

Mediakit 2026

AVENUE

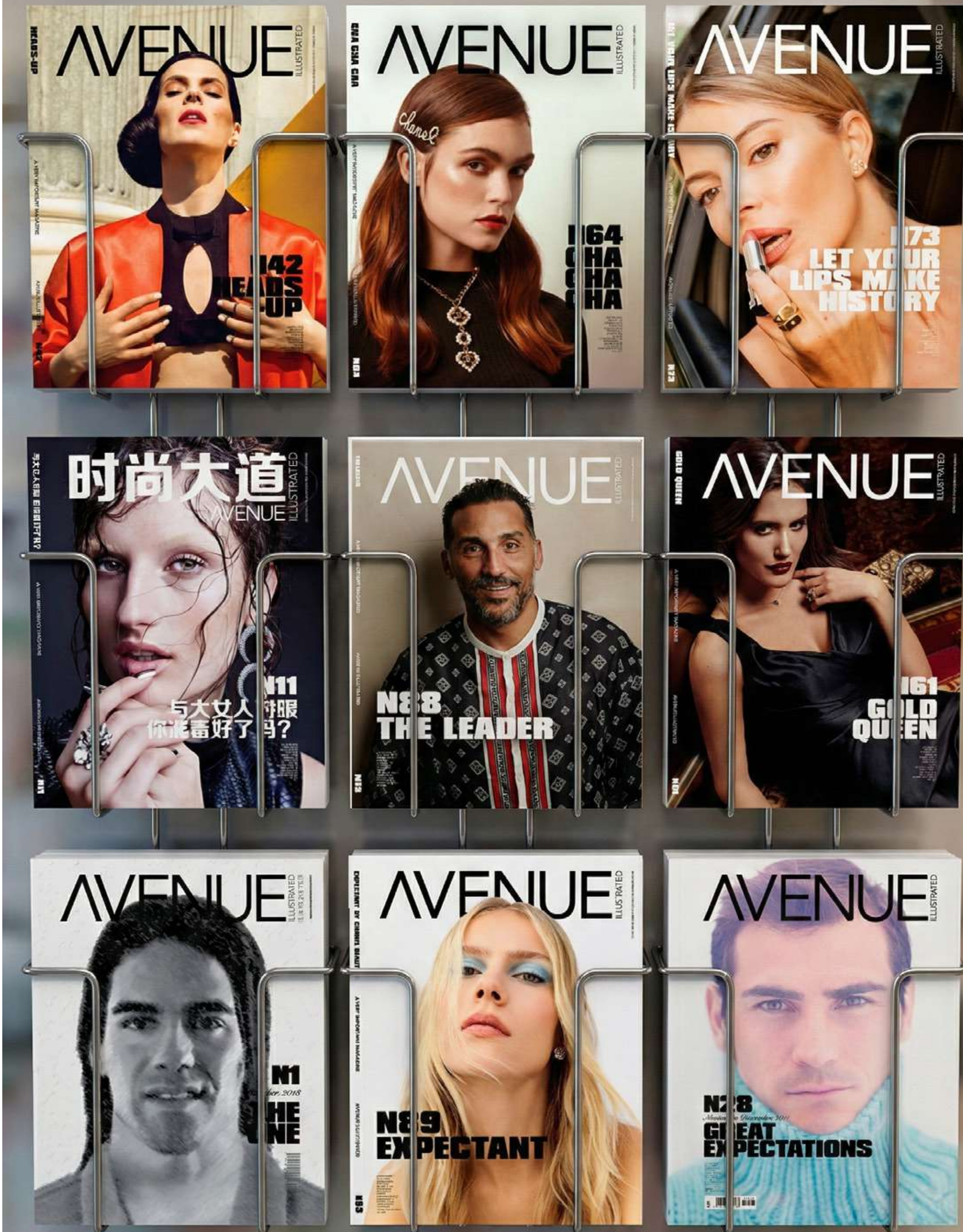
*Luxury is not about being everywhere.
It is about being in the right place.*

1 TRUE ICON

1 BRAND. 1 MAGAZINE. 1 VISION. 1 LUXURY ICON.

AVENUE ILLUSTRATED is an international lifestyle publication that celebrates creativity, excellence, and contemporary culture. An editorial space where fashion becomes art and luxury becomes an experience.

“We are a benchmark that, just like luxury, does not compete on volume: it competes in context.”





2 AUDIENCES, 2 MARKETS...

... BUT ONE COMMON LANGUAGE: LUXURY.



