supplement of 395 €.
- Originals with colour slides, up to three selections, prices according to rates. For each additional selection, 215 €.

Do not include VAT

advertising standard dimensions

LA VANGUARDIA

Full page 275 x 409.6 mm



Column 2 x 16
107.5 x 409.6 mm

Junior page 4 x 12
219.3 x 306.2 mm

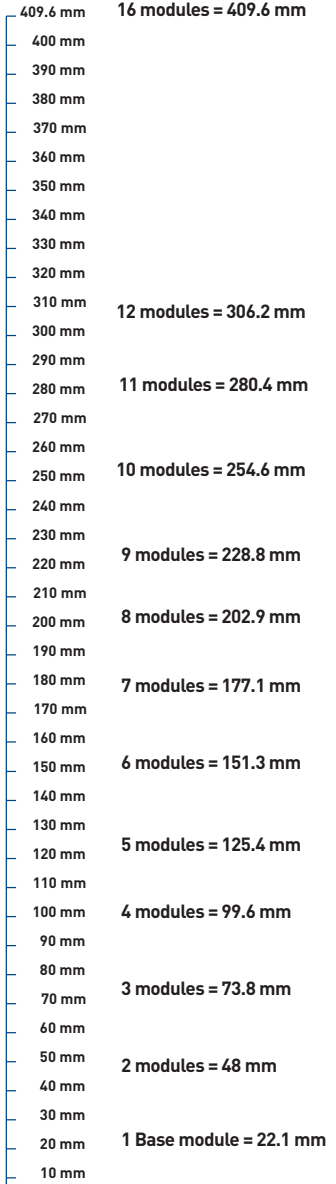
Half horizontal page
275 x 202.9 mm

Strip 5 x 5
275 x 125.4 mm

Strip 5 x 4
275 x 99.6 mm

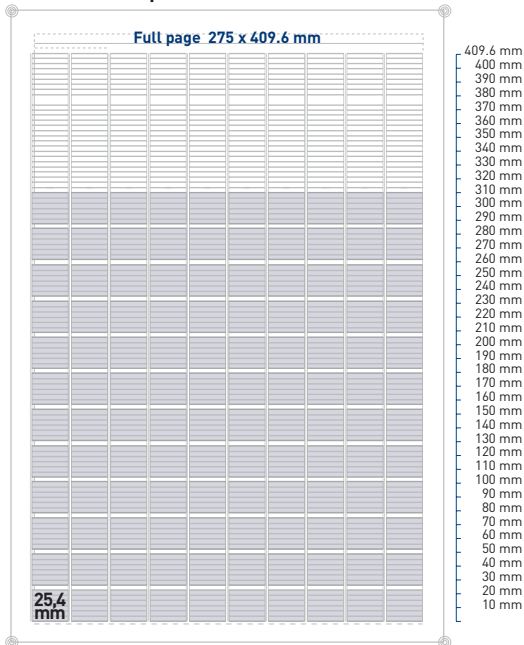
Strip 5 x 3
275 x 73.8 mm

Base module
51.7 x 22.1 mm

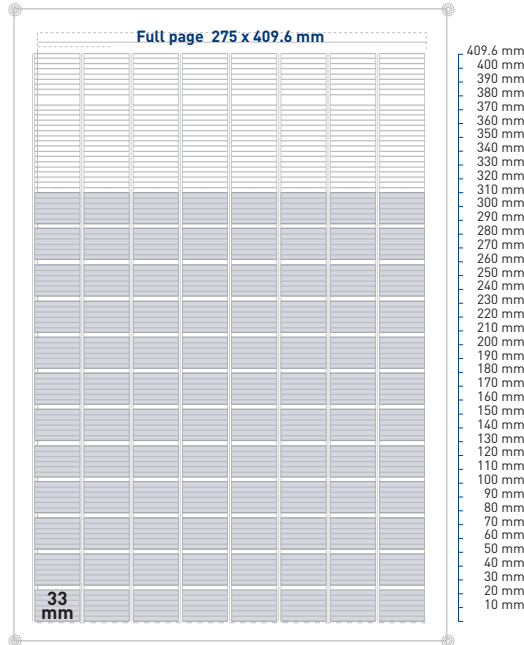


51.7 mm 107.5 mm 163.4 mm 219.3 mm 275 mm

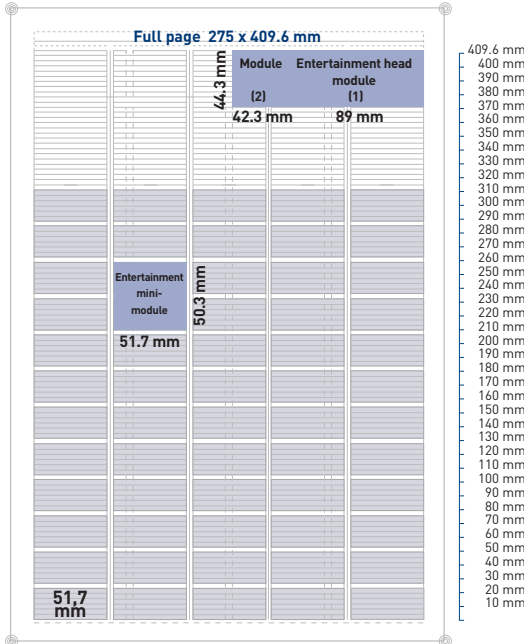
Classified ads per line



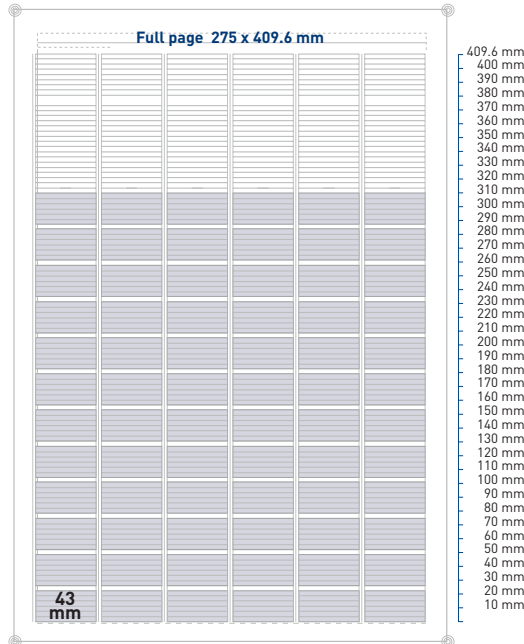
Boxed classified ads



Show and entertainment section



Motor classified ads



Technical specifications of La Vanguardia

PRINTING
Offset colour and mono.

PAGE TYPE AREA
275 x 409.6 mm.

DOUBLE PAGE TYPE AREA
585.4 x 409.6 mm.

HALF PAGE TYPE AREA
