

# Eigen Huis & Interieur



*The ultimate design magazine*

Language	Dutch
Publication day	Wednesday
Periodicity	10x/year
Editor-in-chief	André Lafère, José Molenaar
Total distribution	40 070 copies
Reach in NL*	282 700
Digital reach	Instagram approx. 29 000 followers Facebook approx. 16 000 fans
Newsletter opt-ins	approx. 22 000 addresses

\* Source: NPDM 2018-II

## The concept

Eigen Huis & Interieur is the most influential and beautiful glossy magazine about design, interior, living, architecture, art and (young) designers. And that hasn't gone unnoticed. With at least 244 pages per edition, EH&I is an inexhaustible source of inspiration and the latest trends for followers of design, people with plans to renovate or build and those who love architecture, art and fashion.

## The core target group

Men and women of about 45 years old	Have a high socio-economic class	Are always online	Love travelling and culture
✓	✓	✓	✓

## Key insights

### Reasons for choosing Eigen Huis & Interieur

1. Eigen Huis & Interieur is the largest design magazine in the Netherlands - in scope, print run and reach.
2. In addition to a sharp, international scope, Eigen Huis & Interieur also pays constant attention to Dutch developments such as renowned Dutch design and the most important Dutch fairs.
3. Eigen Huis & Interieur approaches contemporary residential styles with a feeling for quality: from personal and vintage to contemporary luxury.
4. Eigen Huis & Interieur has about 16 000 fans on Facebook, 29 000 followers on Instagram and reaches 22 000 readers every month online via its newsletter.

## Reader profile

EHI		Profile %
Sex	Female	54.4%
Age	35-60 years	40.9%
Diploma	High	40.9%
Social Class	A	28.8%
	B1	25%



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# Eigen Huis & Interieur





## The calendar



Edition	Theme	Publication date	Deadline reservation	Deadline material
01-2019	Bedrooms + walk-in wardrobes, Window decoration	23/01/19	24/12/18	24/12/18
02-2019	Spring edition: tableware, ceramics, glass, wallpaper and fabrics Kitchen trends and innovations, Colour	20/02/19	24/01/19	24/01/19
03-2019	Milan Design Special: XXL, Garden furniture	03/04/19	07/03/19	07/03/19
04-2019	Outdoor Lighting, Milan (the harvest)	15/05/19	17/04/19	17/04/19
05-2019	Summer Edition: outdoor living, Holiday homes, Green	19/06/19	21/05/19	21/05/19
06-2019	Kitchens, Offices	14/08/19	18/07/19	18/07/19
07-2019	Bathrooms, Heating, Milan highlights	18/09/19	22/08/19	22/08/19
08-2019	Floors, Carpets, Styling Special with Accessories	16/10/19	19/09/19	19/09/19
09-2019	Indoor Lighting, Gifts, Big design competition	13/11/19	17/10/19	17/10/19
10-2019	Party and luxury issue, Trends 2020	18/12/19	21/11/19	21/11/19

## Technical information

Delivery of material via Ad4All using automatic upload mails. Please create one PDF file/page according to the Medibel + v7 standard (GWG\_MagazineAds\_1v4). Include all marks. If the ad has a trim size, provide 5 mm on every side. Type area text and/or images must be at least 5 mm from the edge. For 2/1 ads, supply 2 x 1/1 page. More info at <http://www.sanoma.nl/en/advertising/>

## Price List

Size	WxH in mm	Rate
1/1 	print face 205 x 275 type face 225 x 295	€ 10 003,95
1/2 H 	print face 205 x 136 type face 225 x 146	€ 6 302,48
1/2 V 	print face 101 x 275 type face 111 x 295	€ 6 302,48
1/4 V 	print face 49 x 275 type face 54 x 295	€ 3 201,82

Size	WxH in mm	Rate
1/4 S 	print face 101 x 136 type face n/a	€ 3 201,28
2/1 	print face n/a type face 450 x 295	€ 20 007,90
Social Post + Newsletter		€ 3 000,00

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