



*THE NEW VOGUE NL IS HERE!*

*The New Vogue NL is here  
to SEDUCE & CONQUER  
the hearts of the Dutch*



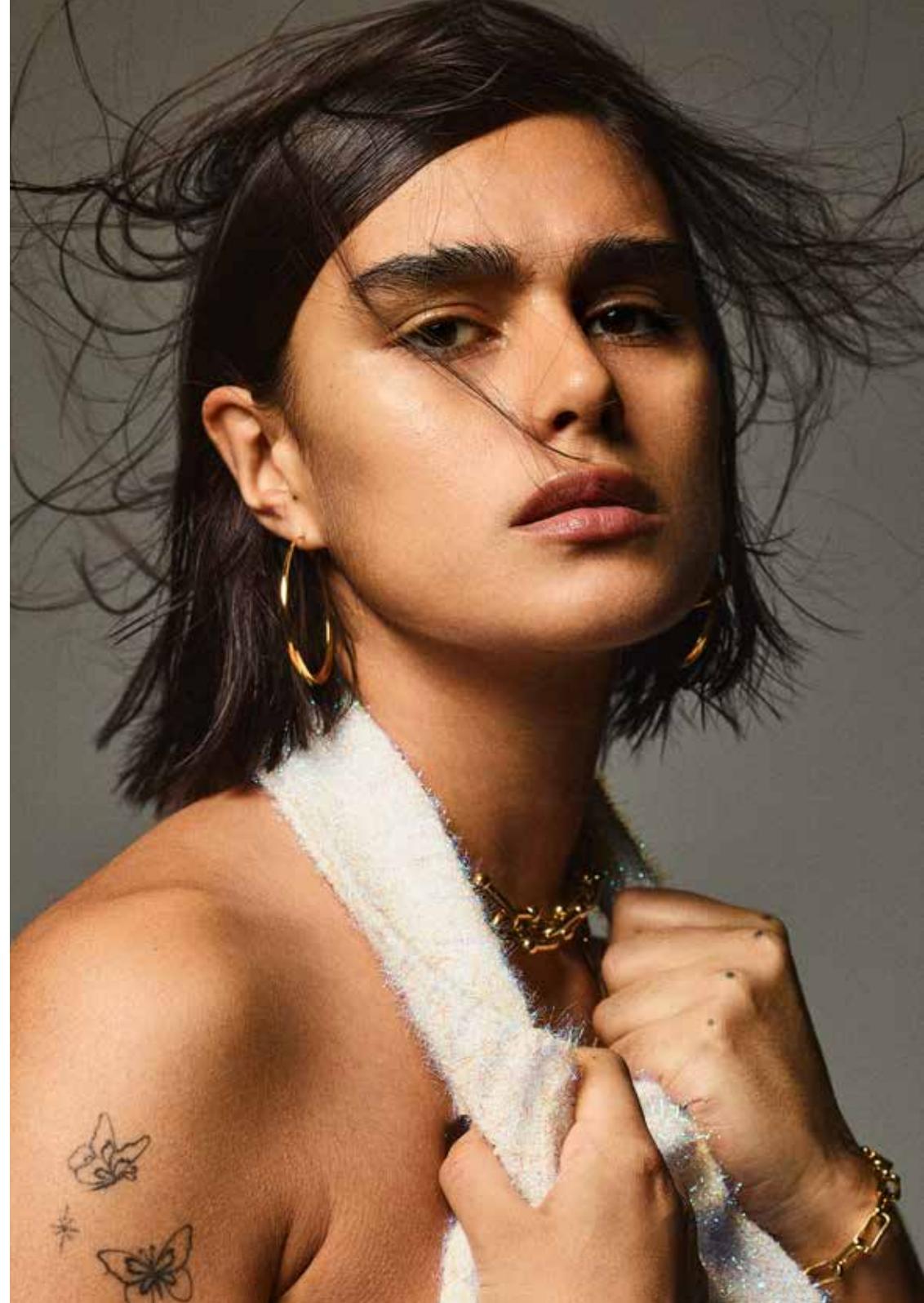
*Enter the*  
**WORLD**  
*of Vogue*

A magazine can no longer be  
just that. It has to *SEDUCE* you.

It needs to *connect*.

