



VOGUE

*is here to stay!*



## *A year of buzz*

With the relaunch of *Vogue* beginning 2022, we brought high-end fashion photography, inspiring personalities, intelligent writing on fashion, beauty and lifestyle back to The Netherlands. Together with our partners and *Vogue* friends, we created buzz around the brand *Vogue* with various fashionable parties and events.

**VOGUE**

*A year in covers*





VOGUE

# Vogue is here to stay



VOGUE.NL



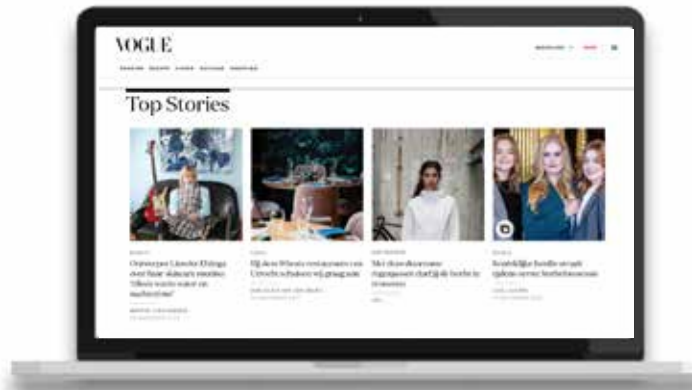
PRINT



SOCIAL



EVENT



VOGUE.NL

*Print circulation* 40.000

*Pageviews* 850.000

*Instagram* 223.000

*Users* 500.000

*TikTok followers* 1700

VOGUE



## *Vogue highlights 2022*

### RELAUNCH

In February 2022 we successfully launched the new *Vogue* NL with a new editorial mission, vision and strategy.

### 360° COLLABORATIONS

The biggest collaboration of 2022 was with super and rock star Anouk. *Vogue* Netherlands was the official partner of her concert and wedding, live streaming the ceremony exclusively including exclusive wedding pictures and backstage video features in our Summer issue.

**VOGUE**

## *Vogue highlights 2022*

### SEPTEMBER ISSUE

On the cover of the first September issue: topmodel Rianne van Rompaey, leading Dutch international model of the moment.

We launched the September issue with a bang. Industry heavyweights, talents, models, creatives: everyone gathered to celebrate the first September issue.

### VOICES OF CHANGE

International model Precious Lee was on the cover of our Voices of Change issue, an issue dedicated to highlighting young talents, rising stars and new disruptors with initiatives to change the world in terms of sustainability, inclusivity and equality.



VOGUE

*Vogue's editorial mission*



**VOGUE**



## *Letter from founding editor*

'This fall we celebrate that *Vogue* NL is officially here to stay. It is our mission to create a Dutch *Vogue* that is entertaining, friendly, fun and inspiring. A *Vogue* where fashion and magazine lovers feel inspired, understood and entertained. A *Vogue* where all Dutch woman feel represented, no matter what colours, genders, ages or religion.

By producing every single page ourselves, in photography and in writing, we were able to make a strong connection with a growing community in the Netherlands.

We could not have succeeded without the support and trust of our friends of the brand. We look forward to the year 2023. We feel that doors are opening up for us, making this *Vogue* journey even more festive and succesfull.'

*Marie Monette*

**VOGUE**

## *Letter from editor in chief*

'I hope we can keep on touching the hearths of our readers with beautiful, personal and diverse stories about love, identity, womanhood and empowerment, to inspire our readers and give them hope, joy and inspiration. Featuring women who lead the way and do so with exquisite style.

In the future we would love to connect more with the community we build this year, and connect even on a deeper level with live events in collaboration with partners and a *Vogue* Summit, where we can empower and inspire each other.

I see *Vogue* Netherlands this amazing international platform with beautiful imagery that celebrates culture, fashion, art and beauty and contributes to shape the global conversations that define our societies.'