275 x 202.9 mm.

It is not possible to place advertisements with a height of between 12 modules (306.2mm) and 16 modules (409.6mm) high.

magazine



que ha logrado ser creíble en el cine y en la vida real
DIVAS MUY HUMANAS

Por Annie Leibovitz y Angeles Caso

11 DE OCTUBRE DEL 2007

maoazine

ENTREVISTA EL CINE DE RAFAEL AZORNA POR JOSÉ MARTÍ GÓMEZ **MUNDO** RECUERDOS DE GUERRA Y PAZ EN LOS BALCANES **SALUD** LOS NUEVOS RETOS DEL SEXO **VIAJE A LA HISTORIA** LOS SENDEROS DE LA MODERNIZACIÓN **SERIE** LOS CIENTO MEJORES LIBROS

Juliana Mazzari, Jessica Casareto y Daniela Paffoni son tres de las estrellas argentinas que brillan en el Met Gala



maoazine

EL ROSA Y EL GRIS **TÓTEM** LA HUELLA INDIA **ENTREVISTA** PHILIPPE **MIRADAS** ARIADNA GIL **SALUD** DIETA Y LONGEVIDAD



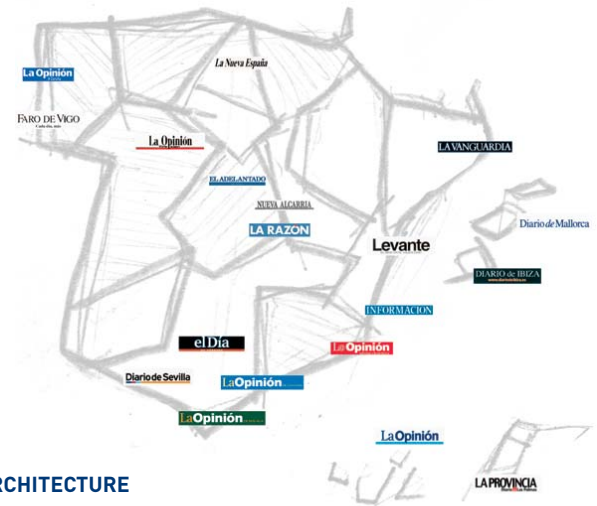
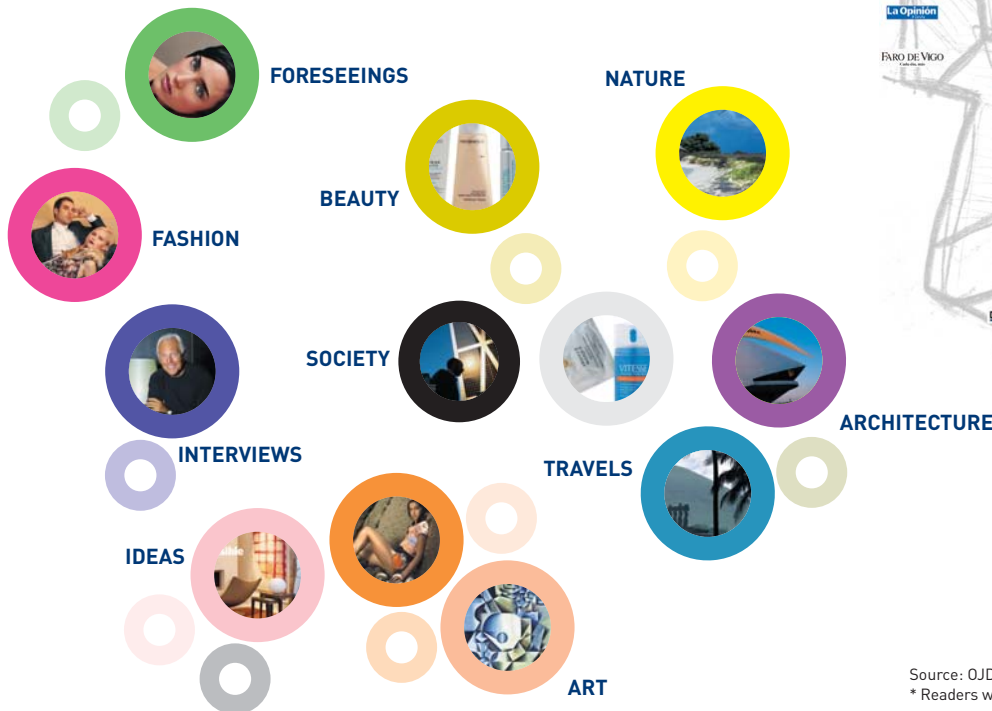
GUERRA DE LAS CIVILIZACIONES **REVISTA** INAKI URDANGARIN MITO **NO** DEFENDERSE DE LAS ADICCIONES **BELLEZA** LA VANGUARDIA