Sense what *MOVES* you.  
Know what you are *curious*  
about. *UNDERSTAND* you.

*Vogue* aims to become the  
ultimate *GIFT* to the Dutch







*EVERY  
single ISSUE*

*STANDS* out · *LIFTS* you up  
· has *URGENCY* · *ENRICHES*  
& *INSPIRES* · is *OUT* of the  
ordinary · brings out *LAUGHTER*  
· *ADDS* to discussion · makes you  
*LONG FOR* the next issue



# *The TEAM*

*Vogue's* team is a guarantee for its success.

*Vogue* has a *EDITOR IN CHIEF* as well as a *CREATIVE DIRECTOR*.

The *EDITOR IN CHIEF* Yeliz Çiçek is *YOUNG*, highly *ambitious*, she has a background in *journalism* and *FASHION*, she has a *STRONG VOICE* and belongs to a *new generation* of editors in chief

The *CREATIVE DIRECTOR* Marie Nanette Schaepman is *founder* to the new *Vogue*. Her work as editor in chief and creative director is known for its strong *CONNECTION* with the Dutch reader



# *Editorial MISSION*

The mission is to *SURPRISE* the reader with each issue. Every issue has a *THEME*, a different approach and *a strong angle*. Cover stars are highly *POPULAR*, every cover stands out and has the goal to be *ICONIC*. Interviews are *GROUNDBREAKING* with a well-chosen mix between short portraits and *long reads* in interviews. *Vogue NL* touches and *ENRICHES*. Whether it is a social issue or a celebrity you are highly *curious* about



# *The NEW editorial mix*

## *Fashion, Beauty & Lifestyle – 40%*

- Fashion
- Jewels
- Accessories
- Photography
- Beauty, Health & Selfcare
- *Vogue* Man
- *Vogue* Motherhood & Kids
- What we wish for
- Trends

## *Feature & Portrait – 40%*

- Interviews
- Celebrities/personalities
- *Vogue* Voice: offering a stage to modern day values
- *Vogue* Faces: celebrating Dutch heroes

## *Travel & Entertaining – 20%*

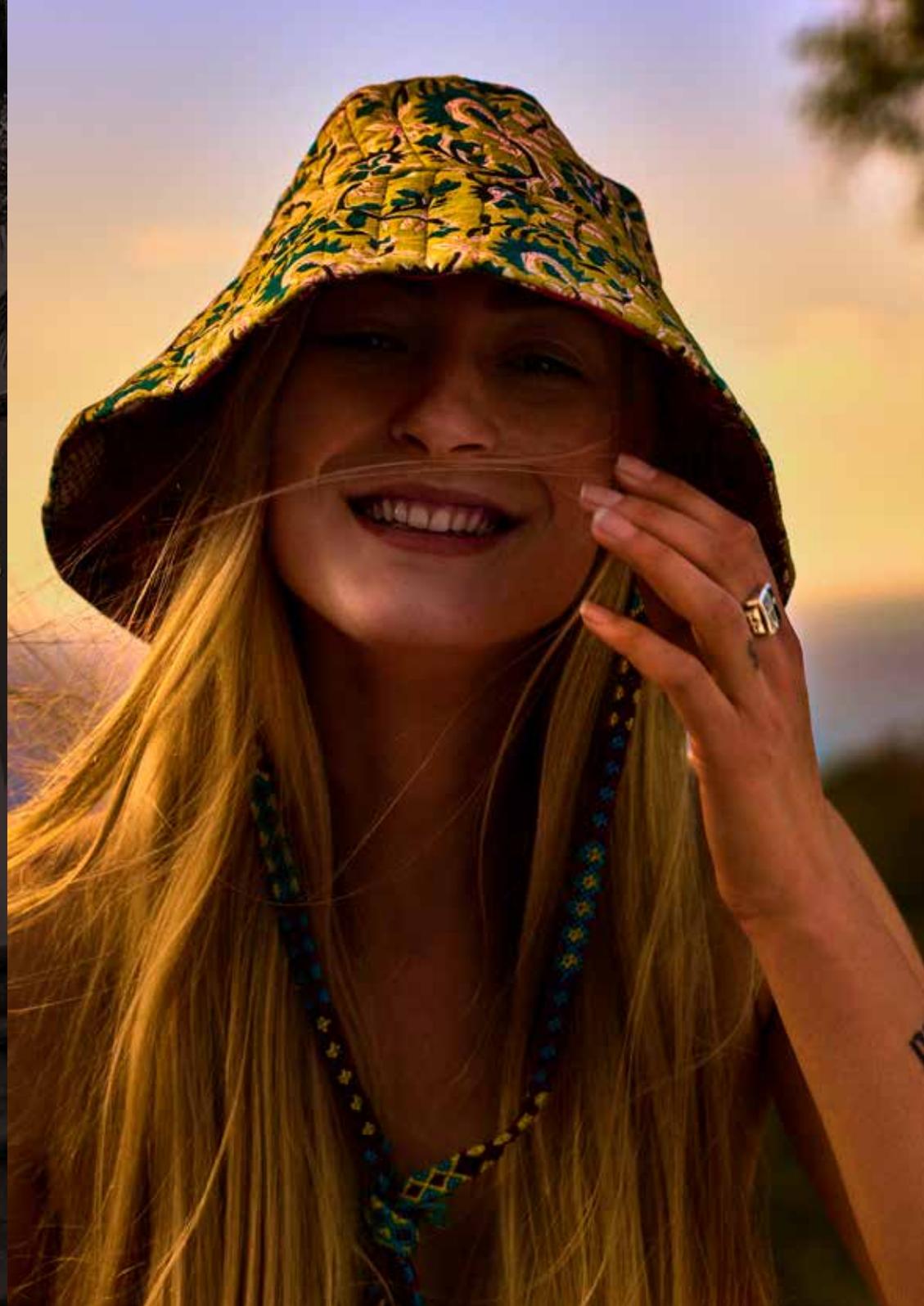
- Extraordinary places & people
- Holiday section
- Cocktails & bites