AVENUE ILLUSTRATED connects people from 2 strategic worlds:

- Spain, Europe; the cradle of fashion, design, and craftsmanship.
- China, technology, and the avant-garde; the world's most influential epicenter.

68.2% women • 31.8% men • 47% aged 35-44



“A cultural and commercial bridge between both audiences, amplifying brand value.”

3 DIGITAL PILLARS

1 WEBSITE, 2 SOCIAL MEDIA PLATFORMS, AND 3 NEWSLETTERS.

Print and digital; technology allows us to manage things differently. Wherever your brand fits best, **AVENUE** qualitatively engages with avant-garde consumers across different platforms.

As a virtual composition that is parallel and complementary to print, we launch 3 weekly email marketing and social media campaigns driving traffic to www.avenueillustrated.es. We operate with a premium database of over 47,000 individuals who receive impressions from our integrated offline and online activations.

2024 vs. 2025 on the website: +66% in visits, +72% in new users, +42% in article reads, +69% in article visitors.

AVENUESPECIAL

A curated list of products, services, or plans revolving around a specific theme. This email links to an article on www.avenueillustrated.es.

- Launch: Mondays.
- Database: 27k.
- Average open rate: 37.13%*
- CTR: 6%*

AVENUEMAG

The article published in print is complemented by the web article, to which we redirect traffic via an email marketing campaign.

