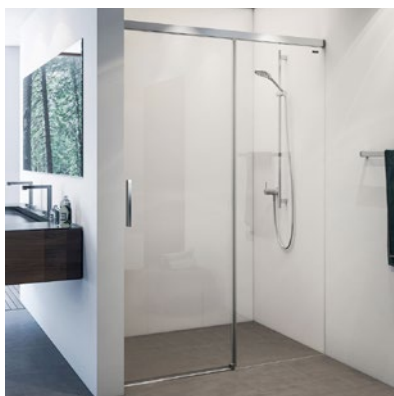


salabbaño

editorial calendar 2018



AGBpress

SalaBaño was founded in 1981 to be the first national Spanish magazine to specialise in the bathroom decoration sector. As a professional media, SalaBaño timely provides market information as a truthful reflection of a dynamic sector, on account of developing and writing product reports, publishing interviews and company news, newscasts, latest product presentation, global market research, reports from national and international fairs, etc.

SalaBaño covers perfectly the professional and technical aspects with a broad array of sections dedicated to bathroom decoration and design, working with first-rate collaborators, to offer our readers excellent ideas and solutions for renovations and bathroom designs.

SalaBaño has a circulation of **7.000 copies**, distributed periodically every two months between subscribers and carefully selected mailing list members. Our database is continuously updated and includes bathroom professionals, showrooms and distributors, bathroom boutiques, interior decorators, architects and bathroom & tile installers. The vast majority of the print magazine is distributed in Spain, although it is largely read by professionals of the bathroom and construction sector from our neighbouring country, Portugal. SalaBaño has managed to open new markets and enhance the brand exposure of all companies that partner with the SalaBaño magazine.

The strong and long-time establishment of the **SalaBaño** brand calls the magazine to be both present and distributed in most of the leading international fairs of the sector, such as **Cevisama** (Valencia), **Construmat** (Barcelona), **Cersaie** (Bologna, Italy), **ISH** (Frankfurt, Germany), **Salon del Mobile** (Milan, Italy), **M&O** (Paris, France) and **100% Design** (London, UK) among others.



editorial calendar 2018

| | | Advertising Deadline |
|------------------------|--|-------------------------|
| Nº 197 FEBRUARY | Special Cevisama issue Dossier about wall hung pans / in-wall carrier systems Zoom about Showers (Column and Showerhead) Ceramic tiles, your ideal partner for bathroom design | 01/09/2018 |
| Nº 198 APRIL | Product Feature Shower Trays News from Cevisama for tile trends and bathrooms Zoom about bathroom Accessories and Complements Event Distribution of the magazine at Il Salone in Milano | 03/19/2018 |
| EXTRA CONTRACT | EXTRA CONTRACT & TRENDS Ceramic tiles in iconic projects Special issue contracts channel to Architects and Interior designers | 04/23/2018 |
| Nº 199 JUNE | Product Feature Shower Enclosures Special Zoom Toilet seat and Smart Toilets News from Il Salone in Milan Ceramic tile for outdoor areas | 05/21/2018 |
| Nº 200 AUGUST | Special Edition issue 200 Product Feature Brassware · Product Zoom on designer basins Event Distribution at Cersaie and 100% Design London Latest trends in ceramic tiles, new designs and colours | 07/16/2018 |
| Nº 201 OCTOBER | Product Feature Bathtubs Zoom about Radiators · Towel Heaters · Product Zoom Public Spaces Special about Large Format tiles | 09/26/2018 |
| Nº 202 DECEMBER | Dossier about Bathroom Furniture News from Cersaie · Zoom about lighting Kitchen Special | 11/23/2018 |

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READER PROFILE

| | |
|------------------------------------|------|
| Stores and bathroom boutiques..... | 60 % |
| Interior designers | 12 % |
| Architects..... | 16 % |
| Bathroom installers | 5 % |
| Business agents..... | 4 % |
| Subscribers..... | 3 % |

TECHNICAL DATA

| | |
|--------------------------|-----------------------------|
| Periodicity: Two-monthly | |
| Printing: Offset | |
| Size full page: | 210 x 297 mm. + 3 mm. bleed |
| Double page spread..... | 420 x 297 mm. + 3 mm. bleed |
| Size half page..... | 200 x 140 mm. |
| | 110 x 297 mm. |
| Front Cover..... | 210 x 220 mm. + 3 mm. bleed |

ADVERTISEMENT PRICE RATES

| | |
|---------------------------------|----------|
| Full colour page..... | 1.600 €. |
| Half colour page | 1.050 €. |
| Front Cover..... | 3.300 €. |
| Inside front / back cover | 2.100 €. |
| Back cover page..... | 2.500 €. |
| Double colour page | 2.800 €. |
| Infomercial 2 full pages..... | 2.100 €. |

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