



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

Vogue is here to stay



VOGUE.NL



PRINT



SOCIAL



EVENT



VOGUE.NL

Print circulation 40.000

Pageviews 1.000.000

Instagram 233K

Users 550.000

TikTok followers 20,6K

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.'

A handwritten signature in a cursive script, appearing to read 'Yelir', is positioned below the text. The signature is written in a dark, fluid style with a large, sweeping initial 'Y'.

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.





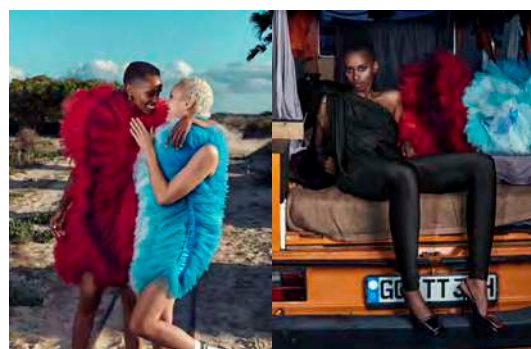
Editorial mix

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

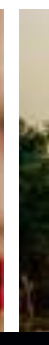
VOGUE

Fashion



VOGUE

Beauty, health & selfcare



VOGUE

Personalities



VOGUE

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

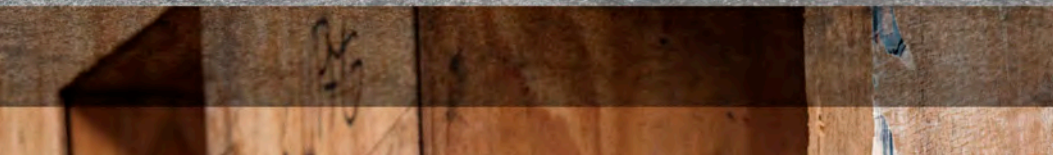
VOGUE 12 – In stores 16 November
+ VOGUE JEWELRY



THE JEANS ISSUE

VOGUE 1/2 – In stores 21 December

VOGUE



VOGUE



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

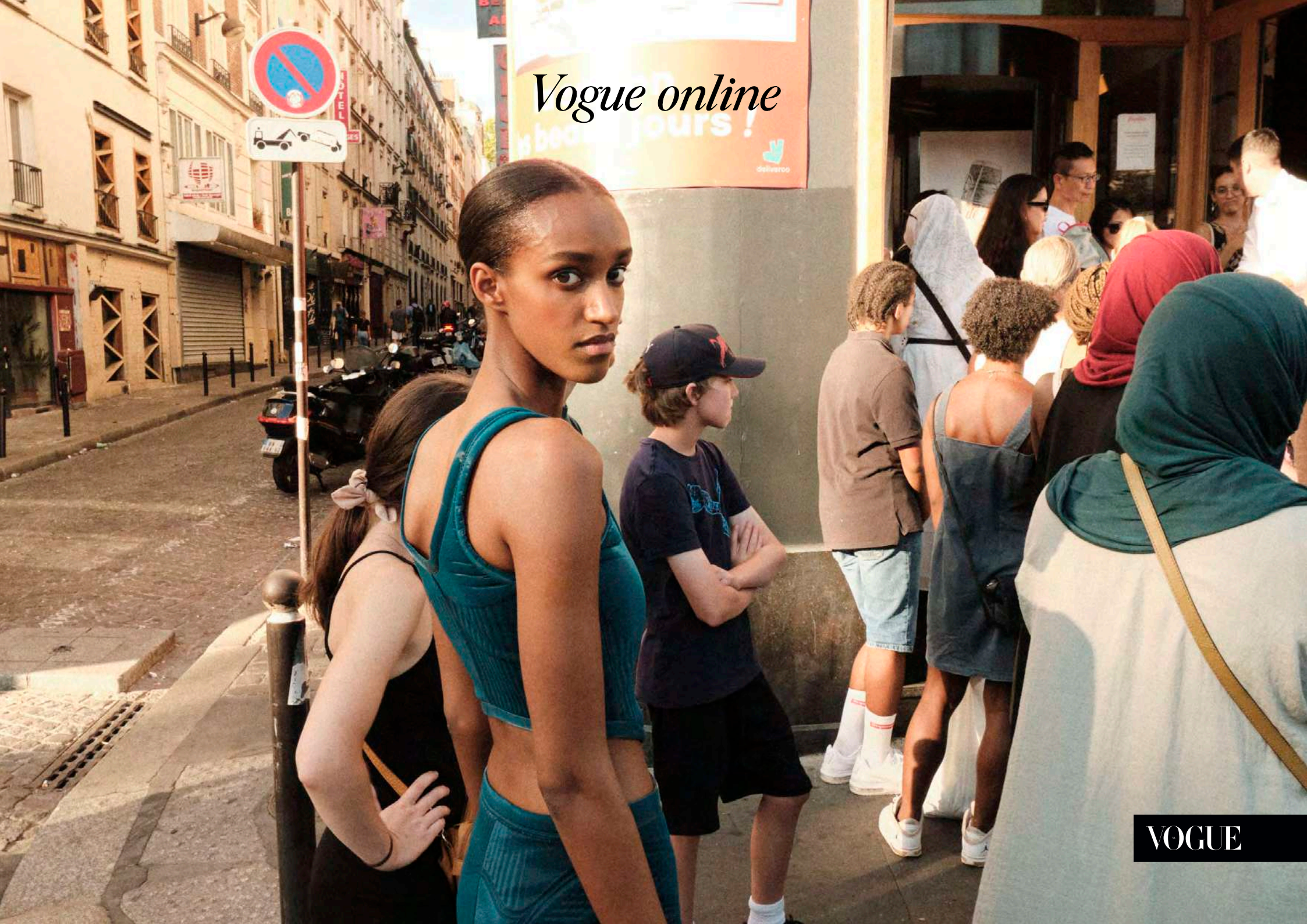
We create a special online dossiers for Voices of Change to create a broad platform. This includes visibility via *Vogue* social channels.