- Launch: Wednesdays.
- Database: 37k.
- Average open rate: 31.63%*
- CTR: 3.1%*

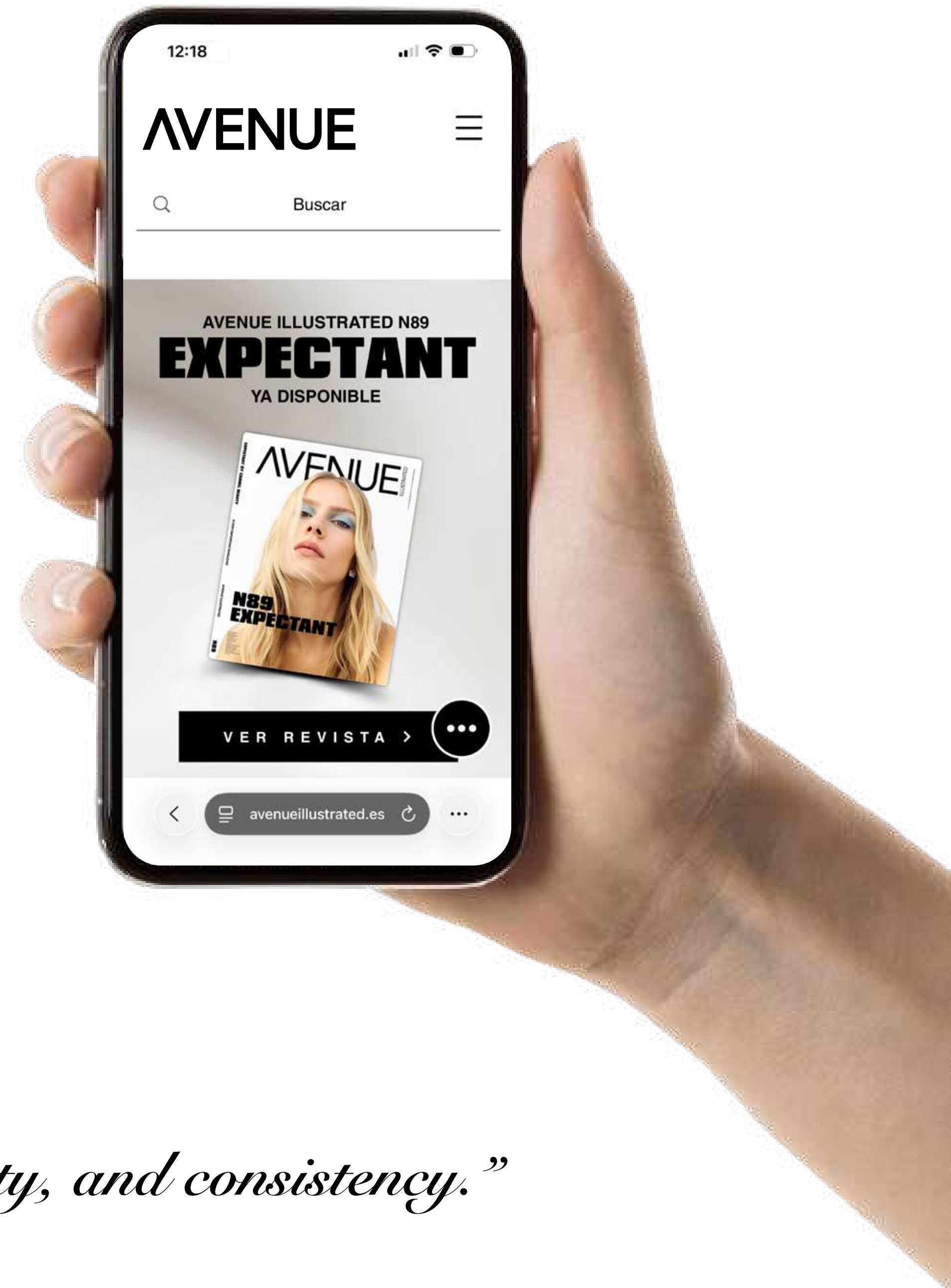
AVENUENEWS

5 exclusive ideas and plans (1 release, 1 product, 1 gastro, 1 plan, 1 drink), the ultimate expression of your week's "to-dos" and "must-haves".

- Launch: Fridays.
- Database: 47k.
- Average open rate: 18.20%*
- CTR: 2.7%*

*Benchmark figures based on campaigns in November and December 2025.

“A 360° editorial proposal that guarantees prestige, affinity, and consistency.”



4 WAYS TO BE REMEMBERED

OUR PROPOSALS TO GENERATE REAL IMPACT.

Every collaboration is unique; every brand takes center stage. This is our "clienteling". Moving away from isolated formats, we offer integrated strategies with 4 print and digital visibility formats:

- Editorial advertising.
- Branded content & advertorials: tailor-made content.
- Special activations, events, and brand experiences.
- Web, displays, newsletters, and social media.

"4 ways to tell your story: we create multichannel narratives, not just simple advertising impressions."

ACCIÓN 360° AVENUE ILLUSTRATED FOR LE TRIBUTE

(Print, web article, video in
Social Media, Newsletter, Web PopUp,
New Year Branded Postal)



5 EDITIONS

5 MAGAZINES PER YEAR AND 5 UNIQUE MEETING POINTS.

We publish 5 annual editions, carefully curated and conceived as collector's items. A strategy aligned with current luxury consumption and its selective pace.

- High editorial quality.
- Greater brand permanence (visibility).
- Prolonged impact over time (awareness).

15,000 copies for national and international markets • Presence in the most important European markets • 85% of national distribution concentrated in Spain's major economic capitals (Madrid, Barcelona, and Málaga) • Approximate sales of 11,340 copies (2025 fiscal year) • Average readership of 20,454 • Newsstand circuit and specialized distribution • Mailings to subscriber database since 2012 (+47,000 people) • Periodic campaigns in Aena VIP Lounges in Madrid.

"Less frequency; More value / Less saturation = GREATER IMPACT PER INVESTMENT."

THE 6TH SENSE

6 VALUES DEFINE US.

Exclusivity, Elegance, Creativity, Innovation, Sophistication, International projection.

How do we partner? The Luxury Partnership Levels: a clear, international, and aspirational investment architecture.



“Luxury does not react, it anticipates. At AVENUE, we see desires that others do not see.”

1. ENTRY — ESSENTIAL PRESENCE

Designed for brands wishing to enter the AVENUE ILLUSTRATED universe with a curated presence aligned with the editorial environment.

- Magazine advertising campaign (full-page insertion or DPS advertorial).
- Digital editorial coverage.
- Inclusion in a selected newsletter.

Brand value:

- Initial positioning in a luxury environment.
- Brand safety and editorial consistency.
- Ideal for specific launches or market testing.

2. PREMIUM — STRATEGIC VISIBILITY

For brands seeking greater impact, continuity, and storytelling within the AVENUE ILLUSTRATED ecosystem.

- Premium magazine development: insertion in prime space or Branded Content.
- Amplification on the web and social media.
- Prominent presence in the newsletter calendar.
- Integration into the editorial calendar.

Brand value:

- Deeper brand narrative.
- Permanence and recall.
- Direct association with editorial content.

3. SIGNATURE — ICON PARTNERSHIP

“Not Advertising: A Brand Statement”. Designed for leading brands seeking exclusivity, differentiation, and tailor-made projects. 100% bespoke creative project: sponsored cover, transversal print and digital advertising activations (Phygital activations).

- Special editions, private event, or brand experience (fashion/beauty films).
- Complete multichannel amplification + email marketing campaign.
- Strategic guidance from the editorial/influencer marketing team.