*Yeliz*



**VOGUE**

*A new editorial direction*



VOGUE

## *Exclusive production*

*Vogue* chooses for its own exclusive production for all shoots, interviews and editorial articles. Photographers creating impactful and inspiring fashion images, offering the perfect match with the new editorial mission of *Vogue* NL. Our team is a combination of international names that stand out with fresh new talents.

### FUN & SURPRISING

The mission is to surprise the reader with each issue. Every issue starts with the question: How are we going to surprise, attract our reader? Every issue has a theme, a different approach and a strong angle. *Vogue* NL is open, friendly, fun and inspiring.



**VOGUE**



## *Editorial mix*

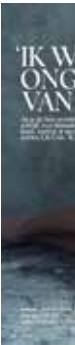
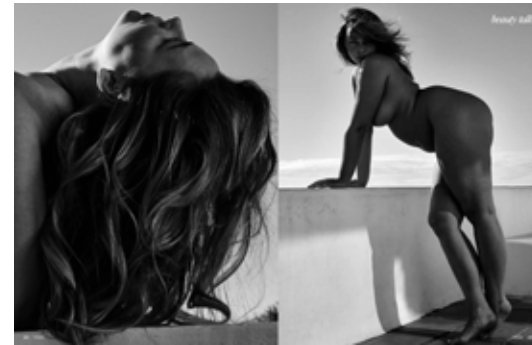
- Fashion stories
- Fashion features
- Trend reports
- Shopping sections
- Designers to watch
- Accessories
- Jewels & Watches
- Features & Portraits
- Interviews
- Art & Culture
- Celebrities/personalities
- Vogue Voices
- Beauty, Health & Selfcare
- Deep dive beauty stories
- Beauty Talk
- Trend reports
- Beauty shopping
- High Tech
- Travel
- Food & Drinks
- Extraordinary places & destinations

**VOGUE**

# Fashion



# Beauty, health & selfcare



# Personalities



*Themes for 2023*

VOGUE



**FASHION ISSUE**

**VOGUE 3 – In stores 16 February**



**LEGENDARY ISSUE**

**VOGUE 4 – In stores 16 March**



**TODAY'S HEROES ISSUE**

**VOGUE 5 – In stores 20 April**



**THE TV ISSUE**

**VOGUE 6 – In stores 18 May  
+ VOGUE WEDDING**



**SUMMER ISSUE**

**VOGUE 7/8 – In stores 29 June**



**THE SEPTEMBER ISSUE**

**VOGUE 9 – In stores 24 August  
+ VOGUE MAN**



**FASHION ISSUE**

**VOGUE 10 – In stores 21 September**



**VOICES OF CHANGE ISSUE**

**VOGUE 11 – In stores 19 October**



**THE PARTY ISSUE**

**VOGUE 12 – In stores 16 November  
+ VOGUE JEWELRY**



**THE JEANS ISSUE**

**VOGUE 1/2 – In stores 21 December**



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## *Voices of Change 2023*

October 2022, *Vogue* Netherlands launched the first issue *Voices of Change* issue. For this issue *Vogue* selects changemakers and futuremakers within fashion - culture - empowerment - science & sustainability. October 2023 *Vogue* will launch the second *Voices of Change* issue. This initiative will be 360° :

### PRINT

In this special issue, we share diverse and inspiring stories of the change and futuremakers, inclusive special editorial shoots where we highlight the Voices.

### ONLINE

We create a special online dossiers for *Voices of Change* to create a broad platform. This includes visibility via *Vogue* social channels.

### EVENT

Besides print and online exposure we will launch a new, annual event: *Voices of Change Summit*. During this event, we create a program with talks and workshops by change and futuremakers. The summit will be at an inspiring location including special experiences. *Vogue* readers get the chance to buy a ticket for the *Vogue* *Voices of Change* summit. We connect *Voices of Change* with *Vogue* readers.

