



iHOLA!

living

The **magazine** full
of good *things*

MEDIAKIT 2025



A woman with long brown hair, wearing a blue dress with a gold floral pattern, is leaning over a table outdoors. She is arranging a bouquet of white and pink flowers. The table is set with white plates, glasses, and cutlery. In the background, there is a green lawn and trees.

A fresh
aprouch
to **life**

travel
deco
lifestyle
nature
wellbeing
healthy food
sustainability
slow living
homes

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Spaces with *soul* and *tips* for a
serene & green lifestyle



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For authentic and aware
women who *embrace diversity*



Lauren Santo Domingo

UN VERANO CON CLASE

Auténtica icono del estilo americano, la empresaria y fundadora de Moda Operandi nos recibe justo a los sogos en su mansión de las Hamptons, un auténtico vergel en el que cada verano revive su propia infancia a través de la de sus hijos.

FOTOGRAFÍA: ESTHER ARIAS / PHOTOGRAPHY. DRESSING: JAMES MAYER. STYLING: JAMES MAYER



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JULIO 2021



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DEDICATED TO OUR AUDIENCE | **COMBINED NET COVERAGE**

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WHO OUR READERS ARE...

In a multi-platform environment
that offers 360° coverage

SOURCE: OWN ELABORATION

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COVERAGE ON+OFF

1.035.337



active
green
optimistic
foodie
committed
modern
positive
aware
individual

OUR READERS'

...attitude towards life

SOURCE: AIMC BRANDS 2024

53%

WOULD PAY MORE FOR
products that respect the environment

92%

THINK IT'S IMPORTANT TO
go on learning new things throughout life

75%

ARE CONCERNED ABOUT
pollution

86%

SUPPORT
gender equality

81%

AVOID BUYING PRODUCTS THAT
harm the environment

84%

WANT TO STAY IN SHAPE BY
eating healthy and natural food

OUR READERS'

...attitude towards life

SOURCE: AIMC BRANDS 2024

76%

BELIEVE SUSTAINABILITY IS
necessary to society

76%

DON'T MIND PAYING MORE FOR
high quality food

69%

ARE WILLING TO CHANGE THEIR HABITS TO
help the environment

86%

SORT THEIR RUBBISH FOR
recycling

82%

TAKE MEASURES TO REDUCE
energy consumption

65%

WOULD LIKE TO DEVOTE SOME TIME TO
helping good causes

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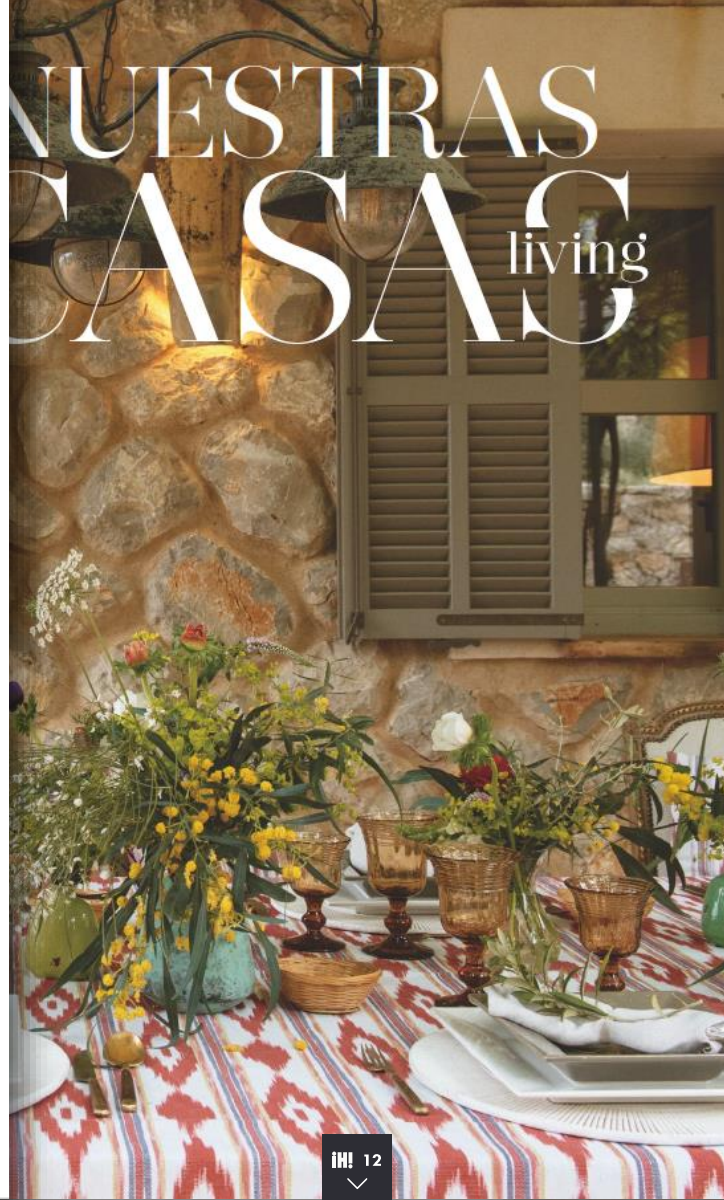
DEDICATED TO OUR READERS | **MAGAZINE FIGURES**

