

Saleskit

2021



Glamour
Royals
Lifestyle
Beauty
Celebs
Fashion

Editor in Chief Annelies

With great pleasure we produce the biggest glamstyle glossy of the Netherlands, for 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

- 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





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

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

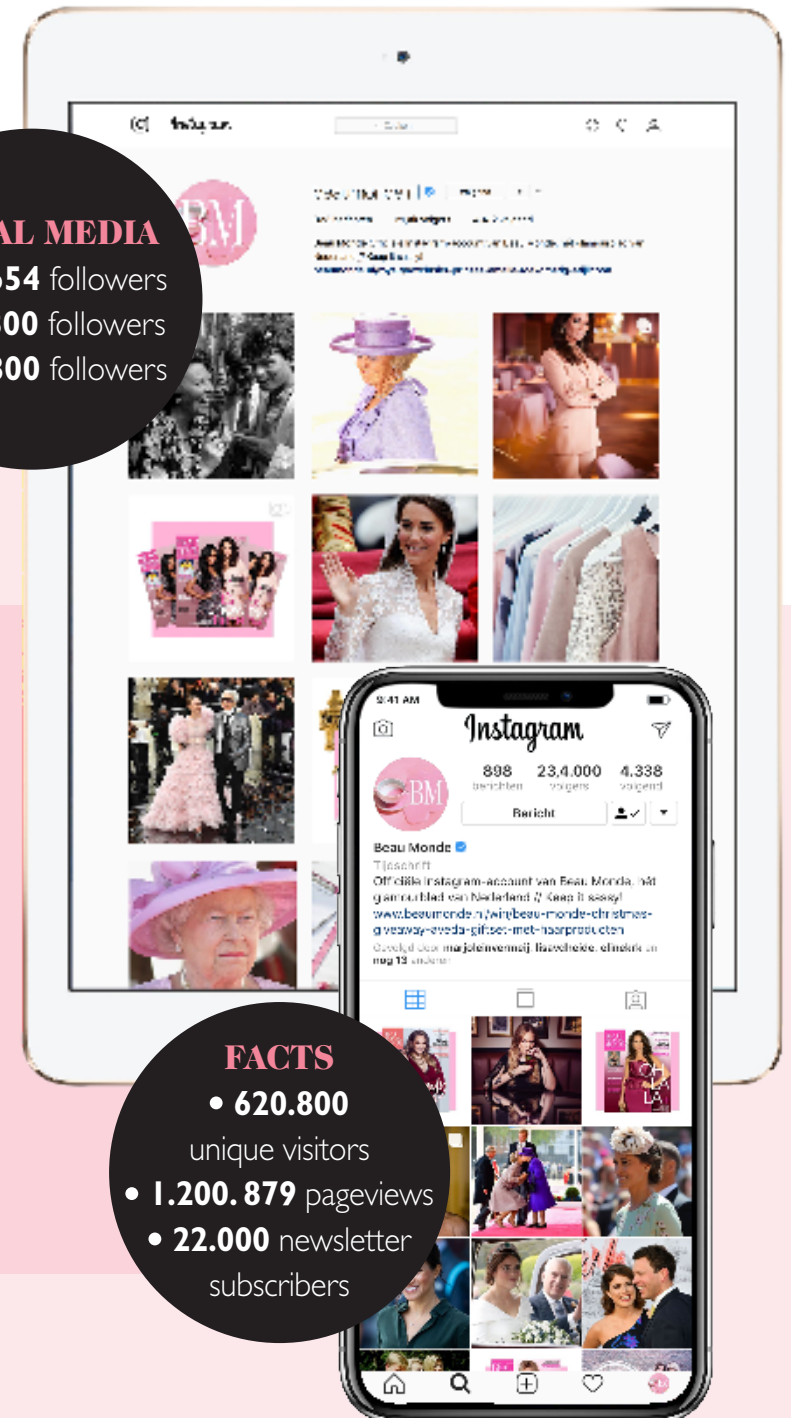
Online costs

- € 2.250 advertorial on beaumonde.nl
- € 1.700 item in newsletter only
- € 3.500 sponsored story
- € 1.900 promotional publications
- € 1.000 social media only

(We calculate production costs for all non-spot advertising.
The price depends on the item.)

SOCIAL MEDIA

- 26.654 followers
- 11.800 followers
- 23.800 followers



FACTS

- 620.800 unique visitors
- 1.200.879 pageviews
- 22.000 newsletter subscribers



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

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 € 2.250

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

As from € 3.500

- **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.

TECHNICAL DATA

Sheetmirror: 220 x 275 mm

Advertisementmaterial digital files in the file format

Certified PDF MagazinAds_IV4 (CMYK). Deliver

advertisements with crop marks on sheetmirrorformat.

Themes

ISSUE 1/2 Theme: **Happy New Year**

In stores: 27 January 2021

Deadline material: 6 Januari 2021

ISSUE 3 Theme: **Love**

In stores: 17 February 2021

Deadline material: 27 January 2021

ISSUE 4 Theme: **Food**

In stores: 10 March 2021

Deadline material: 17 February 2021

ISSUE 5 Theme: **(Spring)fashion & beauty**

In stores: 31 March 2021

Deadline material: 10 March 2021

ISSUE 6 Theme: **Royalty**

In stores: 21 April 2021

Deadline material: 31 March 2021

ISSUE 7 Theme: **Happy & healthy**

In stores: 12 May 2021

Deadline material: 21 April 2021

ISSUE 8 Theme: **Pre-summer**

In stores: 2 June 2021

Deadline material: 12 May 2021

ISSUE 9 Theme: **Summer**

In stores: 23 June 2021

Deadline material: 2 June 2021

ISSUE 10 Theme: **Family(holiday)**

In stores: 14 July 2021

Deadline material: 23 June 2021

ISSUE 11 Theme: **Lust & lingerie**

In stores: 4 August 2021

Deadline material: 14 July 2021

ISSUE 12 Theme: **(Fall)fashion**

In stores: 25 August 2021

Deadline material: 4 Augustus 2021

ISSUE 13 Theme: **(Fall)beauty**

In stores: 15 September 2021

Deadline material: 25 August 2021

ISSUE 14 Theme: **Interior**

In stores: 6 October 2021

Deadline material: 15 September 2021

ISSUE 15 Theme: **Jewelry**

In stores: 27 October 2021

Deadline material: 6 October 2021

ISSUE 16 Theme: **Business**

In stores: 17 November 2021

Deadline material: 27 October 2021

ISSUE 17 Theme: **Christmas**

In stores: 8 December 2021

Deadline material: 17 November 2021

2021

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 **153.000**

(Print only)

Circulation

26.819



Want to know more on advertising and collaborations?

Ajo van Vulpen

ajo.vanvulpen@pijpermedia.nl

+31 6 22 03 17 40

Emma Berkhout (Brand Partnerships Manager)

emma.berkhout@pijpermedia.nl

+31 6 40 85 75 08