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

Vogue online



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

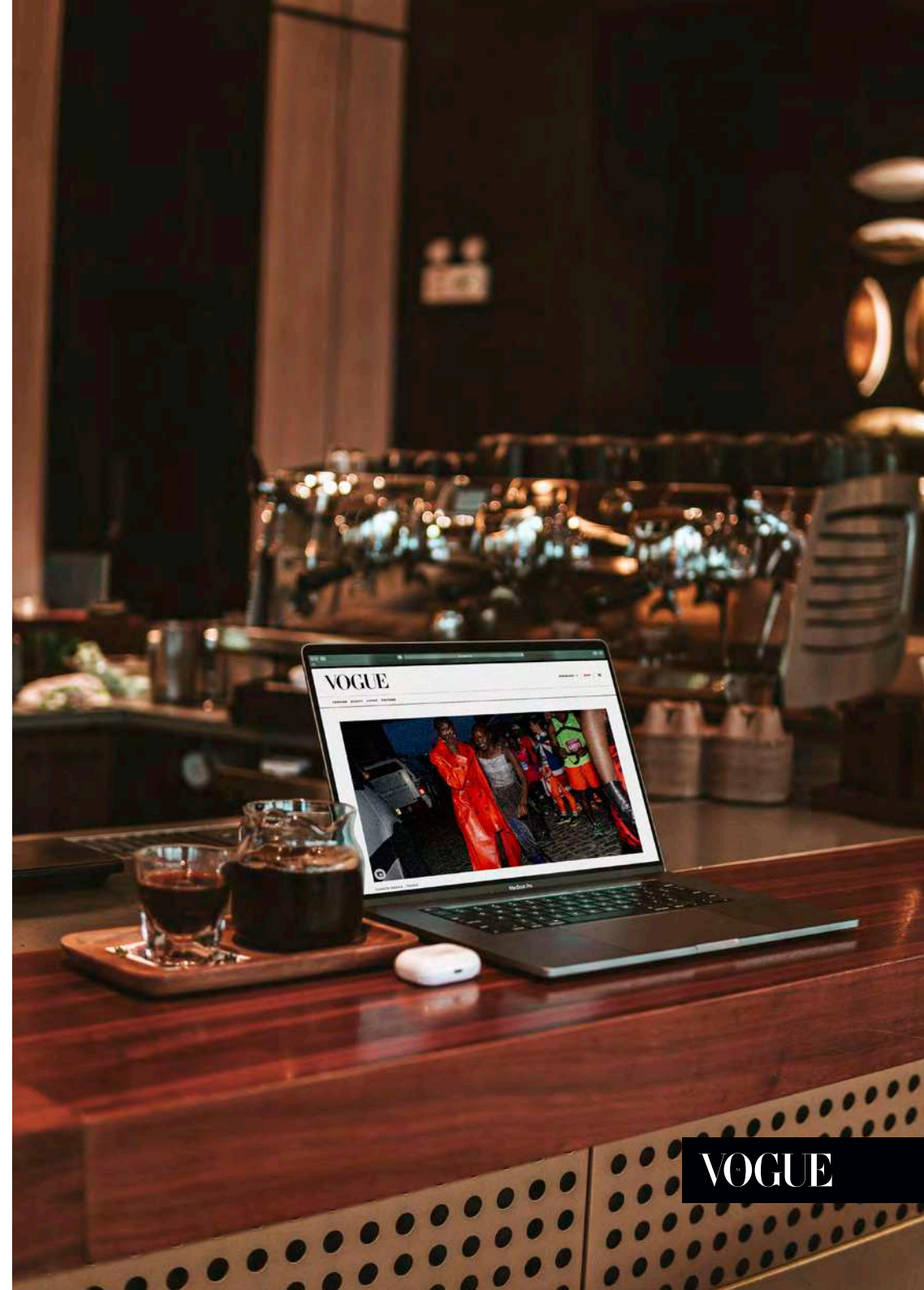
vogue.nl

📧 @voguenl

📧 @nlvogue

📧 Vogue Netherlands

📧 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

550.000 unique reach per month

1.000.000 page views per month

📧 160,2K followers

2 million reach per month

📷 233K followers

1 million reach per month

📺 22.8K followers

428k impressions per month

📱 20,6K followers

316,3K likes

VOGUE

Target audience

The platform targets mature and conscious women. The Dutch *Vogue* woman is well-educated and very interested in fashion, beauty, lifestyle and culture. Most engagement is around themes of fashion and living. She loves quality and style. She is also concerned about the climate and inclusion. With *vogue.nl* you reach early adopters.

18-14 years (12%)

25-34 years (43%)

35-44 years (22%)

45 years and older (23%)*

- They want to stay updated on relevant topics such as fashion, beauty, living, celebrities and royals.
 - They are looking for daily style inspiration.
 - They are looking for cultural and culinary tips.
 - They want to form an opinion on social issues.
- They want to be part of the *vogue.nl* community.



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.



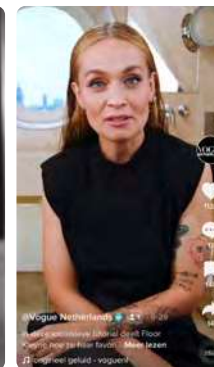
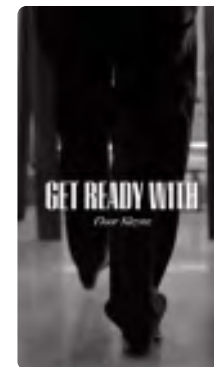
Vogue x Dyson 2022



