

Stijlvol Wonen / Pure Maison

The fastest-growing home interest magazine in Belgium and the Netherlands



Language	Dutch/French
Publication date	Thursday
Frequency	8x/year
Year founded	2006 (Stijlvol Wonen) & 2014 (Pure Maison)
Editor-in-chief	Leen Verstraelen
Readers last period*	168.400
Coverage on language universe*	1,7%
Average print run**	Belgium: Stijlvol Wonen: 26.266 copies Pure Maison: 12.808 copies The Netherlands: Stijlvol Wonen: 100.000 copies
Paid circulation**	17.893
Reach Reach The Netherlands	163.100

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

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

The brand

Stijlvol Wonen/Pure Maison is the only home interest magazine in Belgium and the Netherlands that fully focuses on the growing demand for interiors with warm materials in a contemporary atmosphere. Within a few years Stijlvol Wonen has evolved from a spin-off from the eponymous book series into a fully-fledged, luxurious 8-edition home magazine with a loyal readership.

Each issue offers a selection of exclusive and elaborate reports on interior decoration, and it also keeps its readers informed of all the latest innovations in the field of interiors. Moreover, in each issue the editorial staff provides an inspiring report on a specific area or theme, together with a city feature with the focus on interiors.

Key insights

7 reasons to choose Stijlvol Wonen / Pure Maison

1. Stijlvol Wonen/Pure Maison is the **only home interest magazine** in Belgium and the Netherlands that fully focuses on the growing demand for interiors with warm materials in a contemporary atmosphere.
2. Both brands had a very successful launch in the CIM study and reach 168.400 readers. If you combine them with Feeling Wonen/Gael Maison, you reach almost a half million readers and therefore Stijlvol Wonen/Pure Maison is the absolute leader in the market of the glossy lifestyle magazines.
**Source: CIM 2016-2017/1 papier+digital, 12+ national*
3. Stijlvol Wonen/Pure Maison has a high selectivity among the core target group of 25-54 year-old women from the social groups 1-4 (sel. 189). Your ad therefore reaches a qualitative readership with great purchasing power.
**Source: CIM 2016-2017/1 papier+digital, 12+ national*
4. Research shows that **60% of the population** prefers this style above all other home styles. 33% of the population still prefers **specialized home magazines** for obtaining inspiration and information.
**Source: Sanoma Propriety Research, The Living Style Monitor*
5. Over **80%** of Stijlvol Wonen/Pure Maison advertisers are **satisfied, repeat customers**: so advertising works!
6. As an advertiser and customer you can **collaborate** with Stijlvol Wonen/Pure Maison through reader competitions, by participating at various trade fairs, through support with your own Open Door and with a total-home feature at your customer's location.
7. Stijlvol Wonen & Pure Maison can count upon a loyal and steadily growing fanbase on social media: 22.000 Facebook-fans, 7.446 followers on Instagram and 5.631 followers on Pinterest

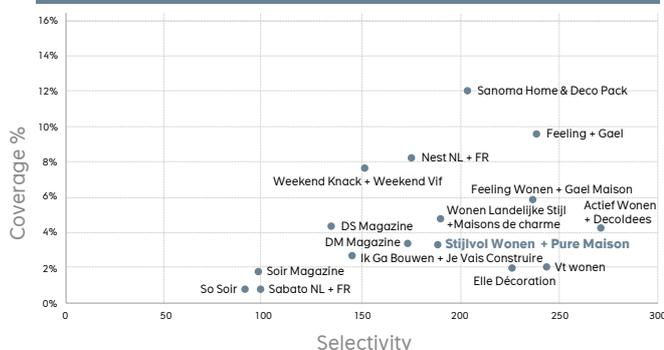
The calendar

Edition and theme	Publication date	Deadline Reservation	Deadline Material
1. Warm minimalism: Seating Furniture Extra: a city trip to Leeuwarden	4/01/18	21/11/17	28/11/17
2. Architecture Special: Architecture: home garden, interior - Bedrooms Extra: a city trip to Brussels	22/02/18	9/01/18	16/01/18
3. Outdoors: Looking at gardens - Garden furniture Extra: a city trip to Amsterdam	5/04/18	20/02/18	27/02/18
4. A look at really large houses: Paint, fabric, wallpaper and window decorations Extra: Milan Report	17/05/18	3/04/18	10/04/18
5. Go on holiday like the jet set: Hot spots and a look inside top destinations - Floors Extra: a city trip to Majorca	28/06/18	15/05/18	22/05/18
6. Luxury Special Glamorous Style: Bathroom - Home Automation - The run-up to the vtwomen&design-beurs Extra: a city trip to Bergen	30/08/18	17/07/18	24/07/18
7. Indoors look special: Kitchens Extra: a city trip to Hamburg	11/10/18	28/08/18	4/09/18
8. Chic parties: Party like a pro - Fireplaces - Lighting Extra: a look back at the vtwomen&design-beurs - Extra: a city trip to Antwerp	22/11/18	9/10/18	16/10/18
01-2019	3/01/19	20/11/18	27/11/18

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The competitive environment

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



Source: CIM 2016-2017/1 papier+digital, 12+ national

The key target groups

	% Profile	Selectivity
Women	68,4	134
25-54 year	59,7	128
Social groups 1-4	59,6	123
Active	63,1	134
Urban	40,1	127

Source: CIM 2016-2017/1 papier+digital, 12+ national

The price list

Format	WxH in mm	Rate Belgium	Rate The Netherlands
2/1	460 x 297 trim size 466 x 303	€ 9 738,00	€ 14 800,00
1/1	230 x 297 trim size 236 x 303	€ 4 869,00	€ 7 400,00
2nd cover	230 x 297 trim size 236 x 303	€ 7 546,95	€ 11 470,00
3rd cover	230 x 297 trim size 236 x 303	€ 7 303,50	€ 11 100,00
4rd cover	230 x 297 trim size 236 x 303	€ 8 033,85	€ 12 210,00

If required Sanoma can also take care of the layout of your advertisements. The following rates apply: 300 EUR for 1 design with text corrections (max. 2/1 page)*.

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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

Add a national combination of women brands and receive a bonus discount

2 combi **extra 20%**

3 combi **extra 25%**

4 combi **extra 30%**

5 combi **extra 40%**

The technical info

Delivery of material via Ad4All through automatic upload mails. PDF files should be delivered according to the Medibel + v7standard (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>

Contact

Sales manager

For more information, contact your sales representative
+32 15 67 80 22 | advertising.be@sanoma.com

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+32 15 67 80 23 | publi.be@sanoma.com

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