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ICONO DE ESTILO DE VIDA
La actriz se crio en Pensilvania, en una adinerada familia de deportistas y escritores. Su padre fue medallista olímpico en la modalidad de remo y a ella siempre le gustaron el mar y el deporte. En esta página, tres momentos de su vida de mil y jugando en el viaje en barco que la llevó a Mónaco para casarse.

NUESTRAS CASAS

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THE NEWEST MAGAZINE TO SUCCEED IN OUR SECTOR

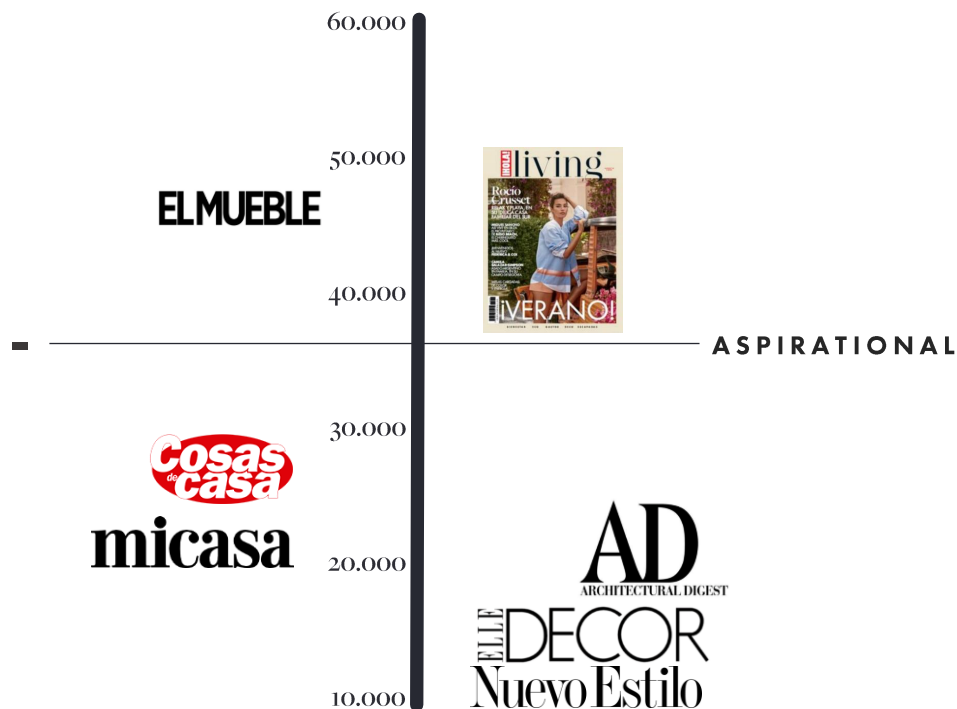
SOURCE OJD JUL 23 - JUN 24

100.538
MONTHLY READERS



40.215
COPIES SOLD

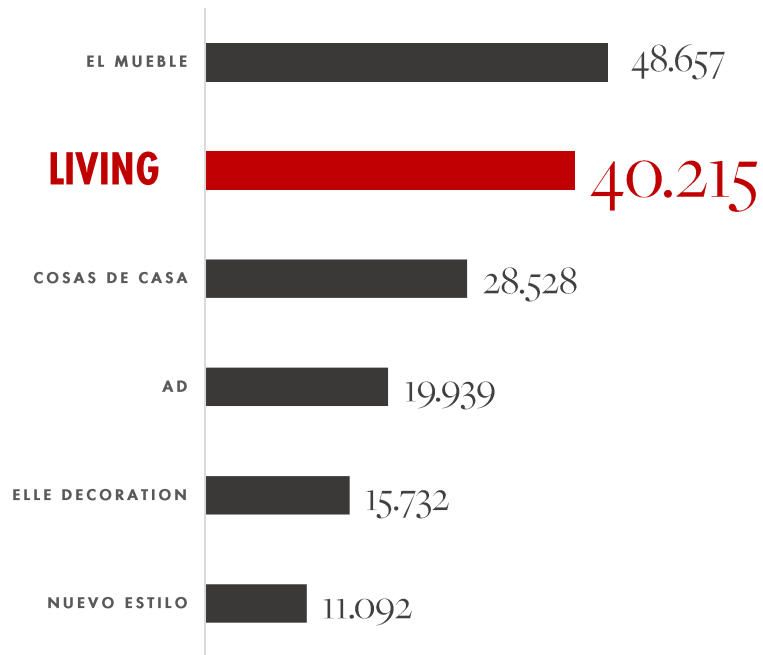
CIRCULATION



THE NEWEST MAGAZINE TO SUCCEED IN OUR SECTOR

Copies sold

SOURCE OJD JUL23-JUN24



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DEDICATED TO OUR USERS | **ONLINE FIGURES**