**VOGUE**



## *Introduction vogue.nl*

*vogue.nl* is also digitally the authority  
in the field of fashion, beauty, culture,  
living & more.

### TRENDING TOPICS

Fashion, Trends, Celebrities,  
Royals & Weddings

*vogue.nl*

Ⓜ @voguenl

Ⓜ @nlvogue

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Ⓜ Vogue Nederland

Vogue newsletter



**VOGUE**

## *Pillars*

### FASHION & SHOPPING

#### *Celebs, Royals, Models, Streetstyle, Catwalk*

The latest fashion on *Vogue.nl*: from sustainable raincoats to the latest shoe trends and iconic red carpet outfits. Also, always the latest fashion news fresh from the catwalk, in addition to trend reports and street style.

### LIVING

#### *Interieur, Travel, Food, Weddings*

Exclusive wedding news: from Jacquemus' wedding to Nikki de Jager's wedding dress. *Vogue* editors tip the best hotspots, shops and restaurants from New York and Marrakesh to Paris. Extra: look inside exclusive houses.

### BEAUTY

#### *Beauty news, Hair, Skincare, Wellness, Make-up*

Striking news from beauty land, from Jennifer Lopez's mocha manicure to the perfect fringe hair style. Also online: the best beauty tips, striking hypes on social media and the latest products honestly discussed, as well as interviews with beauty experts.

### CULTURE

#### *Art & Design, TV & Film, Voices*

Inspiring interviews and reports with 'voices' that make a difference and make the world a bit more inclusive: from fashion designers and actors to climate activists. *Vogue* also recommends the best museums, films, series, and books.



## *Facts & figures*

VOGUE.NL

500.000 unique reach per month  
850.000 page views per month

👤 160.313 followers  
2 million reach per month

@ 226.307 followers  
1 million reach per month

📍 22.714 followers  
156k impressions per month

📱 7.146 followers  
93,7K likes

VOGUE

## *Target audience*

The *Vogue* reader is above average interested in fashion, beauty, art, and culture. She loves quality and style. In addition, she is involved in issues such as climate, society, politics and inclusion. The reader has a great interest in sustainability and people who make the difference. She wants to stay informed and be inspired by the latest news in the field of fashion, beauty & living and culture.

*Vogue* NL is not necessarily age related. Its journalism is intelligent, urgent & fun. Its international fashion content and photography appeals to the younger. The *Vogue* readers are highly influential within their family and group of friends. With *Vogue* NL you reach early adaptors.

### PRINT

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

### ONLINE

**CORE TARGET GROUP: 25-44**  
(68.5% of visitors) Suburban  
80% are women



**VOGUE**



*Vogue partnerships*

**VOGUE**

## *Partnerships*

Unique brand collaborations through the lense of *Vogue*. This can diverse from custom made photoshoots, video, advertorials, events and special editions.

Individual costings and creative ideas on request.



**VOGUE**

# Vogue x Dyson 2022



PRINT

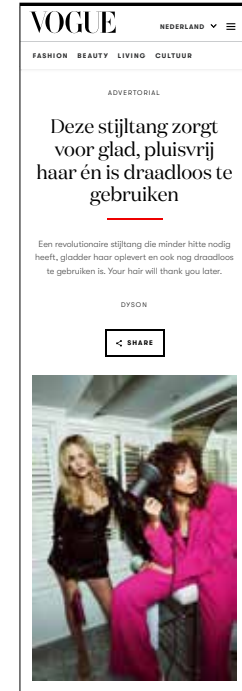


HOMEPAGE TAKE OVER



INSTAGRAM STORY

REELS & TIKTOK



VOGUE.NL

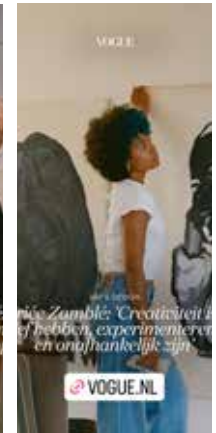


EVENT





# Vogue x Levi's 2022



INSTAGRAM STORY

VOGUE.NL

VOGUE

# Vogue x H&M 2022



**FASHION CLOSET SALE**

**Altijd al gedroomd van een kans om het modehok van Vogue uit te plukken? Haast je dan naar de eerste H&M Resell, een briljant initiatief om pre-loved items te kopen en verkopen.**

