Condé Nast is the most important publishing group in the world. Its portfolio of brands in Mexico and Latin America include: Architectural Digest, Glamour, GQ and Vogue.

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

Our goal is to connect readers looking for inspiration with products and brand experiences via high level authentic and influential content. Excellence, innovation, exclusivity and passion mark our values.

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 in the purchase cycle where 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 and $5.26 USD per month in magazines, while 42% spend between $5.31 and $10.52 USD in the same period.

SENSORY
WORK

COMMUNICATION
Magazines | Supplements
Photography | Communities

DIGITAL
Social Media | Video
Websites | Data

EXPERIENCES
Events | White label
Branded Content
Customer Experiences
Universe

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.
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 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 2020

READERS 586,546
UNIQUE USERS 650,535
FOLLOWERS 1,231,996

TOTAL 2,469,077

LEADERSHIP 52%*
ADVERTISING SHARE IN MAGAZINES OF ITS CATEGORY

Readership determined based on circulation audit by ACGM (Agencia Certificadora y Gestora de Medios S.C.) 2019.
Advertising pages on interior design magazines, from January to December 2016.
Competitive set: Hábitat, Ambientes, Arquine and Casa Viva.

Photos: Victor Martínez.
AUDIENCE LOOK AD 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.

80% prefer to invest in expensive products.
For 65% financial planning is vital.
82% buy the latest in tech.
69% of our readers investigate before buying luxury products.
100% buy them.

Source: General Media Survey Executives 2016, Ipsos Mexico.
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 made the purchase decision at home.

85% live in their own house and 49% own additional real estate.

Source: General Media Survey Executives 2016, Ipsos Mexico.
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.

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.

88% practice sports. 100% go to arts and cultural events. 80% go to bars. 99% go to shopping centers and restaurants. 74% read books.

Source: Estudio General de Medios Ejecutivos 2016, Ipsos México.
AUDIENCE PROFILE
AD DIGITAL

AGE:  
25-34  22%
35-44  22%
45-54  16%
55-64  16%

SESSIONS:

UNIQUE USERS  
650,535

PAGES VIEWS
2,569,721

SESSIONS
840,777

Source: Google Analytics Premium and Comscore 2018-2019
INFORMED: 90% enjoy reading online news.

ADVENTURERS: 59% love learning about destinations, hotels and attractions in order to have a better experience.

SPORTS: 50% are sports fans.

54% are interested in buying HOUSE AND GARDEN items, They are also interested in real estate.

ALWAYS CAUTIOUS: 14% are concerned about their finances and 9.5% are interested in financial services.

SPEED: 25% of the AD readers feel enthusiastic about cars.

AFFECTIONATE: 13% consider themselves as pet lovers.

DESIGN LOVERS: 55% are passionate about design and are always looking for an opportunity to update their homes. They are also DIY fans.

**SOCIAL MEDIA**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK</td>
<td>1,056,151</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>156,473</td>
</tr>
<tr>
<td>TWITTER</td>
<td>14,115</td>
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</tbody>
</table>

**COMPETITION**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMBIENTES</td>
<td>32,454</td>
<td>49,151</td>
<td>85,396</td>
</tr>
<tr>
<td>ARQUINE</td>
<td>291,551</td>
<td>54,660</td>
<td>4,895</td>
</tr>
<tr>
<td>CASA VIVA</td>
<td>48,540</td>
<td>25,401</td>
<td>4,895</td>
</tr>
<tr>
<td>ARCHDAILY</td>
<td>548,691</td>
<td>98,194</td>
<td>30,310</td>
</tr>
</tbody>
</table>

*Source: Redes sociales y Comscore 2019.*

*Photos: Pedro Kok.*
OUR AD SUBSCRIBERS

50% MEN
50% WOMEN

COMPOSITION OF BULK COPIES SOLD:

Medical offices: 50.82%
VIP airport lounges: 24.82%
Hotels: 12.81%
Beauty salons: 7.49%
Airlines (flights on board): 5.98%
Restaurants: 4.19%
Sports club: 5.72%
Barber Shops: 2.19%
Executive clubs: 2.09%
Boutiques: 1.73%
Hospitals: 1.52%
Banking reception areas: 1.57%
Universities: 0.40%
Corporations: 0.21%
Furniture stores: 0.17%

CONTROLLED CIRCULATION:

Decoration stores: 57%
Real state: 28%
Hotels: 19%
Corporations: 7%
Clinics: 5%
Others: 4%
EDITORIAL CALENDAR 2020

JANUARY
New year, new house!

FEBRUARY
Artful design

MARCH
Spring Allure

APRIL
Multicolor energy / Kids Special
LATIN AMERICA EDITION

MAY
Cosmopolitan inspiration

JUNE
Be part of our anniversary
Collector’s edition
LATIN AMERICA EDITION

JULY
A very ad summer

AUGUST
Radiant interior design

SEPTEMBER
The DNA of our design
LATIN AMERICA EDITION

OCTOBER
Design manifest

NOVEMBER
The power of emotional architecture

DECEMBER
Key things for the end of the year

INDEX
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.

**AD BATH & SPA**

**SEPTEMBER**

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.

**AD GOURMET**

**MARCH**

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.

**GUÍA AD**

**OCTOBER**

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.
AD EVENTS

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 Margalef y Francisco Querada.
AD celebrates the power of the Mexican women who rise high the name of our country.

Photos: Paulina Chávez.
LET US TELL YOUR STORY!
You want to know more?
Coffee is on us. ☕

CONDÉ NAST
MÉXICO Y LATINOAMÉRICA

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