# *VOGUE VOICE*

The *Vogue* content *MATTERS*. *Vogue* features voices that make a difference, *CHERISHES* people that *STAND OUT* in society. *Vogue* is not afraid to offer a stage to modern day *VALUES*.

*Vogue VOICE* dinners: a yearly event with the 100 most outstanding *VOICES* of that year, celebrating Dutch personalities who make a *DIFFERENCE* and contribute to a more beautiful & *BETTER WORLD*



# *Vogue FASHION is pure MAGIC*

Fashion is not just about trends or designers. Every story takes you on a *JOURNEY*, makes you *DIVE* into a *different world*. Fashion photography transcends the model on location in a designer dress. It's about individuality, about *INCLUSIVITY* and most of all it's about *FUN*. Models are personalities, portrayed together with friends, family, lovers. A fashion story is always combined with an interview. You can sense their *CHARACTER*, feel their *strength* and enjoy their *SENSE OF HUMOUR* on every page

# *NEW VIBE*

*Vogue Netherlands* will work together with the most inspiring national and international photographers. Unique in the Netherlands, *Vogue* chooses for its own *EXCLUSIVE* production for all shoots, interviews and editorial articles. Photographers that stand out today and offer the perfect match with the new vibe of *Vogue NL* and create the most impactful and inspiring fashion images







