

The background consists of several overlapping squares in shades of pink and white. A large white square is on the left, and a large pink square is on the right. These are further divided into smaller squares of varying shades of pink, creating a modern, geometric pattern.

Saleskit

BEAU
MONDE

2020



Glamour
Royals
Lifestyle
Beauty
Celebs
Fashion

Editor in Chief Annelies

With great pleasure we produce the biggest glamstyle glossy of the Netherlands, for almost 25 years now. Beau Monde makes life even more beautiful and fun; in print, on events and online. We are always searching for interaction and we believe in long term relationships with our readers and advertisers. We would like to share ideas with you on how to reach our targetgroup. You are very welcome to have a glass of champagne with us (rest assured: coffee is also an option). Let's have a toast on a fruitful cooperation.

xxx Annelies Pijper

BEAU TIFUL

- Experts on glamour, beauty and luxury
- Strong A-brand
- Always positive and with a big smile
- Expert editors on beauty, fashion and lifestyle
- High and strong readers engagement





BEA MONI

Target audience

Our core target audience is 25+ women.
(Although it's not about age, but about lifestyle!)
She...

- loves glamour and can afford luxury
- is highly interested in fashion and beauty;
she is the woman that never leaves the house
without make-up
- loves good food (in restaurants or at home with
guests), going out, travelling and keeping a lovely
home
- is extremely fond of shopping (also online) and
spends a relatively large amount of money on it
- enjoys a busy life in many ways; socially,
professionally and culturally

BEAU MONDE

beaumonde.nl

- **celebrity** all ins & outs in the field of showbizz
- **royalty** the latest news, fairy dresses, insider stories, tantrums and tiara's
- **beauty** how to's, hacks and the latest trends
- **lifestyle** everything hot and new on good food, home-decorating, staying in and going out
- **fashion** from catwalk to closet, trends, get the looks and get the style

Online costs

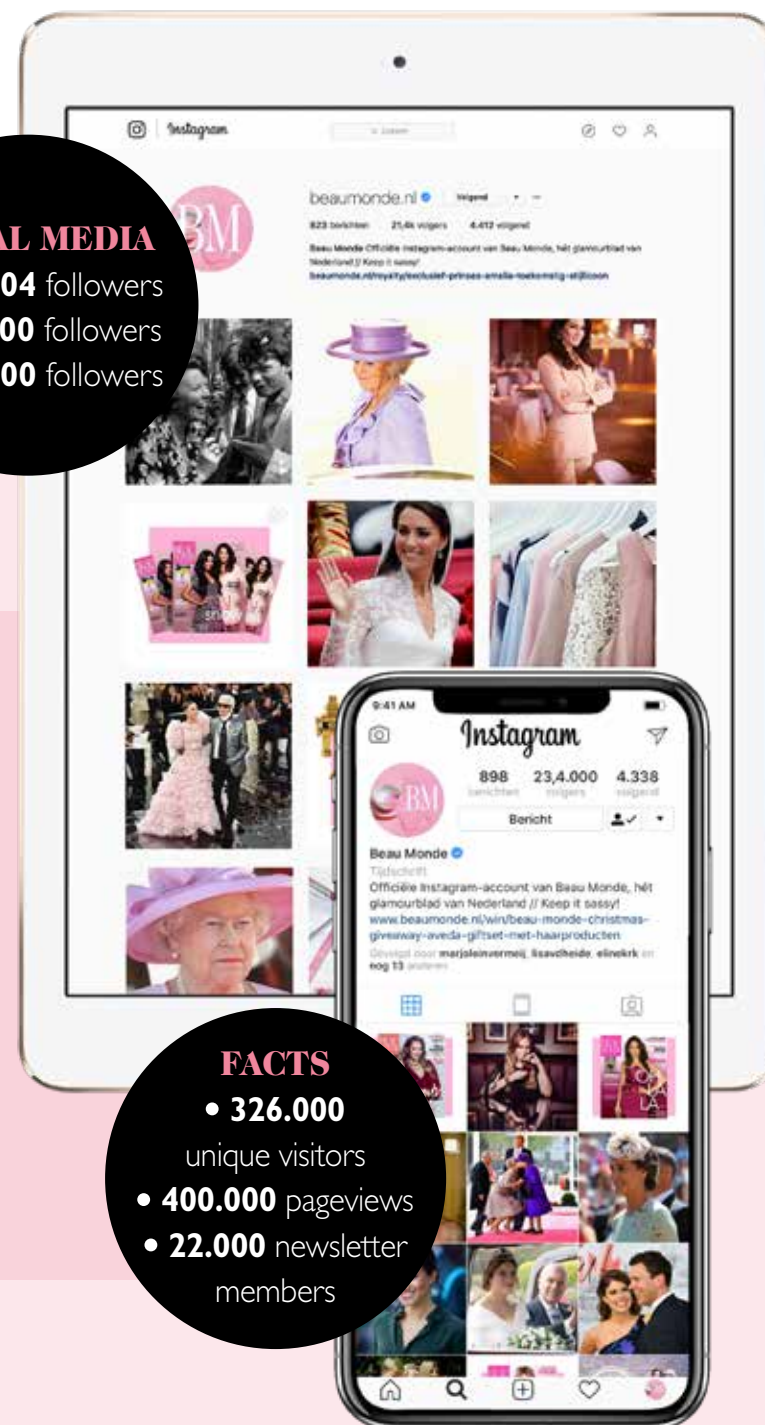
- € 2.000 advertorial on beaumonde.nl
- € 1.700 item in newsletter only
- € 3.500 sponsored story
- € 1.750 promotional publications
- € 1.000 social media only
- Banner as from € 5 CPM

(We calculate production costs for all non-spot advertising.