Brand value:

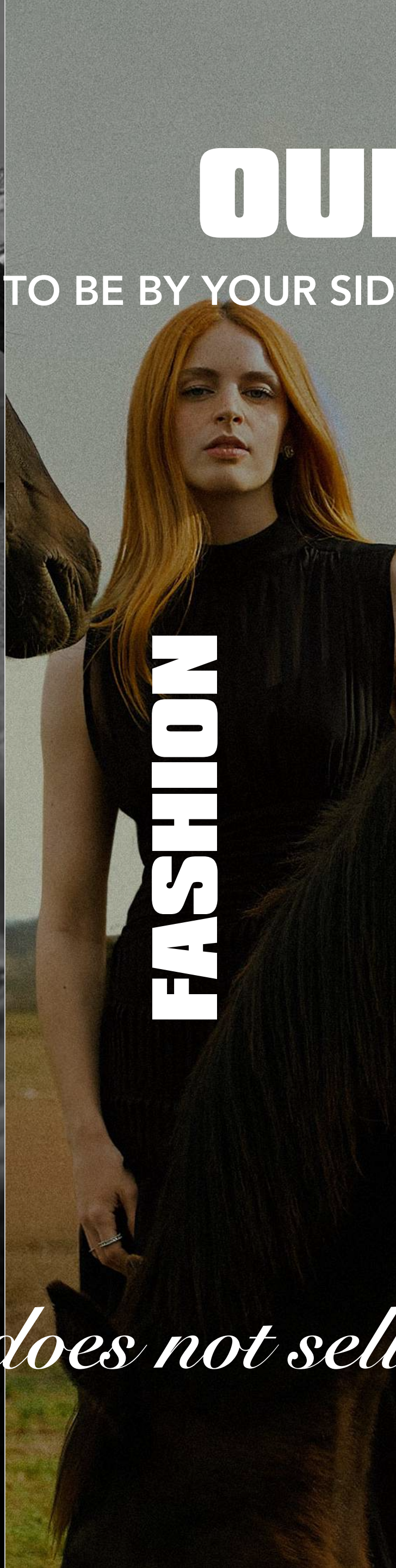
- Maximum positioning and prestige.
- Memorable and differentiating experience.
- Direct association with the AVENUE ILLUSTRATED identity.



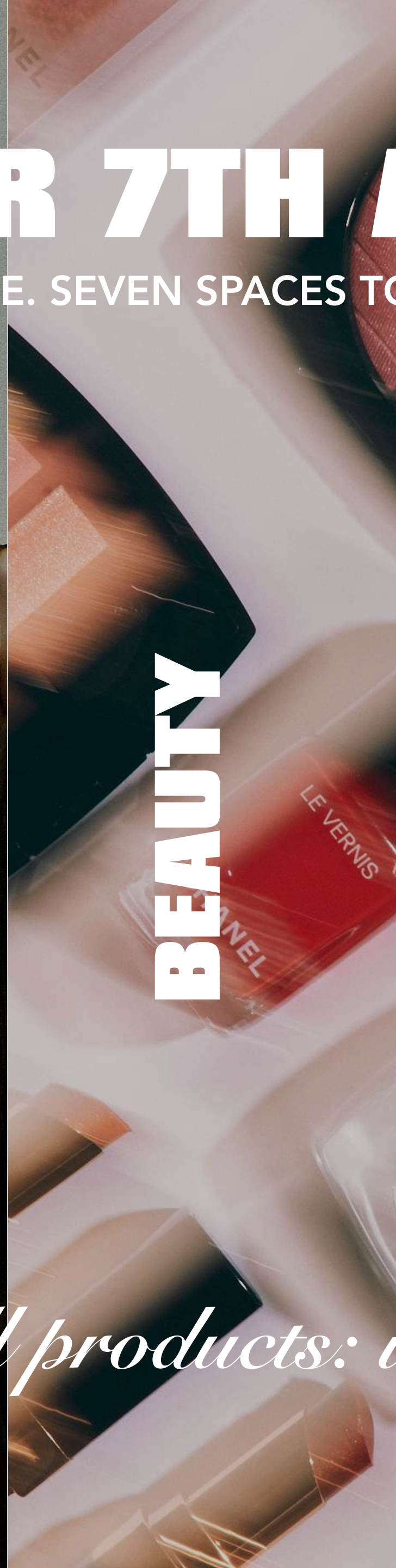
DRINKS



TIME



FASHION



BEAUTY



LIFEDSIGN



RACING



ECOBIO

OUR 7TH ART

SEVEN REASONS TO BE BY YOUR SIDE. SEVEN SPACES TO CREATE MEMORABLE EXPERIENCES.