PRINT

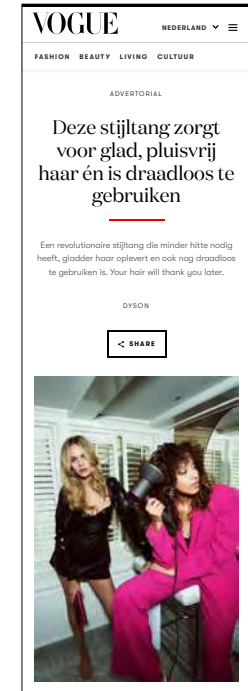


HOMEPAGE TAKE OVER



INSTAGRAM STORY

REELS & TIKTOK



VOGUE.NL



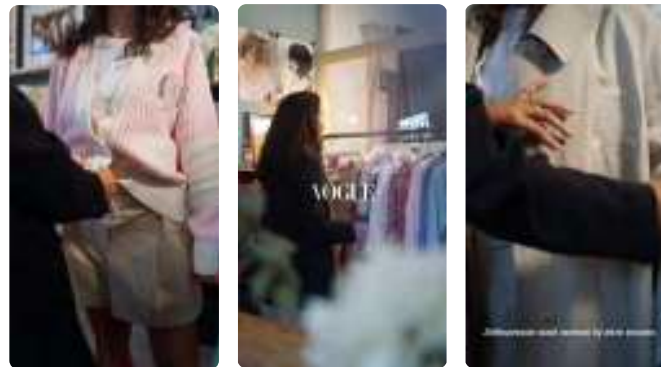
EVENT

VOGUE

Vogue x Tommy Hilfiger 2022



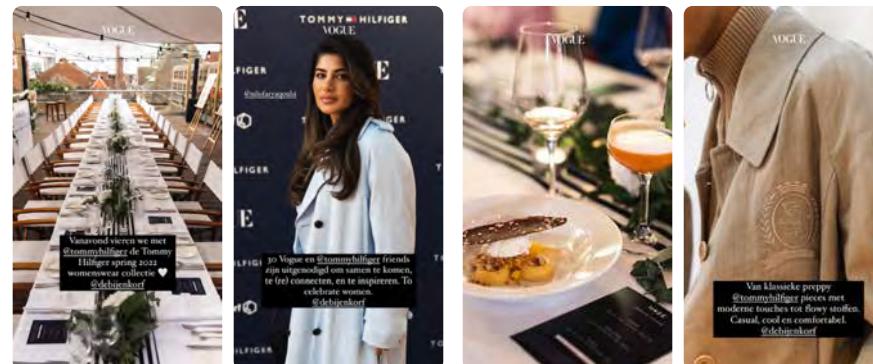
PRINT



STYLING SESSIONS



VOGUE.NL



INSTAGRAM STORY

EVENT



VOGUE

Vogue x Lancôme 2022



Kort en KRACHTIG

Lancôme Lancôme waart hoogwaardige ingrediënten samenkomen - die te verkrijgen zijn met een powerfull beautyritueel van 10 stappen. **Beauty** scheelt tijd en stapels potjes en flacons.

vogue x lancôme

PRINT



VOGUE.NL

VOGUE

FASHION BEAUTY LIVING CULTUUR

ADVERTORIAL

Pak je agenda maar: Vogue's eerste beauty-event staat weer gepland en jij bent uitgenodigd

Wie Vogue al langer volgt, weet dat we bekendstaan om onze evenementen. Wij hebben goed nieuws.

LANCÔME

< SHARE

VOGUE.NL

VOGUE
LANCÔME

Gragz podigen we je uit voor onze eerste **Vogue x Lancôme Beauty Night** op donderdag 21 april.

Wat alles? Hoge prijs uit vanwege de exclusiviteit, met Lancôme, met wie wij deze eerste beauty-ritueel willen deelden. Lancôme's eerste beauty-ritueel wordt gepresenteerd door Lancôme's eerste beauty-ritueel. Lancôme's eerste beauty-ritueel wordt gepresenteerd door Lancôme's eerste beauty-ritueel.

Laat hier alles over de **Vogue x Lancôme Beauty Night**
DATE: 21 april 2022
TIME: 18:00 - 21:00 uur
LOCATION: **Waldorf Astoria**,
Hertogenpark 143-150, 1017 CC Amsterdam
Inclusief gratis toegang € 275

Er zijn een gering aantal plaatsen die gratis horen en voor aankoop 13 april of je wilt bestel je. Niet meer op aanvraag!