maoazine

SPECIAL DECORACIÓN



- A **new Magazine** with a new vision which has matured with time, with a new look in which photography and text prime for quality.
- **Magazine is La Vanguardia Sunday supplement**, more visual with more graphic contents which permit a better legibility. Magazine is distributed every Sunday with 18 other newspapers throughout Spain.
- Reach **the best affinity index and coverage** with almost 2 millions readers and 1.3 millions exclusive readers*.
- Readers profile: Young urban adults, with **high purchasing power**.



Source: OJD, Jan-Dec 2004; EGM, 2nd Accum. 2005
* Readers who do not read EPS, Dominical, El Semanal y Magazine El Mundo

Magazine 2006 Specials

- **Men fashion** Special _____ March, 12th
- **Spring fashion** Special _____ March, 26th
- **Women** Special _____ April, 23rd
- **Home decoration** Special _____ May, 14th
- **Travel** Special _____ May, 28th
- **Summer fashion** Special _____ June, 11th
- **Summer recipies** Special _____ July, 9th
- **Autum fashion** Special _____ October, 8th
- **Men fashion** Special _____ October, 22nd
- **Home decoration** Special _____ October, 29th
- **Wines & Gourmet** Special _____ November, 12th
- **Jewellery & watches** Special _____ November, 26th
- **Christmas** Special _____ December, 17th



2006 Rates	width x height (mm)	Euros
Colour page (from 4 to 30)	214 x 273	26.950
Colour page (from 31 onwards)		24.150
B/W page		20.275
Colour back cover		32.000
Inside front cover		29.775
Inside back cover		27.850
Horizontal 1/2 colour page	214 x 136	14.800
Horizontal 1/2 B/W page		12.600
Vertical 1/2 colour page	104 x 273	14.800
Vertical 1/2 B/W page		12.600
Horizontal double 1/2 colour page	428 x 136	27.850
Horizontal double 1/2 B/W page		23.650
Horizontal centred double 1/2 colour page		36.225
Double colour page (from 4 to 30)	428 x 273	52.500
Double colour page (from 31 onwards)		46.725
Double B/W page		39.000
1 Column in page of 4 colour columns	57 x 273	8.500
1/4 Colour page	104 x 136	8.500
Centred 1/4 colour page	89 x 122	14.000
Colour strip	214 x 87	7.675
Magazine specials		
Colour page		18.000
1/2 Colour page		12.500
1/4 Colour page		7.000
Double colour page		31.500

Closing Deadline. Adverts for this supplement must be received at least 15 days prior to publication date.

Do not include VAT

magazine format
supplements



Què Fem? The Catalonian
leisure magazine • **TV Manía**

A new way of watching TV

• **Salud & Vida** The latest on
healthy life and beauty

• **La Vanguardia Inmobiliaria**

The Catalonian property sector
reference.

QUÈFEM?

Circulation: 180.000 copies
Readership: 714.000 readers



- **Every Friday** with La Vanguardia.
- All the information on **cinema, theatre, restaurants, weekend activities, going out and leisure in the city.**
- **New! Subscribers Club.** All the **benefits and discounts** for **La Vanguardia** subscribers and **Què fem?** readers.
- **Leisure supplement** distributed in Catalonia.
- **Highly active readers** who make the most out of their leisure time.
- Readers profile: **Young urban adults**, with high purchasing power.

2006 Rates	width x height (mm)	Euros
Left colour page	215 x 270	4.950
Right colour page		5.695
Left B/W page		3.960
Right B/W page		4.555
Left 1/2 colour page	215 x 135	3.025
Right 1/2 colour page		3.500
Left 1/2 B/W page		2.420
Right 1/2 B/W page		2.785
Colour junior page	140 x 162	3.630
Colour strip	215 x 67	2.090
B/W Strip		1.540
Colour back cover	215 x 270	9.075
Colour inside cover page		6.050
Colour inside back cover		5.775
Double colour page	430 x 270	9.625
Double B/W page		7.700
Double 1/2 colour page	430 x 135	5.775
Double 1/2 B/W page		4.675
Front cover module	Triangle 55 mm side	1.980
Front cover flap	240 x 120	Contact us

Source: OJD, Jul '04-Jun '05; EGM, 2º Acum 2005 - La Vanguardia's data according to publication day and distribution area.