“Luxury does not sell products: it builds connections.”

OUR LUCKY NUMBER, THE 8

A MAGAZINE TURNED ASIAN GIANT

The great differentiating factor is established by our strength and connection with the Chinese consumer. More than a lifestyle, AVENUE ILLUSTRATED is the only international brand in Spain with an edition for the Chinese community. Founders of their main associations and consultants for their businesses and consumption decisions, we have been the best help for your brand for 15 years.

Do you know HI CHINA by AENA? Our latest step: we manage a super digital ecosystem that allows making an impact from the airport (both on tourists and Chinese residents returning from travel), in all phases: pre-travel (dream, plan, book), travel, post-travel (sharing).



LOCAL CHINESE COMMUNITY:

Absolute benchmark for Chinese executives and citizens • Lovers of the unique, we are accomplices to their desires • Since 2013, a reference for Chinese agencies, associations, media, and governments • Nearly 240,000 live in Spain and are looking for your brand: they are your neighbors • 57% are men and 43% are women • 47.5% are between 18 and 24 years old; 36% between 25 and 34 years old • Average age 29.8 years; in Madrid, 33.9 years.

CHINESE TOURISTS:

50%, aged 25-44 (33.33%, 25-34). 77.17% women • Most used social media: 1. WeChat; 2. Douyin; 3. XHS • 66.67% are traveling to Spain for the first time • 62.5% will stay between 10 and 15 days • 37.5% will spend more than 40,000 RMB on their trip (from €5,340.00) • Their main expenses are: accommodation (37.5%); shopping (29.17%), and dining (16%) • On this trip they have purchased: 1. Bags and leather goods (67%); 2. Cosmetics (49%); 3. Fashion (42%); 4. Watches and Jewelry (12%) • The language barrier is the main problem they have encountered when traveling through Spain (41%).

“We are your visibility among a sophisticated and luxury-oriented audience like the Chinese. The fact is, you try to make an impact, but you don't convert. And you need us.”

THE INFLUENSIR TURNS 9

AVENUE ILLUSTRATED features the consultancy The INFLUENSIR, a second business vertical from which we advise Spanish and international companies on their goal of reaching high-spending communities and profiles with their products and services.

Within it, **The INFLUENSIR China** is responsible for branding, communication, HR, document translation, point-of-sale events, positioning, and management on the main social media platforms for brands seeking to reach the top Chinese target audience.

We even have an influencer marketing department—**The AGENSIR**—where you can find Chinese talents to help build your brand's positioning and sales.

[CLICK HERE AND MEET OUR PROFILES](#)



HAVE YOU HEARD ABOUT OUR LATEST INNOVATION?

A PLATFORM TO PROMOTE YOUR BRAND AMONG CHINESE CONSUMERS, ALONGSIDE THE WORLD LEADER IN AIRPORT MANAGEMENT, AENA.

This is a 360° transactional digital communication tool that allows us to manage the tourist traffic arriving in Spain from China:

- Recommendation and endorsement actions for visiting and purchasing at our clients' stores.
 - Synergies with other major players such as payment methods or technology companies.
- Dedicated spaces at the Madrid airport, information stands at the departure of relevant flights..., with the possibility of carrying out unique and highly visible actions (special promotions, discounts, sampling, bye-bye packs...).
- Celebration of the main dates on their calendar together with AENA.
- Management of AENA's social media profiles on Chinese platforms.
- Constant investment in operators (OTAs) and players that drive traffic for lead generation.
- Promotional campaigns on flights originating from China.



Positioning, prestige, projection... and sales.

A 10 MAGAZINE FOR 10 BRANDS

AVENUE ILLUSTRATED is advertising; but above all, it is status. We lead that space designed for brands seeking impact, prestige, and differentiation. An editorial environment where brands are not just displayed, but positioned in these 10 placements.

<u>FORMAT</u>	<u>COST</u>	<u>SIZE</u>
ONE PAGE	10.800	225X300
DOUBLE PAGE	19.500	450X300
 <u>EMPLAZAMIENTOS PREFERENTES</u>		
FIRST DOUBLE	25.000	450X300
SECOND DOUBLE	22.500	450X300
FIRST RIGHT-HAND PAGE	15.500	225X300
SECOND RIGHT-HAND PAGE	14.000	225X300
INSIDE FRONT COVER	13.000	225X300
INSIDE BACK COVER	12.500	225X300
BACK COVER	22.000	225X300
SECTION COVER	10.000	225X300

Fewer numbers. More power.



AVENUE

ARE YOU IN?

CONTACT US

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