The price depends on the item.)

SOCIAL MEDIA

- **26.404** followers
- **12.200** followers
- **23.900** followers



FACTS

- **326.000** unique visitors
- **400.000** pageviews
- **22.000** newsletter members



Beau Monde Awards

The presentation of the Beau Monde Awards is the ultimate national glamour event where famous people like to make their entrance. The media are always in line (and along the red carpet) in order to report on this glamorous event, where awards in the field of fashion and beauty are being given to influential celebs.

Interested in sponsoring/participating in the Beau Monde Awards? We would be happy to make you a proposal.

Beau Monde Masterclass

BEAU
MONDE

At the Masterclass event visitors will be submerged in the Beau Monde world of glamour, gloss, gold and happiness. A perfect occasion to give your brand spotlight-attention. A Masterclass can be about one, or several brands. The size can vary from 20 visitors till 400 Beau Monde supporters.

Interested in participating in a Masterclass.
We will gladly make you a personal proposal.
Prices from € 7.500





Show yourself
in (and together
with)
Beau Monde

ONLINE

- **newsletter** Your brand will be part of the e-mail newsletter to Beau Monde readers and fans. (text & image)

As from € 1.700

- **advertorial** Your brand will be featured on the website in editorial style.

As from € 1.900

- **sponsored story** Your brand will get an editorial style Insta-story and/or a mention on the social media.

As from € 3.000

- **banner/advertisement** Your own material shown on an online top-position.

As from € 5 CPM

PRINT

- **branded content** Your brand will be part of the Beau Monde magazine (in text & image, potentially combined with online attention)

- **advertorial** Your brand will be part of a promotional-page (text & image).

- **advertisement** Your own material published on a page-position of your choice.

- **promotion** Your brand will participate in contests/editorial prize promotions etc.

- **inserts** As from € 50 per 1.000

- **specials** Sealing of samples, (discount)cards, flyers.... anything goes.

Ask our salesmanagers for further information and rates.

Themes

ISSUE 1 Theme: **Happy & healthy**

Release date: 1 January 2020

Deadline material: 4 December 2019

ISSUE 2 Theme: **Winter**

Release date: 22 January 2020

Deadline material: 2 January 2020

ISSUE 3 Theme: **Dutch & divine!**

Release date: 12 February 2020

Deadline material: 22 January 2020

ISSUE 4 Theme: **Disco (eighties)**

Release date: 4 March 2020

Deadline material: 12 February 2020

ISSUE 5 Theme: **Celebrate love (weddings)**

Release date: 25 March 2020

Deadline material: 4 March 2020

ISSUE 6 Theme: **Máxima (royalty special)**

Release date: 15 April 2020

Deadline material: 25 March 2020

ISSUE 7 Theme: **Eurovision Song Contest**

Release date: 6 May 2020

Deadline material: 15 April 2020

ISSUE 8 Theme: **Fake it! (plastic fantastic)**

Release date: 27 May 2020

Deadline material: 6 May 2020

ISSUE 9 Theme: **Sports**

Release date: 19 June 2020

Deadline material: 27 May 2020

ISSUE 10 Theme: **Hawaii (summer / beach)**

Release date: 8 July 2020

Deadline material: 17 June 2020

ISSUE 11 Theme: **Money**

Release date: 29 July 2020

Deadline material: 8 July 2020

ISSUE 12 Theme: **Trendsetting spearheads**

Release date: 19 August 2020

Deadline material: 29 July 2020

ISSUE 13 Theme: **Men**

Release date: 9 September 2020

Deadline material: 19 August 2020

ISSUE 14 Theme: **Animals**

Release date: 30 September 2020

Deadline material: 9 September 2020

ISSUE 15 Theme: **Stormy!**

Release date: 21 October 2020

Deadline material: 30 September 2020

ISSUE 16 Theme: **Throwback**

Release date: 11 November 2020

Deadline material: 21 October 2020

ISSUE 17 Theme: **Surprise (party special)**

Release date: 2 December 2020

Deadline material: 11 November 2020

2020

**ADVERTISING
RATES**

€ 2.450 ½ page

€ 4.900 1/1 page

€ 9.800 2/1 page

Additionally we are able to produce your content in the look and feel of Beau Monde magazine (10% extra on regular rates)

FACTS

Reach

149.000

Circulation

28.188

BEAU MONDE



BEA
MONI

Want to know more on advertising and collaborations?

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