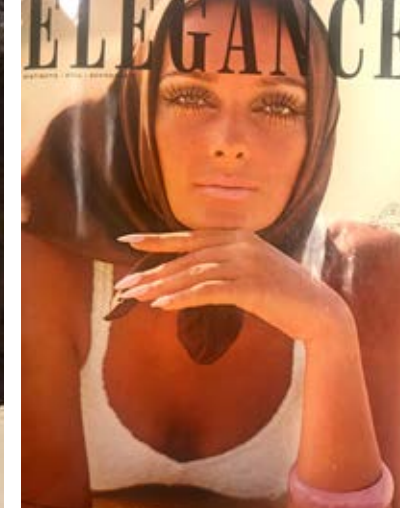




*Media*  
**KIT**  
**ELEGANCE**  
*2020*



Since 1937!

# Editor IN CHIEF



## *A icon since the thirties*

In 1937, the first Elegance magazine was available in stores. It was the first Dutch glossy, with national and international fashion, beauty advice and household news. But also with stories about art and traveling.

I can spend hours reading these old magazines. Although we no longer write about household tips and which car you should buy for doing the groceries, the classic touch and attention for art, culture and iconic women never changed over the years. Therefore, I am beyond proud that I can work on this beautiful brand with my amazing team. Because anno 2019 Elegance is more than a magazine. We know how to touch our readers time after time with beautiful stories through and for stylish women who inspire us, [die de toon zetten] and who proved themselves in their own field.

But also articles about fashion, beauty, jewellery, accessories, art, architecture, design, interior and travel can be found in our magazine, online and on social media. And during our special Elegance-events there is enough time for face-to-face contact and a real connection with our loyal readers.

I look forward to a beautiful collaboration this year!

Hilde Veeren  
Editor in chief  
[hilde.veeren@pijpermedia.nl](mailto:hilde.veeren@pijpermedia.nl)