# *BEAUTY*

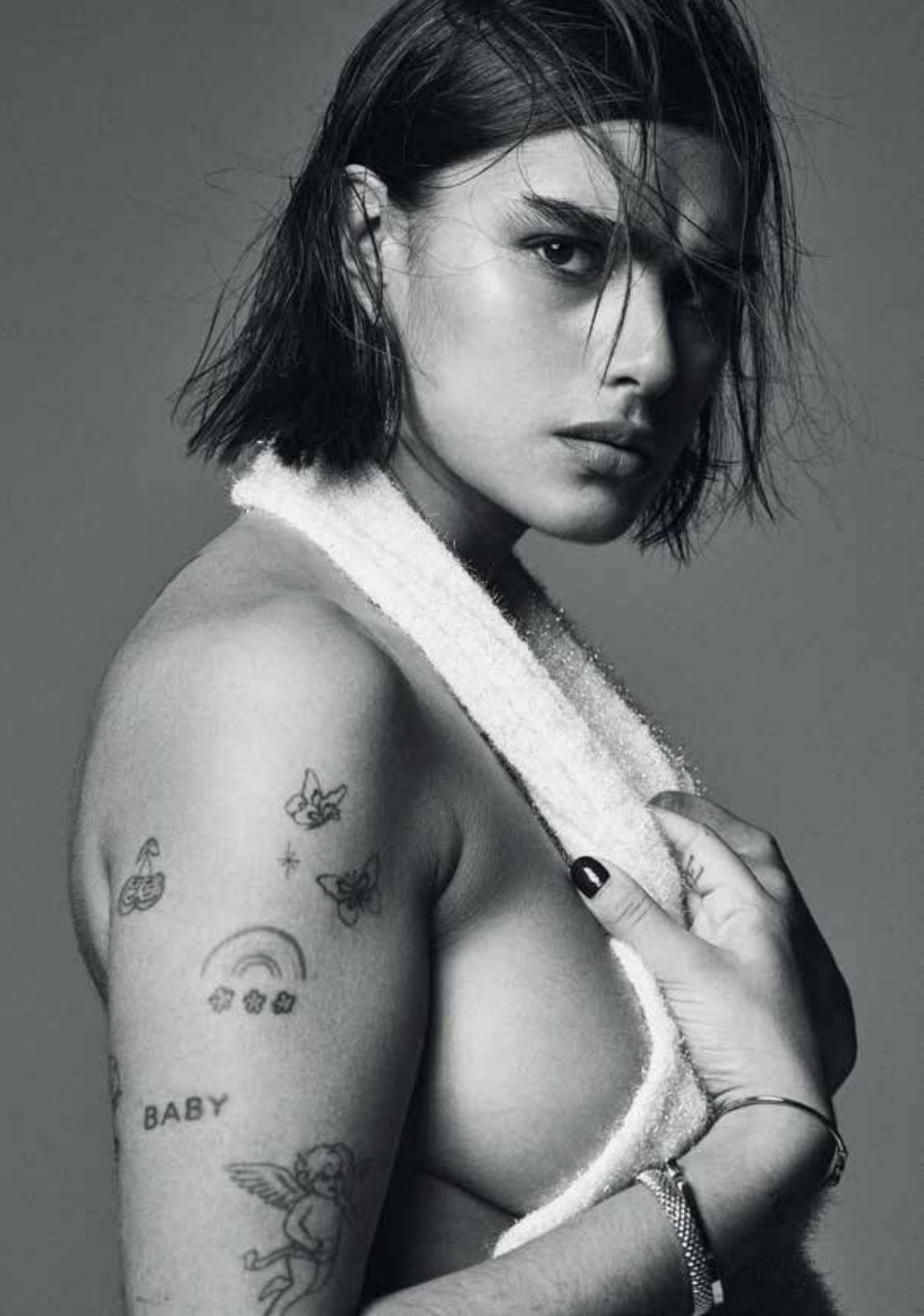
*Vogue BEAUTY* has a new personal approach and is all about *real experiences*. Introducing *BATHROOM STORIES*: videos with personal *tutorials* of well-known *PERSONALITIES*. Through an invisible QR code you enter these tutorials with your phone. Also the editorial team will be enriched by *beauty ambassadors*  
*SOON TO BE ANNOUNCED*



# *WATCHES & JEWELLERY*

*WATCHES & JEWELLERY*  
*Vogue* Netherlands dedicates  
full page *ATTENTION* to its  
favorite brands. To celebrate the  
*LOVE* for jewellery & watches,  
we have a yearly *Nude Issue* in  
which jewellery and watches  
play the *LEAD ROLE*





# *What we WISH for*

In this section we *CELEBRATE* our supporting *BRANDS*.

We create the perfect setting and offer editorial *ATTENTION* to our *Vogue FRIENDS (YOU!)*. Every chapter of *What we wish for* offers the possibility to brands to be shown in an *EDITORIAL* way. It is not paid for, but it *INVITES* only advertisers



# *Vogue HEROES*

Each issue we celebrate a group of well known and highly popular *DUTCH HEROES*, with a high sense of *urgency*. This season's *new television stars*, this summer's front men & woman of the festivals, the *HOTTEST* soccer players, the *CHEFS* that *everybody* is talking about