Deze maand is het over: Vogue selecteren en hanteer fashion items (zoals de show) en haalt ze aan bij H&M Resell. Deze service om te ontdekken zelf wat het makkelijkste mode items te passen en combineren met nieuwe stukken. Een topkans om de hand te leggen op allerlei designitems, van kleding en accessoires tot schoenen. Maar! Voor prijzen die uiteenlopen van € 20 tot maar meer dan € 150.

**Startinformatie**  
Vooraf zaterdag 3 september 2022 zijn de Vogue-items - 60k de kleding op deze pagina's - te koop in de H&M-winkel in Amsterdam-Noord. De eerste Resell in Nederland, want er komen er nog meer aan.

**En wordt het**  
Uitgeleken raken op een item dat veelzeggend prima is? Het is niet alleen de items. Wie H&M Member is, kan ze verkopen via Resell, waar er een exclusieve collectie van wordt verzameld, en je krijgt er 40% en omhoog over. Maar voor kledingstukken die een week later worden. En H&M Resell account is momenteel nu gemaakt via de H&M-app. Daar is meteen te zien hoe items kunnen worden geregistreerd en is een rijtje te boeken om ze naar de winkel te brengen. *See you there!*

0621 - 49

PRINT



**VOGUE**

MODERNE • BEAUTÉ • CULTURE • SHOPPING

**Bekijk (en shop) exclusief de allermooiste items uit Vogue's modehok**

Maak een account om de items te bekijken en te kopen.

0621 - 49

VOGUE.NL



**Bekijk (en shop) exclusief de allermooiste items uit Vogue's modehok**

INSTAGRAM STORY

**VOGUE**

# Vogue x Gimber 2022

**BOOZE-FREE FUN**

**JE HEBT ABSOLUUT GEEN ALCOHOL NODIG OM JE EEN FEESTJE VAN TE MAKEN**

**PRINT**



EVENT

INSTAGRAM STORY

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# Vogue x Michael Kors 2022



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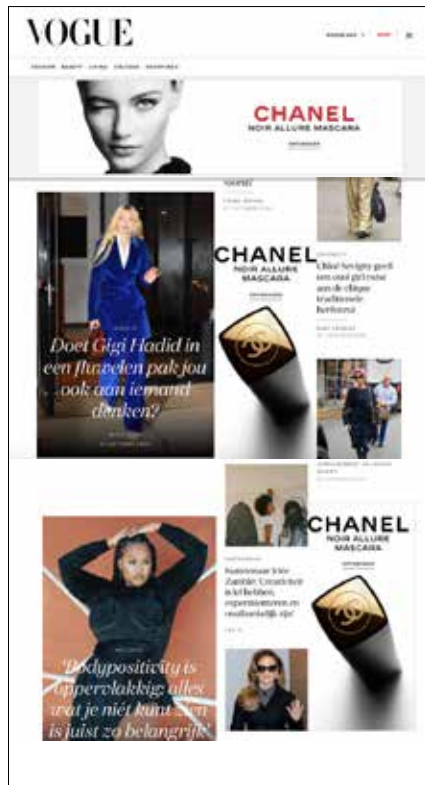
INSTAGRAM REELS