Do not include VAT



- **Every Saturday** with La Vanguardia.
- The new TV magazine of La Vanguardia with interviews, reports and articles from some of the best spanish opinions: Víctor Amela, Manuel Trallero, Joaquim Roglán... **A new way of watching TV.**
- Readers profile: young people with **high purchasing power.**

2006 Rates	width x height (mm)	Euros
Colour page	215 x 270	7.630
B/W page		6.040
1/2 colour page	215 x 135	4.345
1/2 B/W page		3.285
Colour strip	215 x 67	3.050
B/W strip		2.280
Colour back cover	215 x 270	10.920
Colour inside cover page		9.275
Colour inside back cover		8.745
Doble colour page	430 x 270	13.675
Doble B/W page		10.865
Doble 1/2 colour page	430 x 135	8.160
Doble 1/2 B/W page		6.570
Front cover flap	240 x 120	Contact us

Source: OJD, Jul '04-Jun '05; EGM, 2º Acum 2005 - La Vanguardia's data according to publication day and distribution area.

Do not include VAT

SALUD & VIDA

**Circulation: 202.000 copies
Readership: 707.000 readers**



- **Last Wednesday of every month** with La Vanguardia.
- **Over 700.000 readers and over 200.000 copies sold nationally** guarantee a powerful advertising impact.
- **Full colour magazine** with attractive contents about **health, fashion, sexuality, fitness, leisure, etc.**
- Salud & Vida includes the new collectable **Medinfo** supplement, in which the country's top specialists offer full **up-to-date information in medical science.**
- Readers profile: **Aged between 25 and 54**, with high purchasing power.

2006 Rates	width x height (mm)	Euros
Left colour page	215 x 295	6.850
Right colour page		8.335
Horizontal 1/2 colour page	Bleed 215 x 155 Box 170 x 100	4.010
Vertical 1/2 colour page	Bleed 137 x 295 Box 110 x 250	4.010
Colour column	55 x 250	2.900
Colour strip	170 x 80	1.950
Colour back cover	215 x 295	10.550
Colour inside front cover		9.150
Colour inside back cover		8.600
Doble colour page	430 x 295	15.000

* 20% supplement for an advertising report.

Do not include VAT

Source: OJD, Jul '04-Jun '05; EGM, 2º Acum 2005 - La Vanguardia's data according to publication day and distribution area.



Print run: 180.000 copies



- **Every other Thursday** with La Vanguardia.
- Attractive publication with the **largest selection of properties, commercial offices, warehouses... for sale.**
- **Publication reference in the property sector.**
- **Free distribution** in Catalonia.
- **Articles** of interest, **analysis** of events and **trade-fairs.**
- Readers who are interested in and curious about this **sector, which is constantly expanding.**

2006 Rates	width x height (mm)	Euros
B/W page lines	185,25 x 232,75	1.660
B/W page		2.355
Colour page	185,25 x 242,25	3.135
1/2 B/W page lines	185,25 x 118,75	1.155
1/2 B/W page		1.320
1/2 colour page		1.815
Front cover page	193 x 199	6.930
Colour and B/W back cover page	205 x 270	5.170
Inside front cover page	185,25 x 242,25	3.630
Colour and B/W module (1)	86 x 71	540
Colour and B/W module (2)	86 x 33	270

Do not include VAT



- **Every Monday** with La Vanguardia.
- **Weekend sports** outline reviewed by the most important Spanish sports journalists.
- Readers profile: **young people**, with **high purchasing power**.

2006 Rates	width x height (mm)	Euros
Colour strip (5 columns x 2 modules)	275 x 48	3.500
Colour strip (5 columns x 3 modules)	275 x 73,8	5.250
Left top section module (2 columns x 1 module)	107,5 x 22,1	685
Right top section module (2 columns x 1 module)		845
Colour back cover strip (5 columns x 3 modules)	275 x 73,8	5.590
Colour back cover strip (5 columns x 4 modules)	275 x 99,6	6.015

* Note: Contact us for any other B/W and colour formats.

Do not include VAT

Source: OJD, Jul '04-Jun '05; EGM, 2º Acum 2005 - La Vanguardia's data according to publication day and distribution area.

culturas

Circulation: 202.000 copies
Readership: 707.000 readers



- **Every Wednesday** with La Vanguardia.
- **Weekly supplement specialised** in books, literature, plastic arts, audiovisual, architecture, graphic creation, discography and DVD.
- On the pulse of **contemporary thinking, combining plastic arts and audiovisual creation** to our traditional literary criticism.
- Readers profile: **high purchasing power**, with **higher education** and **urban**.

2006 Rates	width x height (mm)	Euros
Colour page	Bleed 293 x 376	13.740
	Box 261 x 336	
1/2 Colour page	Vert. 132 x 376	9.970
	Horiz. 261 x 159	
Horizontal 3/4 colour page	191 x 376	11.870
Colour strip	261 x 85	6.280
1/2 Colour strip	261 x 40	3.745

Source: OJD, Jul '04-Jun '05; EGM, 2º Acum 2005 - La Vanguardia's data according to publication day and distribution area.

Do not include VAT



- **Thematic supplements** of 12 pages or more in colour, analysing a sector in depth, its development and the current situation surrounding it, with the most comprehensive and the latest information.

