

Feeling Wonen / Gael Maison

Interiors | Trends | Design | Architecture



Language	Dutch/French
Publication day	Wednesday
Periodicity	10x/year
Editor-in-chief	André Lafère
Reach in Belgium *	204 600
Audience Facebook	+10 270 followers
Newsletter opt-ins	approx. 71 400 addresses (51 715 FEWO - 19 685 GAMA)

*CIM 2018-2019/1 paper+digital, 12+ national

The concept

Feeling Wonen/Gael Maison is the upmarket magazine for everyone interested in the latest interior and design trends. The ten editions per year feature reports on contemporary and personal interiors in Belgium and beyond, extensive advice on shopping and style, interviews with relevant designers and lots of design news. And for those who cannot get enough: check out the websites feelingwonen.be and gaelmaison.be.

Key insights

Reasons for choosing Feeling Wonen/Gael Maison

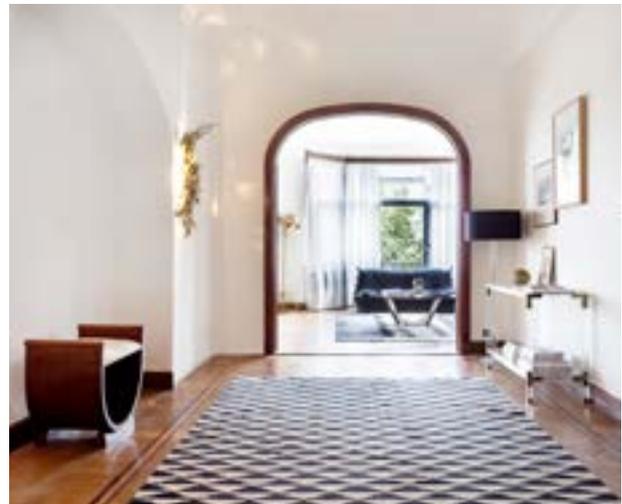
1. Feeling Wonen/Gael Maison, the upmarket style guide for anyone looking for inspiration, information and tips about homes, gardens and interiors. More than 200 pages in a new graphic layout; the focus lies on trends and current affairs, which are balanced out with numerous, contemporary 'inside glimpses'.
2. With gorgeous ideas for interiors and the latest trends in decoration, design, interiors and gardens, Feeling Wonen/Gael Maison is a source of inspiration for modern and stylish homes that appears 10 times a year. The third edition is the famous Milan Special, an upscale issue with 500 pages.
3. Feeling Wonen/Gael Maison spoils its readers with lots of **practical information**: handy tips and ideas that can be realised based on articles, a glimpse inside, interviews and shopping ideas.
4. On the websites feelingwonen.be and gaelmaison.be readers will find trends, news, competitions, workshops and much more. Various print/digital advertising combinations are possible.
5. In every edition, Feeling Wonen/Gael Maison focuses on a **specific deco theme**. The ideal context for ads from your market segment.
6. The editorial team works hard to ensure that the trends and novelties they select are shared via **social media**.

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
✓	✓	✓	✓

Reader profile

FEWO - GAMA		Profile %
Sex	Female	74%
Age	35-64 years	61%
Social Class	1-2	38%
	1-4	65%
PRP	Main shopper	81%



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The calendar

Edition	Theme	Publication date	Deadline reservation	Deadline material
01-2020	Special Color	03/02/20	31/12/19	03/01/20
02-2020	Kitchen trends and innovations, Window decoration	09/03/20	05/02/20	07/02/20
03-2020	Special Milan - Design XXL, Garden furniture	13/04/20	11/03/20	13/03/20
04-2020	Outdoor lighting, Milan (the harvest)	11/05/20	02/04/20	06/04/20
05-2020	Summer Edition: outdoor living, Holiday homes, Green	15/06/20	11/05/20	13/05/20
06-2020	Kitchens, Offices, Design September	10/08/20	07/07/20	09/07/20
07-2020	Bathrooms, Heating, Biennale Interieur Kortrijk	14/09/20	12/08/20	14/08/20
08-2020	Floors, Carpets, Styling Special with Accessories	12/10/20	09/09/20	11/09/20
09-2020	Indoor Lighting, Gifts, Big design competition	09/11/20	07/10/20	09/10/20
10-2020	Party and luxury issue, Trends 2021	14/12/20	10/11/20	13/11/20
summer 2020	Special WOW: 20 interiors (Best of!) in Belgium and the Netherlands	15/06/20	11/05/20	13/05/20

Formats

Size	WxH in mm
2/1 	trim size 450 x 295
1/1 	trim size 225 x 295
1/2 vertical 	trim size 110 x 295
1/2 horizontal 	trim size 225 x 145
1/4 vertical 	type area 47 x 275
1/4 square 	type area 100 x 135
Panoramic 	trim size 450 x 145

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 <https://www.dpgmediawoonmagazines.be/en/advertising/>

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