With Arts
Hijer

INVITE



EVENT

VOGUE

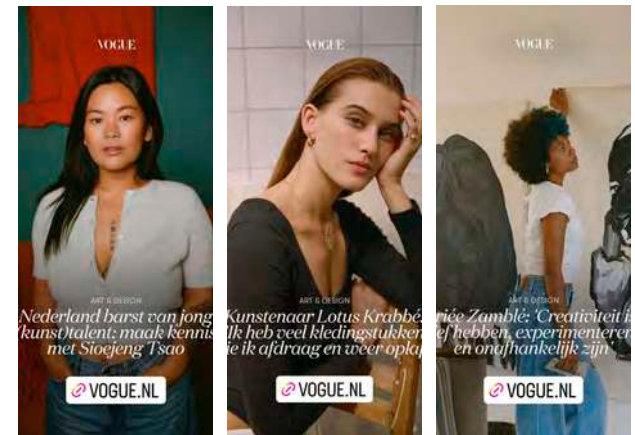
Vogue x Levi's 2022



PRINT



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INSTAGRAM STORY

VOGUE

Vogue x H&M 2022



PRINT



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INSTAGRAM STORY

VOGUE

Vogue x Gimber 2022

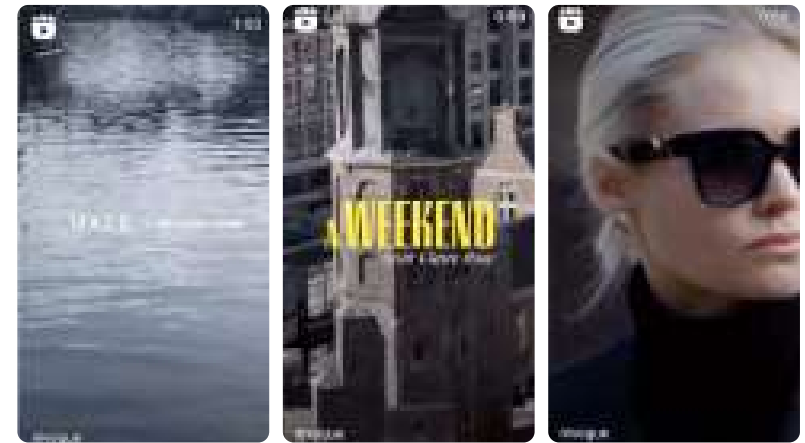


EVENT

