

Saleskit

BEAU  
MONDE

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

# BEAU TÉ

- 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



# 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

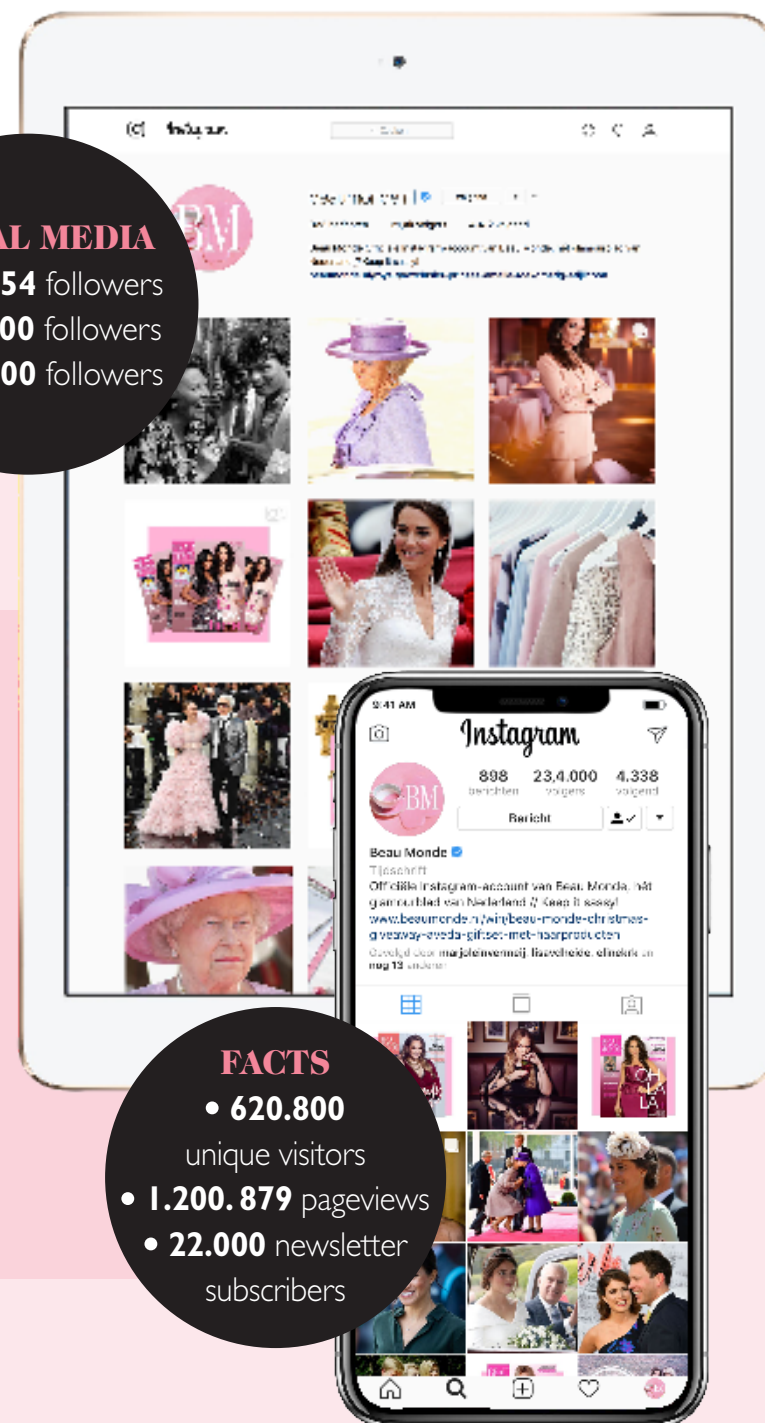
## Online costs

- € 2.250 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

# 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 € 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

## 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.

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

In stores: 27 January 2021

Deadline material: 6 January 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 August 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**

# BEAU MONDE



# Want to know more on advertising and collaborations?

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