

Ariadne at Home

For happy living



Language	Dutch
Periodicity	13x/year
Editor in chief	Dorien Ceulemans
Average circulation	Flanders: 17.000 The Netherlands: 69.000
Average reach	The Netherlands 248.700

The concept

Ariadne at Home is the ideal home magazine for those that love homes with a country feel, a creative twist and the personal touch. Every month, the chance to look inside, practical tips and make-it-yourself ideas to create your own Home-style house. All in an easy and affordable way.

Key insight

Why you should choose Ariadne at Home

1. Your own home: fresh country style with a creative twist
2. With tips and ideas for doing it yourself
3. In the unique section 'Mooi Plan' the reader can get practical solutions to home questions, with step-by-step working instructions.
4. Lots of options for collaborations for products and suppliers, from branded content to line&brand extensions.
5. Ariadne at Home has a large growing number of Facebook Fans: 55.000.

The key target groups








The Ariadne at Home reader loves a home with a country feel, but likes to give it her own twist. Home is really important to her, and she spends a lot of time on it. Her house is cheerful, warm and contains unique items that reflect her personality.

She is crazy about styling and decorating and regularly replaces the smaller items in her house in order to give a different look to her home. Ariadne at Home is her magazine and an important source of pleasure and inspiration which she puts to practical use.



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The rates

Format	WxH in mm	Rate The Netherlands
1/1 	type face 204 x 254 print face 220 x 274	€ 6 496,56
1/2L 	type face 204 x 125 print face 220 x 135	€ 4 092,83
1/2S 	type face 100 x 254 print face 108 x 274	€ 4 092,83
1/4L 	type face 204 x 60 print face 220 x 65	€ 2 078,90
1/4S 	type face 48 x 254 print face 53 x 274	€ 2 078,90
1/4V 	type face 100 x 125 print face n.v.t.	€ 2 078,90
2/1 	type face n.v.t. print face 440 x 274	€ 12 993,12
Social post Facebook		€ 1 500



The calendar

Edition	Theme	Publication date	Deadline Reservation	Deadline Material
1-2018	Cloth Linen - bedroom	24/01/18	19/12/17	19/12/18
2-2018	Brocante modern - nostalgic modern	21/02/18	19/01/18	19/01/18
3-2018	Extra pleasure: Look inside	21/03/18	16/02/18	16/02/18
4-2018	Large edition Kitchen	18/04/18	15/03/18	15/03/18
5-2018	Paint and little chores	16/05/18	11/04/18	11/04/18
6-2018	Dishes and flowers	13/06/18	9/05/18	9/05/18
7-2018	Outdoor	11/07/18	8/06/18	8/06/18
8-2018	Workshops in the picture - Desk & Workplaces	8/08/18	6/07/18	6/07/18
9-2018	Children's rooms	5/09/18	3/08/18	3/08/18
10-2018	Fall- seating furniture & and sofa's	3/10/18	31/08/18	31/08/18
11-2018	Everything for a party! Lots of gifts	31/10/18	28/09/18	28/09/18
12-2018	White Christmas	28/11/18	26/10/18	26/10/18
13-2018	Personal Stories	28/12/18	23/11/18	23/11/18

Technical info

Allow an extra 3 mm on all four sides for bleed adverts. For 1/1 adverts the text should finish at least 10 mm from the page edge. For 2/1 adverts with continuous text the text should finish at least 10 mm from the edge on the fold. PDFs are best made according to the Ghent Workgroup profiles (Sheet CMYK 1v3 or higher). If you don't have these profiles, you can download them via www.gwg.org. Always send a print as well (the print and document must be identical). If we don't have a print, we cannot carry out the necessary checks. If the files cannot be delivered print-ready, we will contact you to find a solution.

Contact

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