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...all aspects of *slow living*

SOURCE: GOOGLE ANALYTICS, APRIL 2025, IP: SPAIN

UNIQUE USERS

PAGE
VIEWS

Deco, wellbeing and lifestyle sections



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DEDICATED TO OUR BRANDS | DATA SEGMENTS

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TARGET THE AUDIENCE BEST ALIGNED WITH YOUR BRAND

Our technology

1ST PARTY COOKIE

NO MORE
DEPENDENCE
ON THIRD PARTY
COOKIES

EDGE COMPUTING

FASTER; THE DATA
IS PROCESSED IN
THE USERS' OWN
DEVICE

PRIVACY COMPLIANCE

THE USER'S DATA
DOESN'T LEAVE
THEIR DEVICE

REAL TIME TARGETING

WE CAN SEGMENT
AND IMPACT A USER
FROM THEIR FIRST
PAGE VIEW

ACROSS ALL BROWSERS

A WIDER REACH,
INCLUDING
FIREFOX & SAFARI
USERS

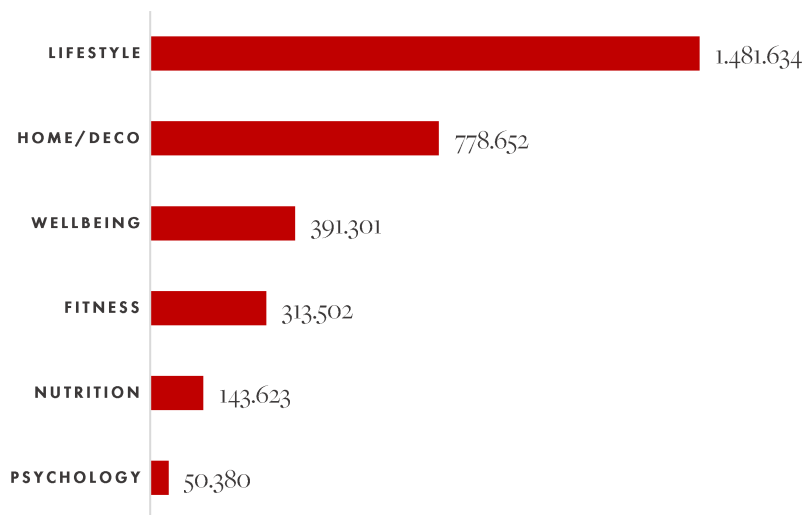
AUDIENCE & CAMPAIGN INSIGHTS

PRE & POST-CAMPAIGN
ANALYSIS

OUR LIVING SEGMENTS

Reach your target

SOURCE PERMUTIVE APRIL 2025





Por **Verónica Marín**

28/05/2021 11:00 CEST | Actualizado 28/05/2021 11:22 CEST

“**S**oy una dama que cree que **una buena comida** está a la altura de una obra de arte de valor incalculable”. Pocos dirían que esta frase la pronunció **Elizabeth Taylor**, actriz superlativa de ojos violetas únicos e irrepetibles, ganadora de dos Óscar, pero de cuidada y menuda figura. La Cleopatra más recordada y la artífice de una de **las interpretaciones más memorables del cine clásico**: la de Maggie en *La gata sobre el tejado de zinc*.

En sus primeros años, cuando empezó a hacer películas en Los Ángeles, **solía desayunar en un restaurante llamado**



le enseñó todo lo que sabe sobre su cultivo y hace le seis años instaló su jardín y estudio en Valle un lugar idílico en México. Allí, además de nos para bodas y eventos, desarrolla lo que llama que sale del corazón y también da clases online ar centros. Su especialidad es el diseño de las bodas y es requerida en cualquier parte del

living

A: CAMPO, FAMILIA Y NDES PLANES

oda la energía de su casa extremeña y res hijas, Livia Ballestero Fierro y Borja parten sus nuevos –e ilusionantes– proyectos



The background of the entire image is a faded, warm-toned photograph of a Spanish-style residence. It features a large, light-colored stucco building with arched windows and a tiled roof. In the foreground, there is a paved patio area with several outdoor chairs and a small table. To the right, a swimming pool is visible, bordered by a low stone wall and some landscaping. The overall atmosphere is bright and sunny.

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iThanks!