@hildefeathers



@elegance\_nl



@elegancebookclub

# Brand FOOTPRINT

# ELEGANCE

## PRINT

### MAGAZINE

- \* 8 times per year
- \* Circulation 35.000

## DIGITAL

### WEBSITE

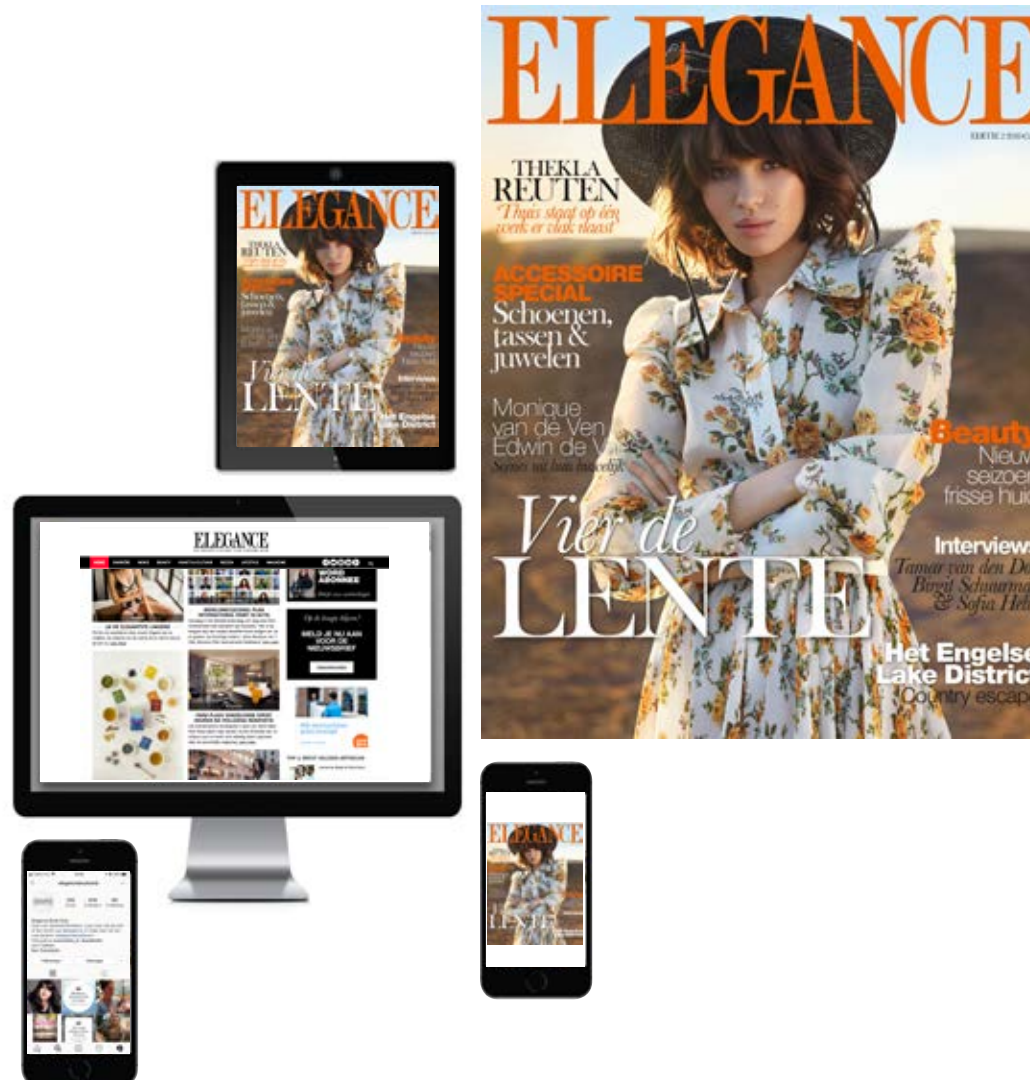
- \* 22.000 visitors per month

### NEWSLETTER

- \* 1890 members

### BOOK CLUB

@elegancebookclub



## SOCIAL



### FACEBOOK

@elegance.magazineNL



### INSTAGRAM

@elegance\_nl

## EVENTS





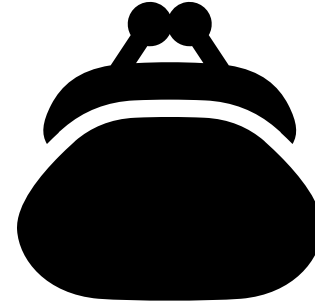
# *De Elegance-* VROUW

*stylish*  
CONTEMPORARY  
*cosmopolitan*  
ART LOVER  
*independent*  
CLASSIC  
*high educated*

# Doel- GROEP

40-70

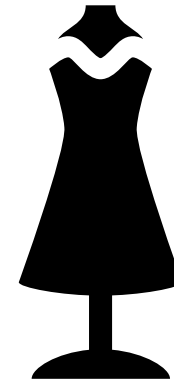
*Average age of our readers*



*High educated, stylish  
and chooses quality*

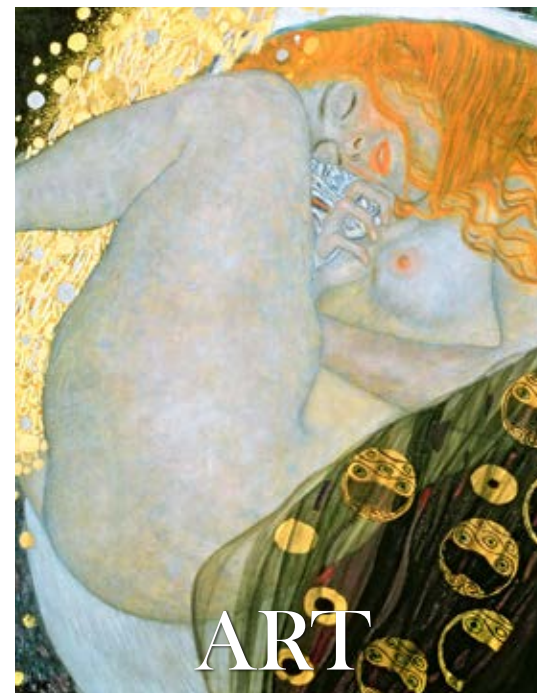


*Cultural, highly interested  
in art, movies and literature*



*Knows her classics and  
combines them with modern-day  
high-end looks*

*Elegance*  
**PICARAS**



# FASHION

*From timeless classics and iconic jewellery to the latest (accessory) trends*

- \* Every edition we produce our own fashion shoots with national and international photographers, stylists. We feature models and celebrities, on locations all over the world using high-end brands combined with high-street looks.
- \* Every issue, the fashion editors select their favorites of the season on the 'Elegance Loves' pages.
- \* Our permanent contributor and influencer Lonneke Nooteboom selects her favorites





