

# IBERIA RONDA magazine

Spanish Magazine



## MARKET POSITION:

**Ronda magazine** is the monthly inflight magazine of Iberia Airlines, distributed in all national and international flights of Iberia. Therefore, passengers don't need to fly on board of Iberia to be able to access the in-flight magazine as it is now available online. It is covering fashion, cinema, travelling, leisure, shows, etc. The magazine is written both in Spanish and in English. It is a high quality publication, among the best inflight magazines of the world, reaching an exclusive audience in a unique environment. Target: Ronda magazine is reaching men aged between 25 to 44 years old, married, with children (2.2 on average). They are from high and upper medium social class and have a university degree. At work, they are decision makers in purchases and equipment.

		RONDA IBERIA MAGAZINE
Circulation	OJD 2013	127 062
Readership (monthly readers)		1 080 000

## ADVERTISING RATES 2014:

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## TECHNICAL SPECIFICATIONS:

### DEADLINE:

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