1.- Sectorial supplements: the widest offer of products and services from specific sectors and their most interesting activities and events.

2.- Corporate supplements: introduce and reinforce the image of a company, institution or specific products.

- **Readers profile:** young urban adult, with **high purchasing power**.

2006 Rates	width x height (mm)		Euros
Left page	8.495		13.820
Right page	11.130		16.150
Left 1/2 page	6.570		9.710
Right 1/2 page	8.125		11.080
Left junior page (4 columns x 12 modules)	8.070		12.980
Right junior page (4 columns x 12 modules)	9.865		15.140
10 modules strip	2.000		2.500
15 modules strip	3.000		3.750
20 modules strip	4.000		5.000
Preferential positions (colour)			
Colour back cover			20.190
Colour front cover strip (5 columns x 3 modules)			4.700

Nota: See ad sizes on pages 6 and 7.

Do not include VAT

Source: OJD, Jul '04-Jun '05; EGM, 2º Acum 2005 - La Vanguardia's data according to publication day and distribution area.

nuevomotor

Circulation: 264.000 copies
Readership: 861.000 readers



- **Every Sunday** with La Vanguardia classifieds.
- **All the information and news related to the motor sector:** tests, latest developments, trends, suggestions, safety, driving recommendations, etc...
- Readers profile: **young adults** with **high purchasing power**.

2006 Rates	width x height (mm)	Euros
Full car body Classified ads front cover	Aprox 80 x 40	7.300
Left 1/2 B/W inside front cover	275 x 202,9	10.150
Left 1/2 B/W pages 4, 6 and 8		9.770
Right 1/2 colour page, page 7		11.650
Colour strip (5 columns x 3 modules) page 3	275 x 73,8	5.700
Colour strip (5 columns x 3 modules) page 5		5.490
Top colour strip under "Motor classified ads" section (5 cols. x 2 mod.) page 9	275 x 48	5.490
Back cover Classified ads	275 x 409,6	23.000
Alphabetic mini-module	20 mm 1 column	265

Source: OJD, Jul '04-Jun '05; EGM, 2º Acum 2005 - La Vanguardia's data according to publication day and distribution area.

Do not include VAT

Motor classified ads (see La Vanguardia advertising rates page 9)

DINERO

Circulation: 264.000 copies
Readership: 861.000 readers



- **Every Sunday** with La Vanguardia.
- **Weekly financial supplement** analyzing the **situation** of the **stock markets and the current economic climate**.
- Aimed at investors and the public in general.
- Opinions of Spanish specialists and renowned **international analysts** on **world economic affairs**.
- Readers profile: **Urban high purchasing consumers**, with **higher-education** qualifications.

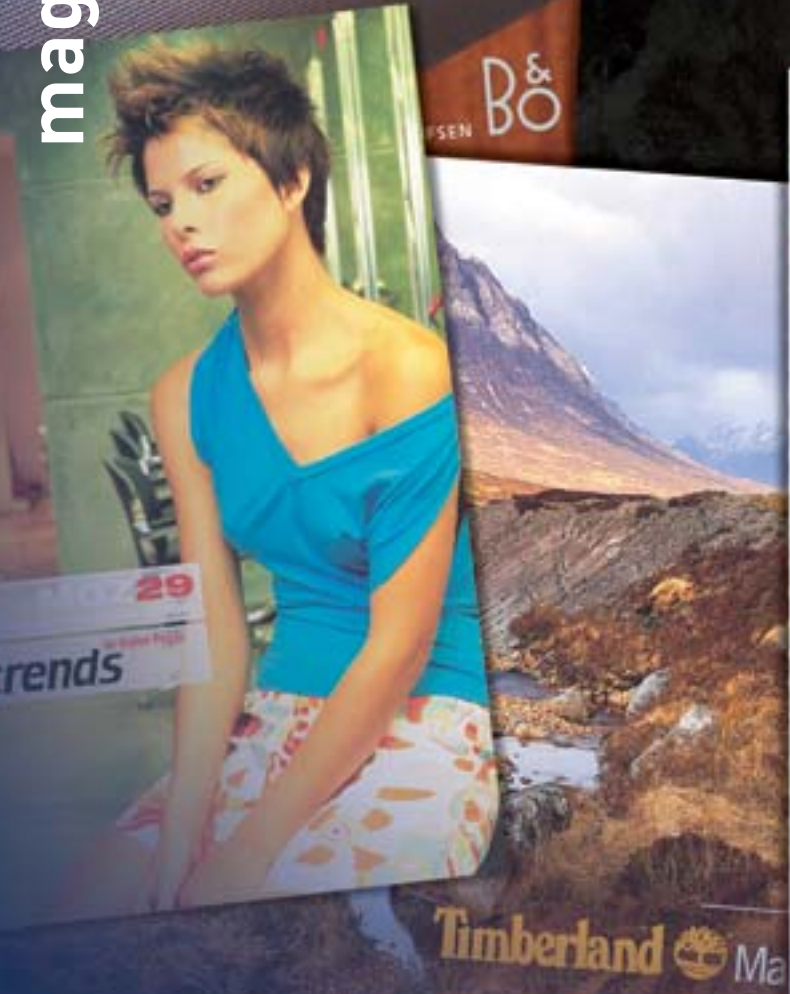
2006 Rates	width x height (mm)	Euros
Left colour page	275 x 409,6	23.210
Right B/W page		17.410
Right 1/2 B/W page	275 x 202,9	12.660
Colour strip page 5 (5 columns x 3 modules)	275 x 73,8	8.125
Strip page 3 *		9.950
Colour back cover	275 x 409,6	29.170
Window-investment funds	65 x 90	1.700
Colour window (3 columns x 5 modules)	163,4 x 125,4	12.140

* Upon availability.

