



Media
KIT
ELEGANCE
2022



Since 1937!

Editor IN CHIEF



Iconic 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. And although we no longer write about household tips and which car to buy for grocery shopping, 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 in this day and age Elegance is more than a magazine. We know how to touch our readers, time after time, with beautiful stories, about and for women who inspire us and who proved themselves in their own field.

But also articles about fashion, beauty, jewelry, 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. Something we long for, especially after the past months. Hopefully 2022 will rejoin us and bring us closer together.

I look forward to a beautiful collaboration this year!

Hilde Veeren
Editor in chief
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@hildefeathers



@elegance_nl



@elegancebookclub

Brand FOOTPRINT

ELEGANCE

PRINT

MAGAZINE

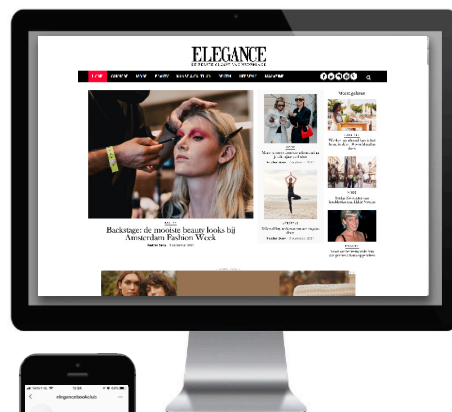
- * 8 times per year
- * Circulation 35.000



DIGITAL

WEBSITE

- * 130.160 pageviews per month
- * 80.305 unique visitors per month



NEWSLETTER

- * 3.797 members

BOOK CLUB

@elegancebookclub



SOCIAL



FACEBOOK

@elegance.magazineNL

- * 2.528 followers



INSTAGRAM

@elegance_nl

- * 4.287 followers

EVENTS





The Elegance- **WOMAN**

stylish
CONTEMPORARY
cosmopolitan
ART LOVER
independent
CLASSIC
highly educated

Target- AUDIENCE

40-70

Average age of our readers



*Highly educated, stylish
and chooses quality*

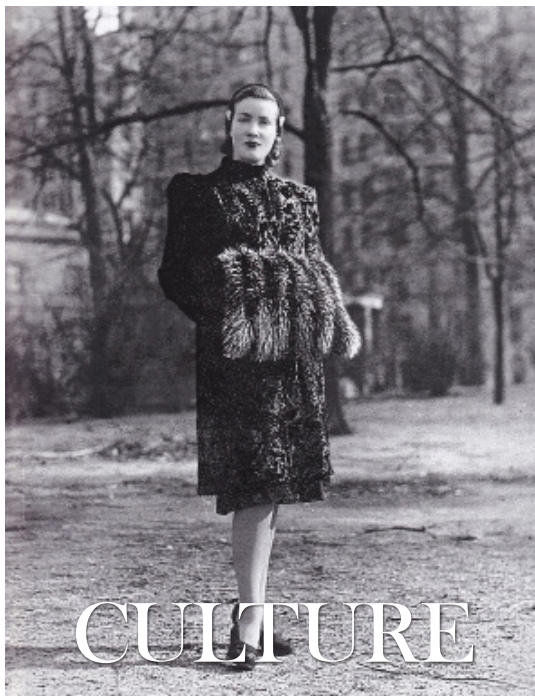
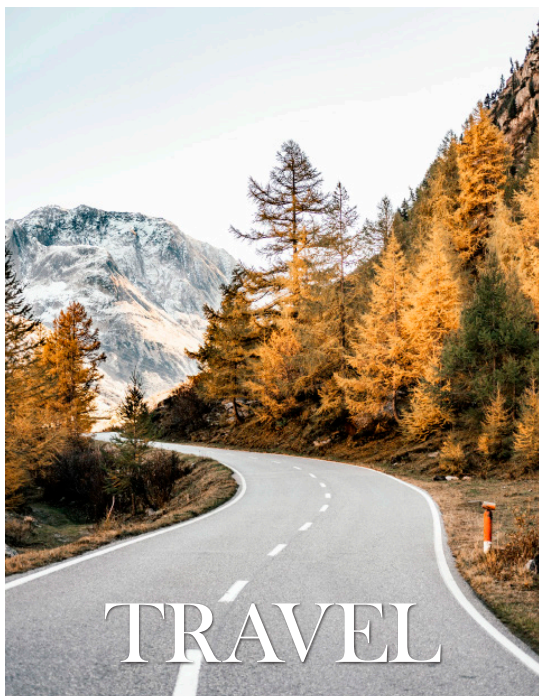
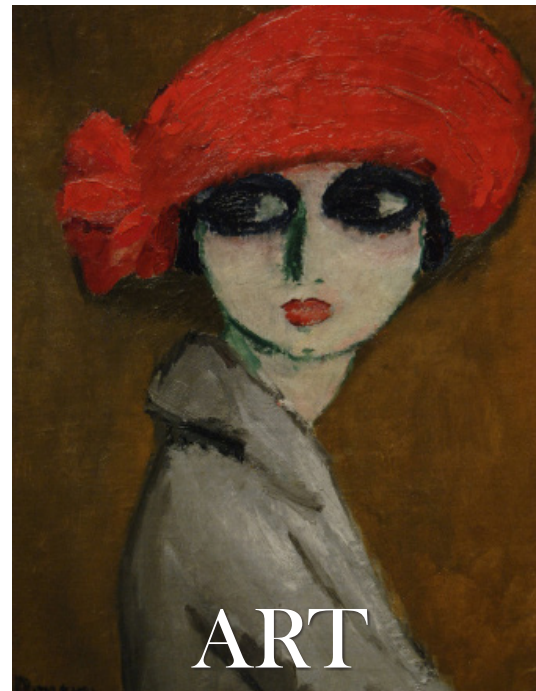