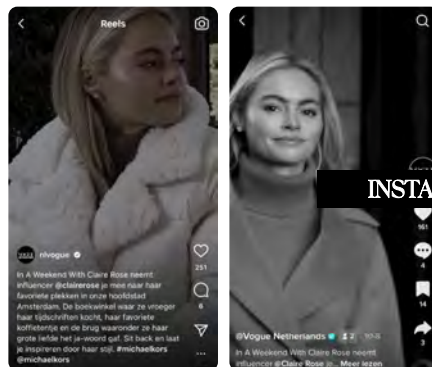
INSTAGRAM STORY

VOGUE

Vogue x Michael Kors 2022

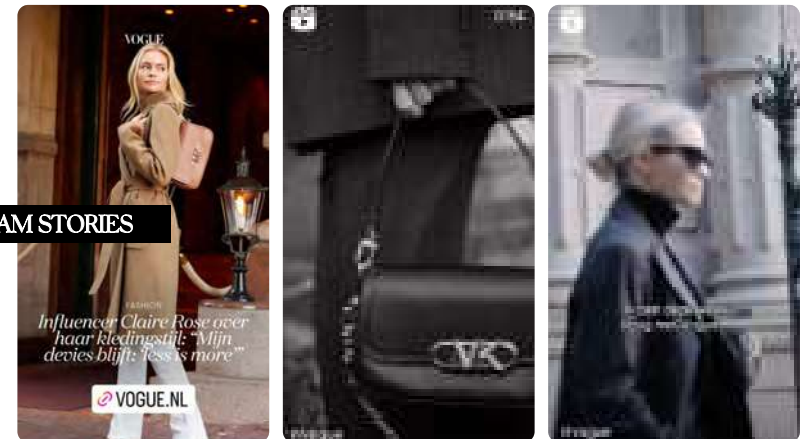


VOGUE.NL



INSTAGRAM REELS

INSTAGRAM STORIES



VOGUE

Vogue x Chanel 2023



HOMEPAGE TAKE OVER



MULTIPLE PAGE FOLD-OUT ADVERTISEMENT

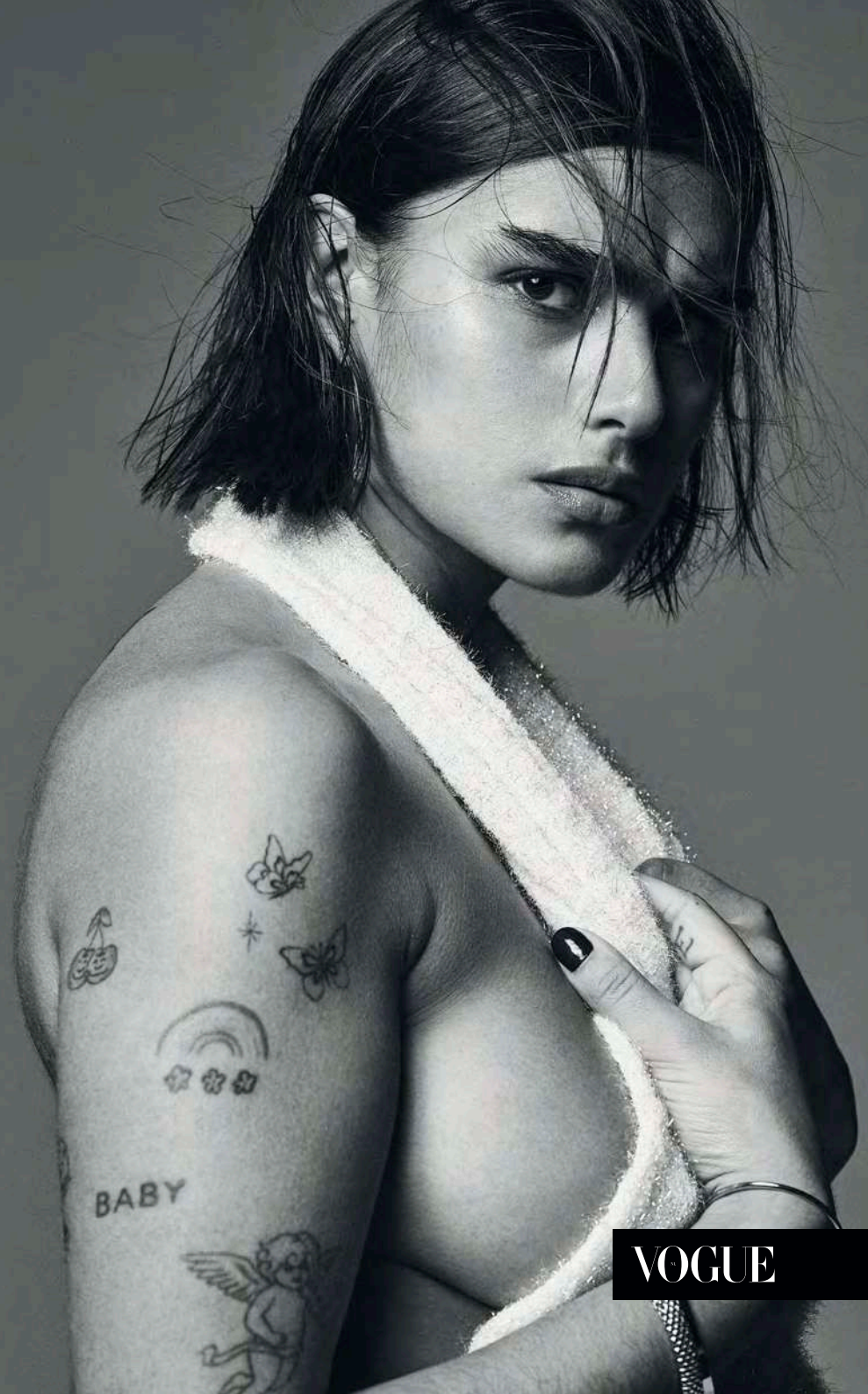
VOGUE

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