

# Feeling Wonen / Gael Maison

*You are where you live*



Language	Dutch/French
Day of issue	Wednesday
Frequency	10x/year
Year founded	1998
Editor-in-chief	André Lafère
Readers last period*	239.600
Coverage on language universe*	2,5%
Average print run**	Feeling Wonen: 27.395 Gael Maison: 14.620
Paid circulation**	21.841

\* CIM 2016-2017/1 paper+digital, 12+ national

\*\* CIM declaration word of honour, June 2016 - May 2017

## The brand

Feeling Wonen/Gael Maison is the upmarket magazine for everyone interested in the latest design and interior trends. The ten editions per year feature reports on the most beautiful contemporary interiors in Belgium and beyond, extensive advice on shopping and style, interviews with the creators currently in vogue plus plenty of design news. And for those who still want more: check out the websites [feelingwonen.be](http://feelingwonen.be) and [gaelmaison.be](http://gaelmaison.be)

## Key insights

### Reasons to choose Feeling Wonen / Gael Maison

1. Feeling Wonen/Gael Maison, the upscale style guide for anyone looking for inspiration, information and tips about homes, gardens and interiors. More than 200 pages with special attention to international design and 'a glimpse inside', all of this in a renewed layout.
2. With gorgeous ideas for interiors and the latest trends in home&deco, Feeling Wonen/Gael Maison is a source of inspiration for stylish, modern homes, appearing **10 times a year**.
3. Feeling Wonen/Gael Maison also offers its readers lots of **practical information**: handy tips and achievable ideas based on articles, a glimpse inside, interviews and shopping ideas.
4. These are the **most selective decoration titles** for women, 25-54 years old, social groups 1-4. (sel. 237)  
*CIM 2016-2017/1 papier+digitaal, 12+ nationaal*
5. On the websites [feeling.be/wonen](http://feeling.be/wonen) and [gael.be/maison](http://gael.be/maison), readers will find trends, news, competitions, workshops and much more. Various print/digital advertising combinations are possible.
6. In every edition, Feeling Wonen/Gael Maison focuses on a **particular deco theme** with special articles. The ideal context for advertisements from your market segment.
7. The editorial team works hard to ensure that the trends and news they select are shared via **social media**.
8. Feeling Wonen and Gael Maison are also distributed in the **Business Lounge at Brussels Airport** and in the **Eurostar**. Passengers can therefore stay up to date in style on contemporary trends and interior design.
9. Next to Feeling Wonen/Gael Maison, Sanoma also publishes **Feeling/Gael**, with plenty of possibilities for advertising combinations.
10. Readers can also read Feeling Wonen/Gael Maison on their tablets via **Magstore**.

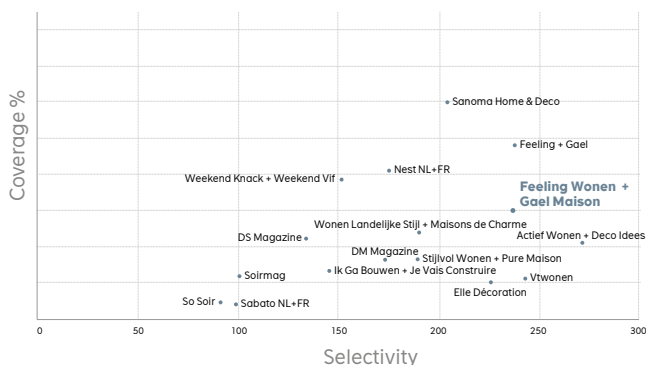
## The calendar

Theme	Publication date	Deadline Reservation	Deadline Material
<b>Edition 1-2018</b> Bedrooms and dressing tables / Window decoration / Batibouw (22/02/2018 - 04/03/2018) / Trends	7/02/18	5/01/18	9/01/18
<b>Edition 2-2018</b> Spring edition: tableware, ceramics, glass, wallpaper, and fabrics / Kitchen trends and innovations / Colour	7/03/18	2/02/18	6/02/18
<b>Edition 3-2018</b> (Salone=17-22/04/2018) Extra large edition! / Milan - Design Special / Garden furniture	11/04/18	8/03/18	12/03/18
<b>Edition 4-2018</b> Outdoor Lighting / Milan (the harvest) / Dining table and chairs	23/05/18	17/04/18	19/04/18
<b>Edition 5-2018</b> Summer Edition: outdoor living / Holiday houses / Green	20/06/18	17/05/18	22/05/18
<b>Edition 6-2018</b> Bathroom / Bathroom competition / Desks	14/08/18	12/07/18	16/07/18
<b>Edition 7-2018</b> Kitchens / Heating/ Milan highlights	19/09/18	17/08/18	21/08/18
<b>Edition 8-2018</b> Floors / Carpets	17/10/18	14/09/18	18/09/18
<b>Edition 9-2018</b> Indoor Lighting / Gifts / Big competition	14/11/18	11/10/18	15/10/18
<b>Edition 10-2018</b> Party and luxury number / Trends 2019	19/12/18	16/11/18	20/11/18
<b>Edition 1-2019</b>	16/01/19	11/12/18	13/12/18