# DESIGN

*Housing novelties and  
stylish interiors*

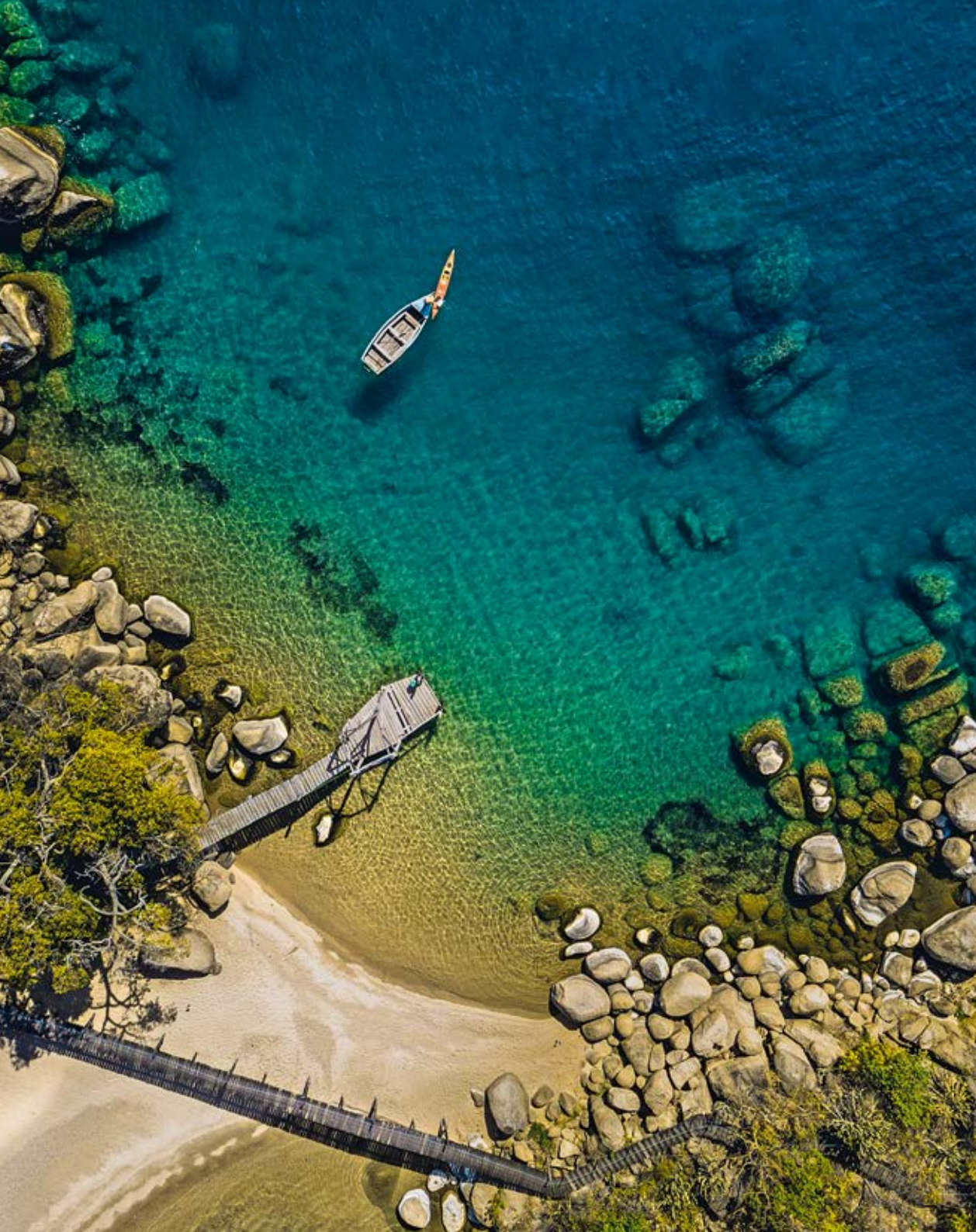
- \* A sneakpeek inside the houses of renowned designers and individuals
- \* Inspiring news pages in the field of living and design

# BEAUTY

*Beauty news, catwalk trends, beauty stories, rich nourishing creams and perfumes*

- \* The Elegance women invests in herself and her she looks
- \* Every issue, we show the current beauty trends, catwalk looks and newest products
- \* In longer editorials we address treatments, spas and salons