Do not include VAT

Source: OJD, Jul '04-Jun '05; EGM, 2º Acum 2005 - La Vanguardia's data according to publication day and distribution area.

magazine, internet
and inserts



LA VANGUARDIA.es

Noticias	Opinión	Temas	Clasificados	Servicios	Suscripción
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Túlense a la vida

Noticia 1: **LOS BARRIOS PERIFÉRICOS CONVULSIONAN FRANCIA**
El Gobierno francés aprueba un proyecto de ley para prorrogar tres meses el estado de emergencia
La pasada noche se saldó con 284 coches incendiados, 115 detenidos y 5 policías heridos
LVD - 14/11/2005 - 06.40 horas
Actualizada: 14/11/2005 12.15 horas
Esta prórroga, que debe ser efectiva a partir del próximo día 21, será "estrictamente temporal" y se aplicará "sólo donde sea estrictamente necesario y de pleno acuerdo" con los cargos electos locales, indicó el portavoz del Gobierno, Jean-François Copé.

Noticia 2: **Los Reyes reciben oficialmente al presidente de China en el Palacio del Pardo**
Hu Jintao, que inició ayer sus actividades en Madrid, se entrevistará hoy con el presidente del Gobierno.
LVD - 14/11/2005 - 10.25 horas
Los Reyes recibieron oficialmente esta mañana

Noticia 3: **El PIB creció un 3,5% en el tercer trimestre, según el indicador avanzado del INE**
LVD - 14/11/2005 - 09.58 horas
Actualizada: 14/11/2005 09.58 horas

Noticia 4: **Al menos siete muertos y ocho heridos en tres atentados en Iraq**
LVD - 14/11/2005 - 09.54 horas
Actualizada: 14/11/2005 09.54 horas

Noticia 5: **Fuerzas de seguridad israelíes matan al jefe de Hamas en Nablus**
LVD - 14/11/2005 - 09.54 horas
Actualizada: 14/11/2005 09.54 horas

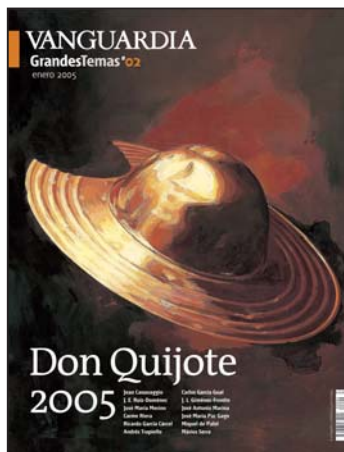
ULTIMA HORA
12.33
Abbas y Condoleezza Rice creen que Israel y la ANP están cerca de llegar a un acuerdo sobre los pasos fronterizos de Gaza
Movistar y La Vanguardia se unen

TOP SECRET
DOCUMENTOS TOP SECRETOS
El plan secreto de Honegway en la Guerra Civil

VANGUARDIA

GrandesTemas

Print run: 40.000 copies



- Grupo Godó's **new monographic magazine**, examining and illustrating a diversity of cultural, scientific or sociological background issues with the most renowned specialists opinions.
- With an initial print run of **40.000 copies**, on sale at the best newstands and libraries in Spain, Vanguardia Grandes Temas offers the exclusive opportunity to reach **readers on the higher socio-cultural level**.
- Possibility of realizing **mailings to clients**.

VANGUARDIA

DOSSIER

Print run: 30.000 copies



A unique magazine in its field:

- **Monographic magazine with 4 publications per year**, offering analysis of key international **issues from the most highly regarded specialists**. With a print run of 30.000 copies on sale at newspaper stands, specialised bookshops and limited distribution to appropriate institutions, **Vanguardia Dossier provides an exclusive opportunity to reach readers of high socio-cultural standing**.
- Possibility of realizing **mailings to clients**.

Technical specifications

Page	230 mm x 295 mm
Double page:	460 mm x 295 mm

Spaces

Inside front cover	9.000
Inside back cover	8.300
Colour page	6.600

Euros

Spaces

Dossier sponsorship*	13.800
Double page	10.700
Insert	3.250

Euros

* Contraportada + Módulo patrocinio sumario. Do not include VAT



- The pioneer online newspaper in Spain since 1995.
- Minute-by-minute current affairs with maximum journalistic rigour.
- Articles, surveys, forums, etc...
- Travel, Car, SMEs (Small & Medium Enterprises), Telecommunications, etc...
- La Vanguardia Classified ads-paper and online edition.
- **Personal subscription service:** possibility of downloading, in PDF format, the printed version of La Vanguardia, access to La Vanguardia archives since 1881, personalised Mailnews, SMS alerts, etc...

