

BEAU
MONDE

2022
Saleskit



Glamour
Royals
Celebs
Beauty
Lifestyle
Fashion

Editor in Chief Annelies

With great pleasure we produce the biggest glamstyle glossy of the Netherlands, for 26 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 going out, travelling, good food (in restaurants or at home with guests), 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** trends, from catwalk to closet, 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

- **26.000** volgers
- **11.800** volgers
- **23.700** volgers

CIJFERS

- **1.800.800** unique visitors
- **4.500.000** pageviews
- **18.000** 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



Put a spotlight
on your brand



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

BEAU MONDE 1

Theme: New Beginnings

In stores: 5 January 2022

Deadline material: 15 December 2021

BEAU MONDE 2

Theme: Valentine

In stores: 2 February 2022

Deadline material: 12 January 2022

BEAU MONDE 3

Theme: Beauty

In stores: 2 March 2022

Deadline material: 9 February 2022

BEAU MONDE 4

Theme: Wedding

In stores: 6 April 2022

Deadline material: 16 March 2022

BEAU MONDE 5

Theme: Spring

In stores: 4 May 2022

Deadline material: 13 April 2022

BEAU MONDE 6

Theme: Lust, love & lingerie

In stores: 1 June 2022

Deadline material: 11 May 2022

BEAU MONDE 7

Theme: Holiday

In stores: 6 July 2022

Deadline material: 15 June 2022

BEAU MONDE 8

Theme: Heatwave

In stores: 3 August 2022

Deadline material: 13 July 2022

BEAU MONDE 9

Theme: Fashion

In stores: 7 September 2022

Deadline material: 17 August 2022

BEAU MONDE 10

Thema: Interior

In stores: 5 October 2022

Deadline material: 14 September 2022

BEAU MONDE 11

Theme: Jewelry

In stores: 2 November 2022

Deadline material: 12 Oktober 2022

BEAU MONDE 12

Theme: Christmas

In stores: 7 December 2022

Deadline materiaal: 16 November 2022

SPECIAL 1

Theme: Royalty

In stores: 23 March 2022

Deadline material: 2 March 2022

SPECIAL 2

Theme: Age is just a number

In stores: 21 September 2022

Deadline material: 31 August 2022

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?

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