

PRINT VOGUE

PRINT PAGES 1/1 page 2/1 page	€ 12.500 € 25.000-
ADVERTORIAL PAGES 1/1 page 2/1 page	€ 13.750 € 27.500
PREMIUM POSITIONS Opening spread Back cover 2nd spread 3rd spread Closing spread	€ 38.000- € 17.500 € 29.500 € 29.000- € 28.000-
OTHER PREMIUM POSITIONS Page facing editor's letter (lhp) Page facing contributors (rhp) Page facing colofon (rhp) Page facing content (lhp)	€ 18.500 € 18.500 € 18.500

BRANDED CONTENT

1/1 page 220 x 285

2/1 pages 2 x (220 x 285)

SIZE

Costs are made up of a space rate as above plus a net production charge from $\[mathcape 2500\]$ per page for a *Vogue* shoot or $\[mathcape 1500\]$ per page with supplied assets. Special terms and conditions apply. For individual costing and creative ideas, please contact the *Vogue* team. In this kind of advertisement the term 'Advertorial' is always mentioned on the top of the page.

VOGUE.NL

VOGUE

		rate	production costs
ADVERTORIALS	€	4.000	€ 650
VOGUE-LIJSTJES	€	1.500	€ 650
APPROVED BY VOGUE	€	15.000	on request
SOCIAL Stories Feed-post Interactive stories TikTok video	€	3.000 4.000 <i>custom</i> 6.500	€ 350 € 500 on request
SPOT Billboard Half Page ad Medium Rectangle Mobile Rectangle Homepage Take Over Native Post Site Take-over	€	45 cpm 45 cpm 25 cpm 25 cpm p 1.000 30 cpm ft 4.500	er day ixed per day

VOGUE & VOGUE.NL COMBI PACKAGE € 22.250

€ 16.575 incl. production costs

lx online advertorial

1x promotion via Instagram story

1x promotion via newsletter

1x medium rectangle 50.000 impressions

1x 1/1 ad page in Vogue

* in consultation

DEADLINES 2024

Va GUE

ISSUE 3 –	M	ΑR	CH
-----------	---	----	----

Branded Content Reservations <u>Delivery Advertisement</u>

ISSUE 4 – APRIL

Branded Content Reservations Delivery Advertisement

ISSUE 5 – MAY

Branded Content Reservations Delivery Advertisement

ISSUE 6 – JUNE

Branded Content Reservations Delivery Advertisement

ISSUE 7/8 –JULY /AUGUST

Branded Content Reservations Delivery Advertisement

February 15

December 22 January 4 January 11

March 14

January 12 January 25 <u>February 1</u>

April 18

February 23 March 7 March 14

May 23

March 22 April 4 April 11

June 27

May 3 May 16 <u>May 23</u>

DEADLINES 2024

V(n.)GIE

ISSUE 9 – SEPTEMBER

Branded Content Reservations <u>Delivery Advertisement</u>

ISSUE 10 – OCTOBER

Branded Content Reservations Delivery Advertisement

ISSUE 11 – NOVEMBER

Branded Content Reservations Delivery Advertisement

ISSUE 12 – DECEMBER

Branded Content Reservations <u>Delivery Advertisement</u>

ISSUE 1/2 –JAN/ FEB

Branded Content Reservations <u>Delivery Advertisement</u>

August 22

June 28 July 11 <u>July 18</u>

September 26

August 2 August 15 August 22

October 24

August 30 September 12 September 19

November 21

September 27 October 10 October 17

December 19

October 25 November 7 November 14



CONTACT

BRAND DIRECTOR Nieke Mulder +31 6 52 00 03 77 nieke@vogue.nl

SALES MANAGER VOGUE PRINT Marissa van Rijsingen +31 6 25 33 82 84 marissa@vogue.nl

ADVERTISING VOGUE.NL advertising@vogue.nl