

Ariadne at Home - Brocante Special

For happy living



Language	Dutch
Periodicity	8x/year
Year founded	2010
Editor in chief	Dorien Ceulemans
Coordinator	Britt Slegers
Average circulation	Flanders: 8.000 (packets incl.) The Netherlands: 60.000 (packets incl.)

The concept

Brocantespecial is a spin-off of the home magazine Ariadne at Home. It is the ideal magazine for anyone who loves a country, antique home style. Every edition contains a selection of at least 4 interior reports in antique style. This style can vary from sober Scandinavian, through rough with an industrial flavour, to romantic with French influences. In addition to the reports, the magazine offers readers extended shopping productions, styling and make-it-yourself tips, and interesting addresses.

vtwonen.nl/ariadneathome

Key insight

1. Coupled to the strong mother brand Ariadne at Home.
2. Exciting human interest stories combined with practical information such as the addresses of shops/e-shops and DIY dossiers.
3. Target group belongs to the educated socio-economic category and is a very active, responsive target group.

The key target group

Antique lovers and fans of antique style.



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The rates

Format	WxH in mm	Rate *
1/1	type face 204 x 254 / print face 220 x 274	€ 2 968,00
1/2L	type face 204 x 125 / print face 220 x 136	€ 1 870,00
1/2S	type face 100 x 254 / print face 109 x 274	€ 1 870,00
1/4S	type face 49 x 254 / print face 53 x 274	€ 950,00
1/4V	type face 100 x 125 / print face n.v.t.	€ 950,00

* The Netherlands & Belgium

vtwonen.be/vtdeco.be is the online platform for the Belgian home & deco magazines

Native advertising options see Digital Rate Card



The calendar

Edition	Theme	Publication date	Deadline Reservation	Deadline Material
1-2018	Living in a Winter Style- Wool – Instagram inspiration	24/01/18	15/12/17	15/12/17
2-2018	Book your brocante Holiday! The best Brocante locations in Holland & France	7/03/18	30/01/18	30/01/18
3-2018	100 % insiders (White interiors/ Spring Houses)	18/04/18	12/03/18	12/03/18
4-2018	Female & romantic inspiration - pastel colors	30/05/18	20/04/18	20/04/18
5-2018	summer - garden & terrace inspiration - flowers	11/07/18	5/06/18	5/06/18
6-2018	100 % Insiders (rural brocante interiors with a rough exterior)	22/08/18	17/07/18	17/07/18
7-2018	Fall – Color & fabrics	3/10/18	28/08/18	28/08/18
8-2018	Christmas	14/11/18	9/10/18	9/10/18

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

More info and/or reservations

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<http://advertising.sanoma.be> & <http://sanoma.nl>

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Go to <http://advertising.sanoma.be/en/preferred-placements> for supplements.