

# Eigen Huis & Interieur

*The most influential glossy about design, interiors, art and living*



<b>Language</b>	Dutch
<b>Periodicity</b>	Monthly
<b>Editor in chief</b>	André Lafère, José Molenaar
<b>Average circulation<sup>1</sup></b>	39.942
<b>Reach The Netherlands<sup>2</sup></b>	306.700

<sup>1</sup> Source: Average reach/ Edition HOI Q2-2015 until Q1-2016.  
<sup>2</sup> Source: (Netto reach) Nom print monitor 2016-II / 2017-I

## The concept

Eigen Huis & Interieur is the most influential and beautiful glossy about design, interior, home, architecture, art and (young) designers. And that's not going unnoticed. With more than 244 pages per edition EH&I is an endless source of inspiration and contemporary trends for design followers, people with renovation/ building plans and fans of architecture, art and fashion.

## Key insight

### Reasons for choosing Eigen Huis & Interieur

1. EH&I is the biggest of all the Dutch design magazines. In scope, circulation and reach.
2. In addition to a sharp, international scope Eigen Huis & Interieur also has a longstanding interest in Dutch developments, such as the famous Dutch design and the most important Dutch fairs.
3. Eigen Huis & Interieur approaches all contemporary living styles with a sense of quality: from personal to vintage to contemporary luxury.
4. Eigen Huis & Interieur has 20.000 followers on Facebook and reaches every month 25.000 readers online thanks to their monthly newsletter.





## The key target groups




Eigen Huis & Interieur is read by men and women who believe in the importance of a creative and inspirational home and environment. The readers are educated (A/B1) and aged around 45 years. The Eigen Huis & Interieur reader lives in a house that tends to be valued at 350,000 euros or more. They are more active on social media and the internet. They also travel more than the average Dutchman and attach a lot of importance to culture, a healthy lifestyle and their status.



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## The rates

Format	WxH in mm	Rate
1/1 	<b>print face</b> 205 x 275 <b>type face</b> 225 x 295	€ 9 507,75
1/2L 	<b>print face</b> 205 x 136 <b>type face</b> 225 x 146	€ 5 989,88
1/2S 	<b>print face</b> 101 x 275 <b>type face</b> 111 x 295	€ 5 989,88
1/3S 	<b>print face</b> 66 x 275 <b>type face</b> 73 x 295	€ 3 993,26
Social Post + Newsletter		€ 3 000,00

Format	WxH in mm	Rate
1/4S 	<b>print face</b> 49 x 275 <b>type face</b> 54 x 295	€ 3 042,48
1/4V 	<b>print face</b> 101 x 136 <b>type face</b> n.v.t.	€ 3 042,48
2/1 	<b>print face</b> n.v.t. <b>type face</b> 450 x 295	€ 19 015,51

## The calendar

Edition		Publication date	Deadline Reservation	Deadline Material
01-2018	Bedrooms and dressing tables / Window decoration/ Batibouw (22/02/2018 - 04/03/2018) / Trends	7/02/18	5/01/18	9/01/18
02-2018	Spring edition: tableware, ceramics, glass, wallpaper, and fabrics/ Kitchen trends and innovations/ Colour	7/03/18	2/02/18	6/02/18
03-2018	(Salone= 17-22/04/2018) Extra large edition! / Milan - Design Special / Garden furniture	11/04/18	8/03/18	12/03/18
04-2018	Outdoor Lighting / Milan (the harvest) / Dining table and chairs	23/05/18	17/04/18	19/04/18
05-2018	Summer Edition: outdoor living / Holiday houses / Green	20/06/18	17/05/18	22/05/18
06-2018	Bathroom / Bathroom competition / Desks	14/08/18	12/07/18	16/07/18
07-2018	Kitchens / Heating/ Milan highlights	19/09/18	17/08/18	21/08/18
08-2018	Floors / Carpets	17/10/18	14/09/18	18/09/18
09-2018	Indoor Lighting / Gifts / Big competition	14/11/18	11/10/18	15/10/18
10-2018	Party and luxury number / Trends 2019	19/12/18	16/11/18	20/11/18
01-2019		6/02/19	10/01/19	10/01/19

## Contact

### More info and/or reservations

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More information on [www.sanoma.nl/tarieven-formaten/print/eigen-huis-interieur](http://www.sanoma.nl/tarieven-formaten/print/eigen-huis-interieur)