# *HOW & WHY?*

Every issue starts with one question:  
How are we going to get the  
*ATTENTION*, how are we going  
to be *URGENT*? Why *NOW*?  
Why this personality?  
Every issue aims to become  
a *COLLECTOR'S* item

# *Introducing: THEME ISSUES*

Every issue starts with one question: How are we going to get the *ATTENTION*, how are we going to be *URGENT*? Why *NOW*? Why this personality? Why *NOW*? Every issue aims to become a *COLLECTOR'S* item. Every issue has a strong theme that *SURPRISES*, attracts, *SEDUCES* and moves you



*No. 1 The Relaunch Issue*



*No. 2 The Nude Issue*



*No. 3 The Wedding Issue*



*No. 4 Meet the Parents Issue*



*No. 5 Summer of Love Issue*



*No. 6 The Paris Fashion Issue*



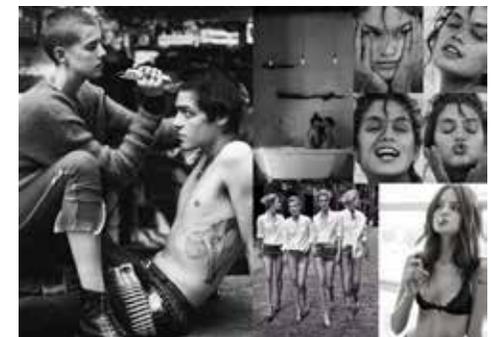
*No. 7 The Voices Issue*



*No. 8 The Friends Issue*



*No. 9 The Happy Holidays Issue*



*No. 10 The Next Generation Issue*



# *Target GROUP*

*Vogue NL* is not necessarily *AGE* related. Its journalism is *INTELLIGENT*, urgent & *FUN*. Its international fashion content and photography appeals to the *younger*.  
Expectation is:

*Readers age 15-25 (30%)*  
*Readers age 26-45 (50%)*  
*Readers age 46-70 (20%)*

The *Vogue* readers are highly *INFLUENTIAL* within their family and group of friends. With *Vogue NL* you reach *EARLY ADAPTORS*







# *Joining FORCES*

The *STRONGEST* Dutch women's brand *LINDA.* & the *BIGGEST* international womens brand *VOGUE* join forces

*Mood for Magazines & Bloom* are the new publisher of *VOGUE & VOGUE.NL*

Together we aim to become the largest *high-end* womens *COMMUNITY* in The Netherlands



# *Vogue DIGITAL*

*Vogue.nl* is your daily digital *PRESENT*.

The *CONVERSATION STARTER* for fashion news, the latest updates in the beauty industry and the best addresses in travelling, hotels, restaurants & shopping. *VOGUE.NL* enables the consumer to snack catwalknews and *streetfashion*, and to dive into *HIGH FASHION* and interviews with personalities. The content will vary from *worldwide* international celebrities to *DUTCH STYLISH HERO'S*.

Feminine, inclusive, intelligent. All day, every day, giving you *more*.

. Highly Creative Branded Content with a strong distribution strategy on *social* channels and on *VOGUE.NL*



# *CARBON-NEUTRAL Publishing*

Part of the *VOGUE VALUE STATEMENT* is to preserve our planet for *future* generations. Therefor *Vogue* NL is proud to announce it's our goal to achieve a *ZERO-CARBON FOOTPRINT* in producing and publising the magazine



# *The MOMENT*

This is the perfect time to relaunch *VOGUE NL*

*VOGUE* has the opportunity and ambition to become the largest high-end magazine in the Netherlands. By making a *DIFFERENCE* and creating own content that appeal to the readers *Vogue* will be able to *SEIZE THE MOMENT* and conquer the hearts of the Dutch

*VOGUE.NL* has the opportunity and ambition to become the largest high-end online community in the Netherlands.

*VOGUE & VOGUE.NL* are the *AUTHORITY* on fashion, beauty and lifestyle in the Netherlands and Belgium, and is a destination for women to learn, be challenged, inspired and *EMPOWERED*



# *Facts & Figures*

Cover price: € 8,99

In stores: at least 6 weeks

Pages: 164

Size: 220 X 285

page rate: 1/1 page € 12.500,-  
page rate: 2/1 page € 25.000,-

Advertorial: 1/1 page € 13.750,-  
Advertorial: 2/1 page € 27.500,-

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