2006 online rates

Formats	Size (pixels)	CPT (Euros)	Weight (kb)
Mega Banner	728x90	70	20 KB
Junior page	185x185	50	15 KB
Skyscraper	120x600	50	15 KB
Interstitial	800x600	80	25 kb
Interstitial + banner	800x600 + 468x60/728x90	100	-
Banner	468x60	30	15 KB
Column	100x300	20	15 KB
Botton	120x60 / 185x37 / 115x50	10	10 KB
Botton	120x90	20	10 KB
Minibanner	381x30	20	15 KB
Superstitial	800x600	80	25 kb
Popup	200x200	50	15 KB
Banner + Popup	468x60 + 200x200/120x600	70	-
Big bannner + Popup	728x90 + 200x200/120x600	80	-
Rich Media	Contact us	80	25 KB
Column	200x600	60	20 KB
Permission Email Marketing	HTML	150	25 KB
Special formats	Contact us		

Segmentation	CPT (Euros)
By content type	From 5 Euros (until 2 criteria) to 10 Euros (more than 2 criteria)
By frequency	
By domain / IP	
By day	
By operating system	
By time	

For flash creativities, please contact us
Ad-serving technology: Dart (DFP)

Adverts for lavanguardia.es must be received 24h. prior to publication date for standard creativities and 48h. for Rich Media o Video-Streaming creativities.

Inserts

Nº of pages	Newspaper (inserted)	(Stapled)	Magazine (Shrink-wrapped)
Up to 8 pages, unit cost	0,15 €	0,16 €	0,17 €
Up to 16 pages, unit cost	0,16 €	0,18 €	0,19 €
Over 16 pages, unit cost	0,19 €	0,20 €	0,22 €
Over 64 pages, please consult for prices.			

Do not include VAT

BASIC FORMATS IN THE DAILY NEWSPAPER:

Minimum: 210 x 150 mm (spine 210). Maximum: 450 x 310 mm (spine 450).

BASIC FORMATS IN MAGAZINE:

- Stapled: Minimum: 148 x 105 mm (spine 148). Maximum: 273 x 214 mm (spine 273).
- Shrink-Wrapped: Minimum: 120 x 80 mm (spine 120). Maximum: 400 x 300 mm (spine 400).

FOLDED IN THE DAILY NEWSPAPER:

All conventional, standardised inserts, except for 3-page and accordeon inserts.

MINIMUM WEIGHT IN THE DAILY NEWSPAPER:

2 pages (1 sheet): Not less than 120 gr/ m². 4 pages: From 70 to 150 gr/ m².

DISTRIBUTION AND NUMBER OF COPIES:

There are several possibilities, from the entire complete edition to Barcelona city only. Our Advertising Department will inform you accordingly, as well as notifying you about the number of copies required, deadlines and delivery address

NOTES: Please contact our Advertising Department for any type of insert that does not fall within these specifications.

La Vanguardia undertakes the distribution of the inserts and their delivery to subscribers and points of sale, but takes no responsibility for any other handling by third parties. Final acceptance of inserts shall only be made after having received an initial sample of the definitive version. La Vanguardia does not accept inserts whose format or presentation may induce the readers to believe that they are part of the newspaper, which include third-party advertising, or whose contents are considered contrary to the newspapers editorial policy.



General terms

- Ads incorrectly published will be compensated for with a repeat insertion, as long as the client indicates the mistakes or omissions to La Vanguardia and shows that the newspaper is responsible for these within a period of 30 days from its publication.
- La Vanguardia is not responsible for the effectiveness of the ad nor for its content, which should conform with current legislation.
- Orders that request placement on a specific page or preferred section, will be charged **25% extra**.
- For “Standard Partial ads” placement may not be requested.
- La Vanguardia is prepared to study any format proposed by the advertiser and or not included in our rates.
- La Vanguardia reserves the right not to publish any advertisement considered inappropriate to insert, as well as delaying its publication; these actions do not provide clients with a right to legal appeal.
- Printing material will only be returned on specific request by the advertiser, excepting partial ads and classified ads. The obligation to keep printing material expires within 30 days.
- Notices with conditions, with indications such as “if it does not come out in this section, do not publish” or, “at the top on the right, if not, do not publish”, will not be accepted.
- Advertising agencies must respect these conditions.
- **La Vanguardia does not publish on: January 1st, Good Friday and December 26th.**

La Vanguardia deadlines

Weekdays	Sundays	Bank holidays
Two days prior by 14:00 except advertisements by line, boxed ads and partial ads, which close at 19:00.	Deadline for all advertising Friday 12:00, except composition boxes, Classified ads per line, Motor, official announcements and listings. In this case the deadline is Thursday at 17:00.	Same as weekdays except for holidays coinciding with a Monday or Tuesday. In this case the deadline is the previous Friday at 13:00. This is valid for all advertising.

Notes:

Offset ads to be delivered 72 hours before insertion date. NO RETROSPECTIVE CANCELLATIONS WILL BE ACCEPTED.

The CANCELLATION deadline for BW advertising in the Sunday edition is 72 hours before the publication date, and for week days, 48 hours in advance.

CHANGES for colour and BW: these will only be accepted by 12:00 on the day prior to publication at the very latest.