INSTAGRAM STORIES



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# Vogue x Chanel 2022



HOMEPAGE TAKE OVER



MULTIPLE PAGE FOLD-OUT ADVERTISEMENT

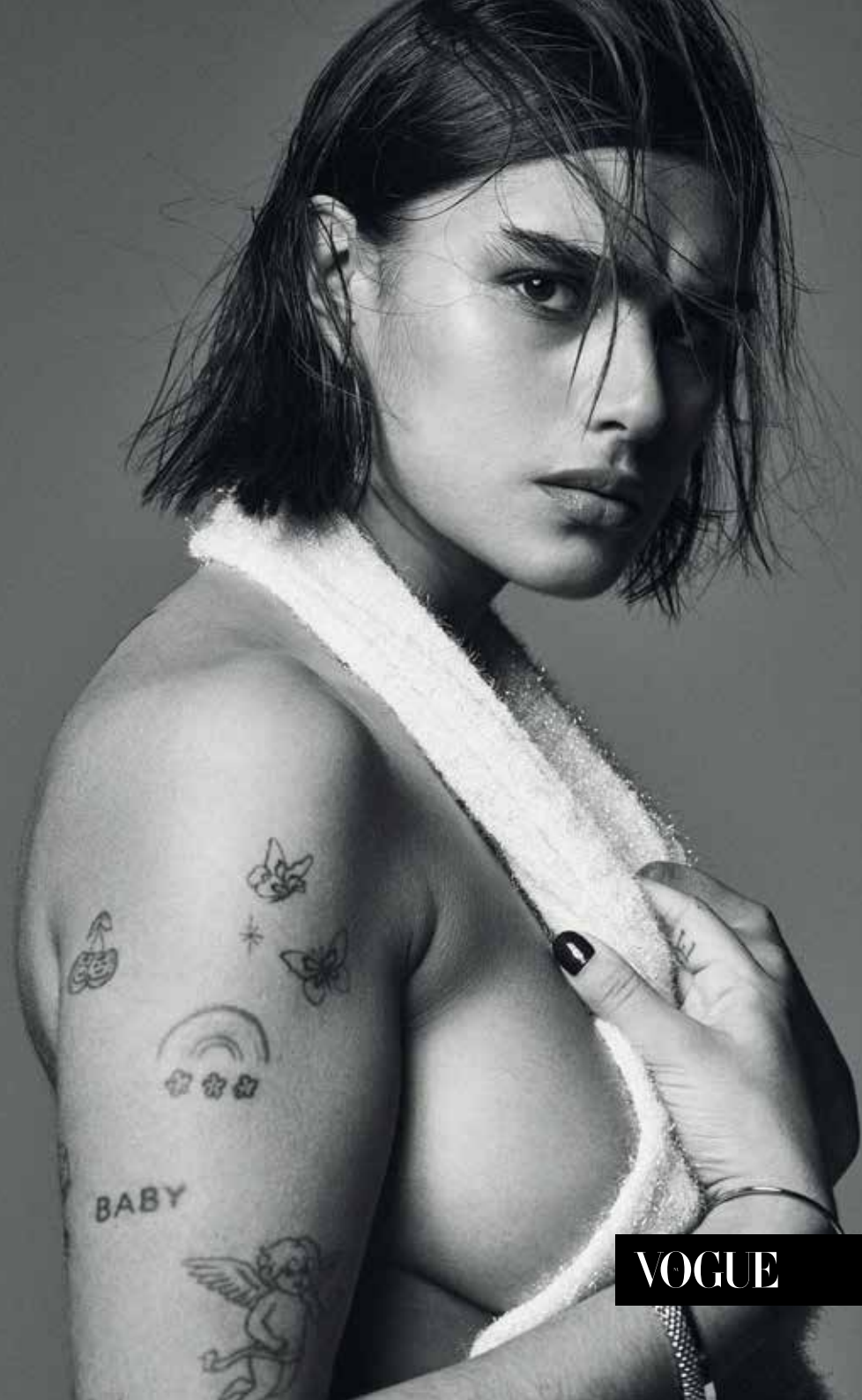
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