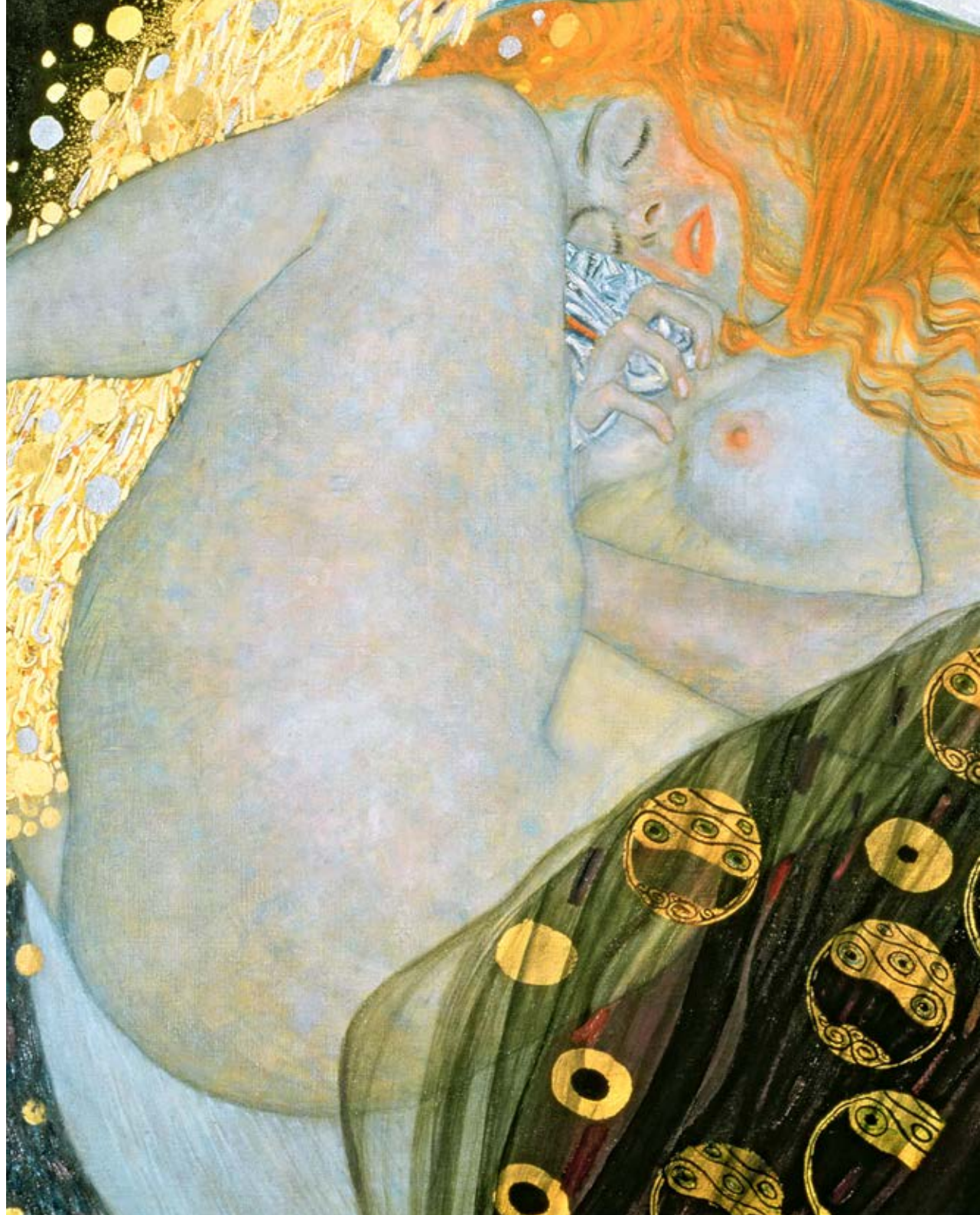
# TRAVEL & CULINARY

- \* The Elegance women is inspired by luxury and adventure
- \* Cultural (city) trips and exotic travel stories
- \* Boutique hotels, luxurious spa-resorts and beauty escapes
- \* Culinary hotspots, contemporary kitchen gadgets and cookbooks with foreign influences

# ART & CULTURE

*From the newest exhibitions  
to that romantic movie*

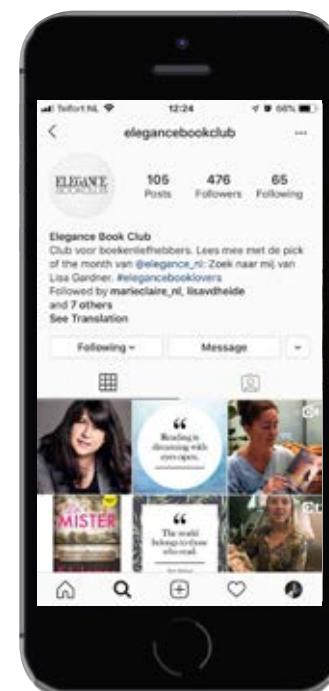
- \* The best events and things to do
- \* Art portraits and interviews with exceptional personalities in the art scene
- \* Leading ladies in Hollywood and politics who mean something for the world



# Book CLUB



@Elegancebookclub



## INSTAGRAM

- \* Pick of the month
- \* Interviews with authors
- \* Writers contest among Elegance readers
- \* Online competitions
- \* Readers events
- \* Podcasts

COLLABORATE  
WITH  
ELEGANCE?



