

# vtwonen

*the only interior magazine that perfectly combines various house styles*



Language	Dutch
Frequency	13 issues per year
Editor-in-Chief	Nicolette Fox
Magazine reach in Belgium*	107 800
Total brand reach in Belgium	192 700
Digital reach	Instagram 24 500 followers Facebook 30 000 followers Pinterest 180 000
Newsletter opt-ins	approx. 66 000 addresses

\* Source: CIM 2018-2019/1 paper+digital, 12+

## The brand

vtwonen is the leading style guide for those looking for inspiration, information and advice. According to vtwonen, a house is never finished. The magazine encourages readers to be continuously creative with their interior.

vtwonen combines various living styles in a single magazine. All of these styles are conveyed in an accessible and affordable way.

The eclectic living style, in which various styles are integrated in the interior, is clearly increasing in popularity. In response to this trend, the successful Dutch magazine has also been published in a Belgian version since late 2016.

## Key insights

- 76% of the Belgian and Dutch population has strong opinions about the furnishings and decorations in their home.
- 21% of the Belgian and Dutch population claims to spend relatively large amounts of money on furnishing and decorating their home.
- 39% of the Belgian and Dutch population enjoys browsing through interior design magazines.
- Magazines are the third most popular source of information on living styles after interior shops and the internet.

Source: DPG Media Propriety Research, Living styles study 2016

## Key target group

Aged 25-55 years	Interested in art, culture, antiques and design	Has a good income and enjoys spending it on her interior	Enjoys inviting friends to a good meal
✓	✓	✓	✓

## Reader profile

vtwonen		Profile %
Gender	Female	75%
Age	25-44 years	39.2%
Age	45-64 years	38.4%
Diploma	of higher education	53.3%
Social class	1-3	51%
Active/profession		65.7%



## Calendar

Edition	Theme	Publication date	Deadline for reservations	Deadline for materials
01-2020	HELLO NEW YEAR – glass / heating dossier	10/01/20	9/12/19	9/12/19
02-2020	CRACKLING FRESH – bathrooms / extra m <sup>2</sup> at your house dossier	07/02/20	9/01/20	9/01/20
03-2020	BUDGET – affordably chic / sustainable living dossier	06/03/20	6/02/20	6/02/20
04-2020	NATURE – outdoor furniture / wood dossier	03/04/20	5/03/20	5/03/20
05-2020	RELAX/WELLNESS – sleep / storage dossier	01/05/20	30/03/20	30/03/20
06-2020	OUTDOOR APPETITE – eating outside / sunlight versus shading dossier	28/05/20	24/04/20	24/04/20
07-2020	HIGH SUMMER – children's room / attic dossier	26/06/20	27/05/20	27/05/20
08-2020	HOLIDAY VIBES – holiday souvenirs / classification dossier	24/07/20	25/06/20	25/06/20
09-2020	ETHNIC – working (from home) / walls (painting, wallpapering, etc.) dossier	21/08/20	23/07/20	23/07/20
10-2020	TREND ISSUE – floors dossier	18/09/20	20/08/20	20/08/20
11-2020	HAPPY AUTUMN – kitchen / stairs dossier	16/10/20	17/09/20	17/09/20
12-2020	PARTY – gifts / Christmas trees and Christmas lights dossier	13/11/20	15/10/20	15/10/20
13-2020	WARM GLOW – pillows, throws, floor and wall coverings / lighting plan dossier	11/12/20	13/11/20	13/11/20

## vtwonen 360° reach

	Average Jan. '19 - Oct. '19
Print <sup>1</sup>	108
Total Brand <sup>1</sup>	192.7
Desktop/Laptop Web <sup>2</sup>	40.7
Mobile Web <sup>3</sup>	72.1
Social FB <sup>4</sup>	9.0
TV Programme <sup>5</sup>	500

Source ('000):

- (1) Print: CIM no. 2018-2019
- (2) Web (Desktop/Laptop): Gemius rating reports for CIM. Focus on monthly unique visitors in Belgium and abroad.
- (3) Mobile Web: Gemius rating reports for CIM. Focus on monthly unique visitors in Belgium and abroad.
- (4) Social: Facebook only, Facebook organic mail reach; daily average for relevant month
- (5) TV average Nov. '18 – April '19








## The technical info

Material supplied via Ad4All from DPG Media Netherlands:  
<https://www.dpgmediawoonmagazines.be/en/advertising/>

## Digital

All of our digital and cross-media rates can be found at  
<https://www.dpgmediawoonmagazines.be/en/advertising/>

## Formats

Format	Bleed WxH in mm	Non-bleed WxH in mm
2/1 	456 x 283	
1/1 	228 x 283	
1/2 vertical 	112 x 283	
1/2 horizontal 	228 x 138	
1/4 vertical 		47 x 258
1/4 square 		206 x 60
Panoramic 	456 x 138	

## Contact

More info and/or reservations +32 15 67 80 22 |  
[advertising.be@dpgmediawoonmagazines.be](mailto:advertising.be@dpgmediawoonmagazines.be)

More info at  
<https://www.dpgmediawoonmagazines.be/en/advertising/>