

vtwonen

The home magazine that combines various home styles



Language	Dutch
Periodicity	13 times a year
Year founded	2016
Editor in chief	Carlein Kieboom
Average circulation	15.000

The concept

vtwonen is the style guide for anyone in search of inspiration, information and advice. The magazine demonstrates that a house is never finished, which most consumers know to be so. vtwonen therefore motivates consumers to get creative with their interior.

vtwonen combines various lifestyles in a single magazine. All the different styles of living are presented in an accessible and affordable manner.

The eclectic style, in which consumers integrate several living styles within their interior, is clearly on the rise. In order to get on board this trend, the successful Dutch magazine is now publishing a Belgian version.



Key insights

1. 76% of the Belgian and Dutch population are very interested in the interior design and decoration of their home.
2. 21% of the Belgian and Dutch population say that they spend a relatively large amount on the interior design and decoration of their home.
3. 39% of the Belgian and Dutch population enjoys browsing through magazines about home décor.
4. Magazines, along with home décor shops and the internet, are seen as the appropriate source of information on lifestyles.








Source: Sanoma Propriety Research, Lifestyle research 2016

The key target group

The readers of vtwonen are women and men aged between 25 and 55. They are well educated and come from social groups 1 – 4.



The rates

Format	WxH in mm	Rate
2/1	 trim size 456 x 283	€ 5 000,00
1/1	 trim size 228 x 283	€ 2 500,00
1/2 vertical	 trim size 112 x 283	€ 1 500,00
1/2 horizontal	 trim size 228 x 183	€ 1 500,00
1/4 vertical	 type area 47 x 258	€ 937,50
1/4 square	 type area 206 x 60	€ 937,50
Panoramic	 trim size 456 x 138	€ 3 300,00
2nd cover		€ 3 250,00
3rd cover		€ 2 750,00
4rd cover		€ 3 500,00

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
vtwonen	€ 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

The calendar

Edition	Theme	Publication date	Deadline Reservation	Deadline Material
1-2018	Best basics for the entire home!	17/01/2018	11/12/2017	11/12/2017
2-2018	Bedrooms	14/02/2018	11/01/2018	11/01/2018
3-2018	Kitchen innovations	14/03/2018	08/02/2018	08/02/2018
4-2018	Spring cleaning	11/04/2018	07/03/2018	07/03/2018
5-2018	Everything for the garden from furniture to accessories	09/05/2018	04/04/2018	04/04/2018
6-2018	Picnic, barbecue, and relaxing in your garden	06/06/2018	01/05/2018	01/05/2018
7-2018	Children's bedrooms	04/07/2018	31/05/2018	31/05/2018
8-2018	Work area from desk to computer and stationary	01/08/2018	28/06/2018	28/06/2018
9-2018	Bathrooms	29/08/2018	26/07/2018	26/07/2018
10-2018	Floors from carpet to laid floor	26/09/2018	23/08/2018	23/08/2018
11-2018	Light!	24/10/2018	20/09/2018	20/09/2018
12-2018	Seating! Dining room chairs, armchairs, settees, and stools	21/11/2018	18/10/2018	18/10/2018
121-2018	Special Edition	21/11/2018 (with subscribers) 05/12/2018 (newsstand sales)	18/10/2018	18/10/2018
13-2018	The hallway from front door to shoe cupboard and hatstand	19/12/2018	15/11/2018	15/11/2018
01-2019		16/01/2019	10/12/2018	10/12/2018

The technical info

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<http://www.sanoma-aanleveren.nl>

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