# Branded CONTENT



Charlotte Lynggaard  
**'Het is hard  
werken om  
mijn vader van**



At Elegance magazine, we give attention to your brand. Next to regular advertising possibilities, we offer our partners a multichannel package.

## Such as:

- \* editorial content
- \* advertorials
- \* customized shoots
- \* product placement
- \* shoppings
- \* online articles
- \* newsletter items
- \* social posts
- \* video productions
- \* events

(Everything in consultation and the rates for this are not standard)

# Dates and THEMES

Edition 01 2020

**On-sale date:** 6 February 2020

**Closing date:** 16 January 2020

**The Big Fashion-edition**

Catwalk trends: we loved during international fashion weeks

Travel: Cruising the southern European waters

Beauty: honest beauty products for a bright spring

Edition 02 2020

**On-sale date:** 26 March 2020

**Closing date:** 6 March 2020

**Accessories**

Iconic hats, bags, belts, jewellery and shoes

Rich perfumes from prestigious brands

Travel: hotspots New York

Edition 03 2020

**On-sale date:** 14 May 2020

**Closing date:** 23 April 2020

**Garden special**

Fashion and jewellery inspired by country life

Interior and exterior design

Art portrait of Claude Monet

Edition 04 2020

**On-sale date:** 25 June 2020

**Closing date:** 4 June 2020

**Big summer issue**

Big summer horoscope

Summer fashion

Beauty: sun protection

Special: royal holidays

Writers contest



Edition 05 2020

**On-sale date:** 13 August 2020

**Closing date:** 23 July 2020

**Fall fashion**

Warm clothing essentials for a pleasant autumn

Prepare your skin for fall

Trends we love from the catwalks

Cultural citytrips nearby

Edition 06 2020

**On-sale date:** 24 September 2020

**Closing date:** 3 September 2020

**Jewelry special**

Everything that shines and shimmers

File with prestigious jewellery houses

Styling tips: how to wear your jewellery

Look inside the house of a jewellery designer

Edition 07 2020

**On-sale date:** 29 October 2020

**Closing date:** 8 October 2020

**Art & design**

Fashion shoots with graphic art

Triptych from different art movements

Art in the kitchen

The 'Amsterdamse School' and other architectural movements

Edition 08 2020

**On-sale date:** 3 December 2020

**Closing date:** 12 November 2020

**Party!**

Extra: The big annual horoscope!

Party looks (fashion and beauty)

The festive Elegance Advent countdown

Christmas cooking

Cozy interiors

A woman with long, wavy red hair is shown from the back, looking over her shoulder towards the right. She is wearing a dark blue, off-the-shoulder dress with ruffles and cutouts. Her hands are clasped behind her back. She is standing on a grassy dune overlooking the ocean under a soft, hazy sky.

# Advertisement SPECS

**Circulation** 35.000

**Frequency** 8x per jaar

**Size** 132 pagina's

Magazine

**1/1 page** €4.250

**2/1 page** €8.500

**Cover 4** €5.100

**Cover 3** €4.675

**Opening spread** €10.625

**Surcharge for advertorial** 10%

Online

**Sponsored Story** €1.000

**Social only** €500

**Video post** €1.500

(including production and post on the website  
and social media)

**Giveaway** €450

**Advertorial only** €750

**For reservations** [sales@pijpermedia.nl](mailto:sales@pijpermedia.nl)

**Phone** +31 (0)88-654 4003

**Delivery address** [materiaal@pijpermedia.nl](mailto:materiaal@pijpermedia.nl) (under the name of Elegance)

# WOULD YOU LIKE TO RECEIVE MORE INFORMATION ABOUT ADVERTISEMENT POSSIBILITIES?

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+31 (0)88-654 4005

Elegance offers numerous ways to convey a commercial message. Collaborations in the field of [lezersaanbiedingen], competitions, contributor actions, loose inserts, promotional sections, advertorials and sponsoring belong to the possibilities.

On assignment, the editors of Elegance can also make booklets or thematic guides who can be sealed with Elegance. Also, Pijper Media offers diverse [doorplaatsingsmogelijkheden] with other titles such as Marie Claire, Beau Monde, Happy in Shape and Grazia.