# Feeling Wonen / Gael Maison

## The competitive environment

Target: women, 25-54 years old, social groups 1-4  
Universe: 1.360.600 persons



CIM 2016-2017/1 papier+digitaal, 12+ nationaal

## The rates

Format	WxH in mm	Rate
2/1	trim size 450 x 295	€ 10 200,00
1/1	trim size 225 x 295	€ 5 100,00
1/2 vertical	trim size 110 x 295	€ 3 060,00
1/2 horizontal	trim size 225 x 145	€ 3 060,00
1/4 vertical	type area 47 x 275	€ 1 912,50
1/4 square	type area 100 x 135	€ 1 912,50
Panoramic	trim size 450 x 145	€ 6 732,00
2nd cover		€ 7 650,00
3rd cover		€ 6 120,00
4rd cover		€ 8 160,00

## The technical info

Delivery of material via Ad4All through automatic upload mails. PDF files should be delivered according to the Medibel + v7 standard (GWG\_MagazineAds\_1v4). Please deliver only one ad per file and include all marks. In case the ad has a trimsize, make it 5 mm. Text and/or images without trimsize must be at least 5 mm from the edge. For 2/1 ads, supply 2 x 1/1 page.

More info on <http://advertising.sanoma.be/en/technical-info>

## Digital

You can find our digital and crossmedia ratecard on <http://advertising.sanoma.be/en/digital-ratecard>

## The key target groups

	% Profile	Selectivity
Women	75,8	148
25-54 years old	60,9	130
Social groups 1-4	70,6	145
Active	65,6	140
Urban	39,7	97

CIM 2016-2017/1 papier+digitaal, 12+ nationaal

## MARKET LEADER IN HOME & DECO

### PROMOTIONS

HOME & DECO PACKS	1/1p.
Feeling Wonen + Gael Maison	€ 5 100
Stijlvol Wonen + Pure Maison	€ 4 869
Wonen Landelijke Stijl + Maisons de Charme	€ 5 570
vtwwonen	€ 2 500

WOMEN PACKS	1/1p.
Femmes + Libelle	€ 17 248
Flair nationaal + Femmes + Libelle	€ 31 850
Flair nationaal + Femmes + Libelle + Feeling + Gael	€ 48 020

### EXPAND YOUR REACH

Combine multiple packs and receive a bonus discount\*

2 combi	extra 20%
3 combi	extra 25%
4 combi	extra 30%
5 combi	extra 40%

\*Condition: minimum 1 Home & Deco pack

### Regional digital pack Gael Maison

- 25 %  
€ 999,01

- 1 x article on the website of Gael Maison
- 1 x integration in the newsletter of Gael Maison
- 1 x Facebookpost
- Gael: 2 weeks display with billboard (+/- 20% SOV)
- Femmes d'Aujourd'hui : 2 weeks display with billboard (+/- 15% SOV)

### Regional digital pack Feeling Wonen

- 25 %  
€ 1.999,01

- 1 x article on the website of Feeling Wonen
- 1 x integration in the newsletter of Feeling Wonen
- 1 x Facebookpost
- 10 days display with billboard (+/- 20% SOV)

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# Feeling Wonen / Gael Maison

## Who are the readers of Feeling Wonen & Gael Maison?

Feeling Wonen/ Gael Maison is aimed at an upscale, mostly female audience. In order to reach our high profile target audience, Feeling Wonen/Gael Maison is also distributed via selected channels such as Brussels Airport Business Lounge and Eurostar, and at carefully chosen events and trade fairs.

### Responsible for purchasing (77% - index 120):\*

Main or co decisionmaker	% FeWo/GaMa	% Population	Index
Interior design	89,8	75,3	119
Furniture	88	78,4	112

### Higher education\*

	% FeWo/GaMa	% Population	Index
Never/ Primary or Lower Secondary	16,8	30,4	55
Higher Secondary	32,5	38,2	85
Bachelor/ master/ master after master/ PHD	50,6	31,5	161

### Upper Middle Class Professions:\*

	% FeWo/GaMa	% Population	Index
Hogere beroeps categorieën	57	34	168
Kaderleden, vrije beroepen en zelfstandigen	18,6	10,3	181

### Purchasing Power of population :\*

	% FeWo/GaMa	% Population	Index
Social group 1 - Social group 2	38,3	23,7	161
Social group 3 - Social group 4	32,3	24,9	130
Social group 5 - Social group 6	15,5	23,2	67
Social group 7 - Social group 8	12,9	25,5	50

### Home Owners:\*\*

	% FeWo/GaMa	% Population	Index
Owner	78,7	74,3	106
Tenant	16,2	18,3	88
Other	4,1	5,2	78

\* CIM 2016-2017/1 paper+digital, 12+ national

\*\* CIM TGM 2015 papier+digital, 12+ national

### Home Deco fans

- **84%** enjoy buying items to decorate the house (index 127)
- **30%** like to regularly change the interior of the house/apartment (index 129)
- **24%** look for exclusive pieces to decorate their house (index 130)

## Contact

### Sales manager

For more information, contact your sales representative  
+32 15 67 80 22 | [advertising.be@sanoma.com](mailto:advertising.be@sanoma.com)

### Technical info Ad4All

+32 15 67 80 60 | [be.ads@sanoma.com](mailto:be.ads@sanoma.com)

More info on <http://advertising.sanoma.be>