Specifications for delivery of advertising originals on digital media

Given the total integration of the newspaper pages printed by La Vanguardia Ediciones, S.L., advertising originals, whether colour or b/w, must be delivered on any of the following support:

Optical M Disc 640 Mb. - CD - DVD - Zip 100 Mb. - Floppy Discs 3.5" HD.

File formats supported are: QuarkXpress 6.0 or lower - FreeHand MX (11) or lower - Illustrator CS (11) or lower - EPS or TIFF Documents - Photoshop CS (8) or lower - PDF.

Fonts PostScript used, whether for screen or printer, must be included in a separate folder on the magnetic software used. If the document is FreeHand EPS, tracing of the font can be done prior to creating the EPS; on the other hand, if it is QuarkXpress EPS, it is necessary to attach fonts; this will prevent possible future problems in publication of the advertisement.

Photographs should be in TIFF format. Photos in colour should be in CMYK format with a resolution of 300 dpi at the size at which they are to be printed. Any other format on Photoshop CS (8) or lower will be accepted, but it is not recommendable due to the extra time and work needed in production and processing of the advertisement.

Service "Advertising-Online": There is an instant message service by Internet; for further information, you should contact the advertising department.

In general: It is recommended that you follow the specifications of Standard UNE 54118: "Criteria that must be met by advertisers regarding printing conditions in newspapers and magazines" and UNE 54117:2001.

Technical recommendations for magazine

A) Point consistency: Minimum point density will be 5%. White 0%.

(Figures below this rate mean that point reproduction is not guaranteed).

B) Maxi. ink coat: C+M+A+N < 285%. Maxi. mass in black: 50%.

C) Proofs: On coated paper similar to final product (56 gr/m and 72% whiteness)

Finish: chemical bright proofs.

Illumination: to compare proof and printing original, a light of 5.000°K is applied, in accordance with standard ISO 4664.



LA VANGUARDIA

www.lavanguardia.es

La Vanguardia Ediciones S.L

Ramón Turró, 171
08005 Barcelona
Tel. +34 93 481 25 00
Fax. +34 93 412 20 30

Austria: PUBLIMEDIA AUSTRIA • Nordbahnstrasse, 36/2. • A - 1020 Vienna

Tel.: +43 1 211 530 - Fax: +43 1 212 1602 • ppn-vienna@publicitas.com

Belgium: PUBLICITAS MEDIA BELGIUM • Lozenberg 9 B-1932 • Zaventem

Tel.: +32 2 639 8420 - Fax: +32 2 639 8430 • ppn-brussels@publicitas.com

France: PUBLICITAS PARIS • 26, Avenue Victor Hugo. • 75116 Paris

Tel.: +33 1 4500 6608 - Fax: +33 1 4500 9481 • ppn-paris@publicitas.com

Germany: PUBLICITAS GERMANY • Oederweg 52-54 • 60318 Frankfurt

Tel.: +49 69 7191 4927 - Fax: +49 69 7191 4930 • ppn-germany@publicitas.com

Greece: PUBLICITAS HELLAS SA • Atrina Center • 32 Kifissias Av. • 151 25 Marousi

Tel.: +30 210 6851 790 - Fax: +30 210 6853 357 • publihel@hellasnet.gr

Italy: SIPER MEDIA • Via Borgogna, 3. • 20122 Milano • Tel.: +39 02 7600 7743

Fax: +39 02 7600 6836 • ppn-milan@publicitas.com

Japan: - Shinano International Inc. Akasaka, Kyowa Bldg. 2F; 1-6-14 Akasaka,

Minato-ku, Tokyo 107-0052 Japan • Tel: +81 3 3584 6420 • Fax: +81 3 3505 5628

Netherlands: INSIGHT PUBLICITAS • St. Janstraat 20. PO Box • 509. 1250 Am Laren

Tel.: +31 35 539 5111 - Fax: 31 +35 531 0572 • ppn-laren@publicitas.com

Portugal: ILIMITADA PUBLICIDADE • Pacheco-Amoreiras Torre 2, Piso 4,

Sala 2 • 1070-102 Lisboa • Tel.: +351 21 385 3545 - Fax: +351 21 388 3283

ilimitada2@mail.telepac.pt

Spain: Publipress Media • María de Molina, 54, 4ª Planta • E-28006 Madrid

Tel.: +34 91 515 91 00 • Fax: +34 93 344 31 88 • international@publipressmedia.com

Sweden: M&M International Media AB • Västerlånggatan 67, nb. • 111 29 Stockholm

Tel.: +46 8 245 401 - Fax: +46 8 245 402 • markus@mmim.se

Switzerland: TRISERVICE • 7 Chemin Maisonneuve • Case Postale • CH 1219

Chatelaine-Geneve • Tel.: +41 22 796 4626 - Fax: +41 22 797 0270 • info@triservice.ch

United Kingdom: THE POWERS TURNER GROUP • Gordon House • Greencoat Place

London SW1P 1PH • Tel.: +44 207 592 8300 - Fax: +44 207 592 8301

ppn-london@publicitas.com

U.S.A.: PUBLICITAS GLOBE MEDIA • 261 Madison Avenue 19th Floor

New York, 10016 NY • Tel.: +1 212 599 5057 - Fax: +1 212 5998298

ppn-newyork@publicitas.com

We make your campaigns come to life

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grupo Godó

www.publipressmedia.com
publipressmedia@publipressmedia.com