*Cultural, highly interested
in art, movies and literature*



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

Elegance
PILLARS



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 and 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 woman invests in herself and her 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 woman 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*

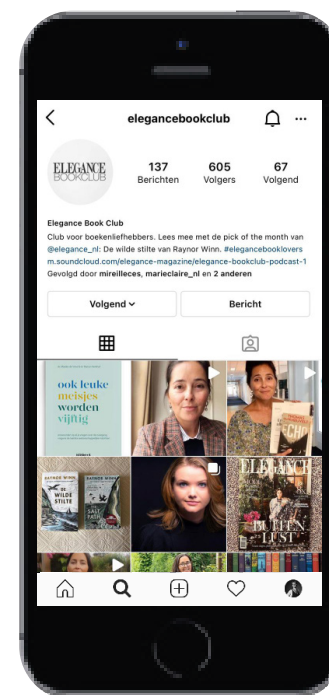
- * The best events and things to do.
- * Art portraits and interviews with exceptional personalities in the art scene.
- * Leading ladies in Hollywood and politics who mean something for the world.



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



At Elegance magazine, we pay attention to your brand. Besides 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

Issue 01 2022

On-sale date: 3 February 2022

Closing date: 13 January 2022

The Big Fashion Issue

Spring fashion
Catwalklooks in a museum
Best new beauty buys

Issue 02 2022

On-sale date: 24 March 2022

Closing date: 3 March 2022

The big accessories edition

All the best bags, shoes and sunglasses
Favourites: iconic women and their favorites
Books, movies and theatre tips

Issue 03 2022

On-sale date: 12 May 2022

Closing date: 21 April 2022

Garden & outdoor special

Fashion inspired by nature
Historical portrait: botanical art
Homes & gardens in England

Issue 04 2022

On-sale date: 23 June 2022

Closing date: 2 June 2022

The big summer special

Fun and airy summer looks
Beauty: clean beauty
Dossier travel: best beaches and seaview hotels



Issue 05 2022

On-sale date: 11 August 2022

Closing date: 21 July 2022

Fall fashion

New season, new looks
Beauty: everything new for skin and hair

Issue 06 2022

On-sale date: 22 September 2022

Closing date: 1 September 2022

Jewelry special

The biggest and most special pieces
How to wear your jewelry + advice how to upkeep them
Q&A with a jewelry designer

Issue 07 2022

On-sale date: 27 October 2022

Closing date: 6 October 2022

Art, design and gadgets at home

Architectural master pieces
Expert: how to invest in art

Issue 08 2022

On-sale date: 1 December 2022

Closing date: 10 November 2022

Party!

Extra: The one and only big annual horoscope
Partylooks: from black-tie dresses tot casual chic.
Wishlists: what to give and get this year



Advertisement SPECS

Circulation 35.000

Frequency 8x per year

Size 132 pages

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

Phone +31 (0)88-654 4003

Address materiaal@pijpermedia.nl (to Elegance)

WOULD YOU LIKE TO RECEIVE MORE INFORMATION ABOUT ADVERTISEMENT POSSIBILITIES?

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Elegance offers numerous ways to convey a commercial message. Collaborations in the field of competitions, contributor actions, special offers to readers, 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 can publish your contribution in titles such as Marie Claire, Beau Monde, Happy in Shape and Grazia.

