



VOGUE

NL

2024

VIDEO



VOGUE

THE WORLD OF VOGUE

1,850,000 page views per month



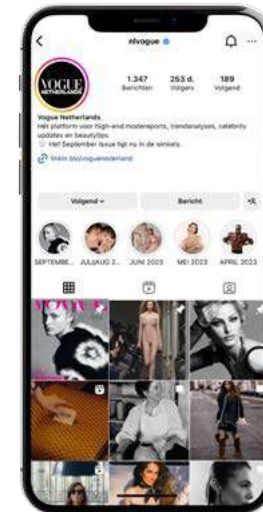
ONLINE

Print circulation 40,000



PRINT

*@ 254K followers
1 million reach per month*

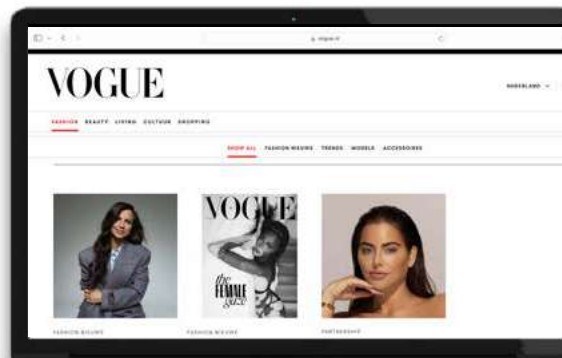


SOCIAL

*@ 51K followers
1,6M likes*



850,000 users per month



ONLINE

*Facebook: 157K followers
Pinterest: 23K followers*



EVENT

VOGUE

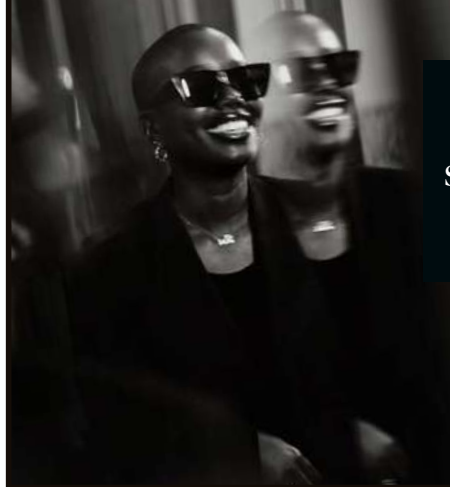


*EDITORIAL
MISSION*



‘Always looking for new creative talents and always chasing well-known names’

LINDA GÜMÜŞ GERRITSEN
fashion director



‘Vogue aims to radiate something positive and spot-on’

ZOË ZINDZI VAN HALEN
beauty editor

‘It is all about beauty, from the inside, not the outside’

DIONNE POOL
beauty director



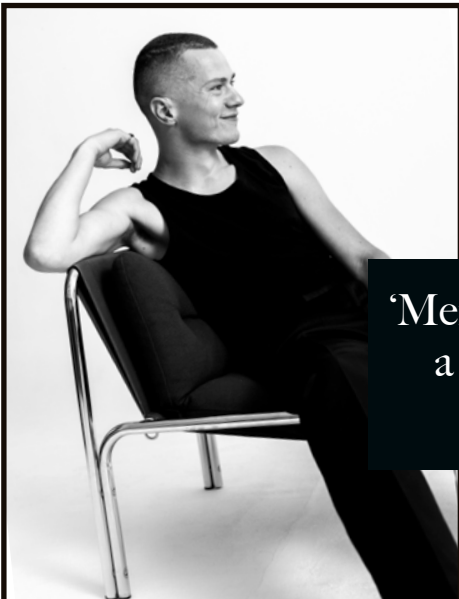
‘With Vogue we empower and inspire Dutch women’

YELIZ CICEK
editor in chief



‘Our strength lies in creating our own unique content’

MARIE NANETTE SCHAEPMAN
founding editor & creative director



‘Men's fashion is becoming a source of inspiration for women’

STIJN DE VRIES
editor Vogue Man



‘Fashion provides creativity and aspiration, it is our way to express ourselves’

XAVIERA AUBRI
fashion editor



VOGUE

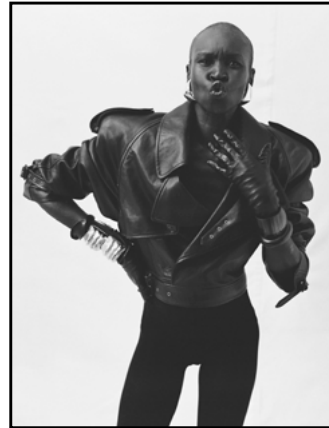
EDITORIAL HIGHLIGHTS

VOGUE 1-2 / TALENT ISSUE
*IN STORES
DECEMBER 23, 2023*



VOGUE 4 / ICONIC ISSUE
IN STORES MARCH 14

VOGUE 5 / VOICES OF CHANGE
IN STORES APRIL 18



**VOGUE DOWNTOWN
EVENT**



VOGUE 9 / SEPTEMBER ISSUE
IN STORES AUGUST 22

VOGUE 11 / AMSTERDAM ISSUE
IN STORES OCTOBER 17



VOGUE 1-2 TALENT ISSUE
IN STORES DECEMBER 19

VOGUE 3 / BIG FASHION ISSUE
IN STORES FEBRUARY 15

VOGUE 6 / LOVE ISSUE
IN STORES MAY 16



VOGUE 7-8 / MUSIC ISSUE
IN STORES JUNE 27



VOGUE 10 / VOGUE MAN
IN STORES SEPTEMBER 19

VOGUE 12 / FESTIVE ISSUE
IN STORES NOVEMBER 14

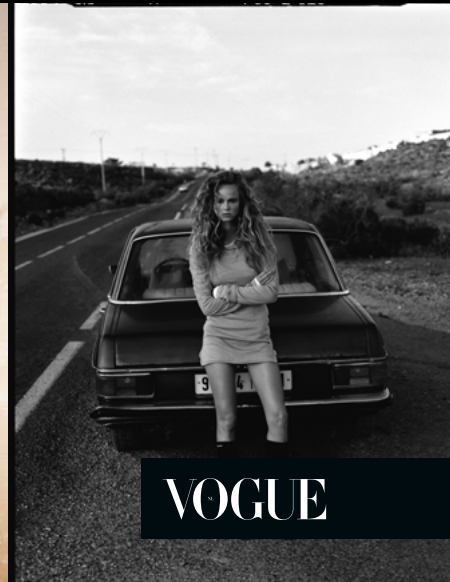
VOGUE

ISSUE 1-2 / IN STORES DECEMBER 23

TALENT ISSUE

This winter we present our very first Talent Issue.
The Issue provides a platform to new talent in photography and modelling.
We invited young talents to join the Vogue photography challenge.
The winners will be featured in the issue, together with established young
Vogue talents and well known names that capture upcoming models.

*Vogue's Talent Issue will be featured via print and online channels.
December 23 2023, Vogue will launch the first Talent Issue.*



ISSUE 5 / IN STORES APRIL 18

VOICES OF CHANGE

This April we launch our third Voices of Change Issue
selecting changemakers and futuremakers within
fashion - culture - empowerment - science and sustainability.
Each Voice of Change Issue has its own theme.

*Vogue's Voices of Change Issue will be featured via print, online channels and events.
April 28 2024, Vogue will launch the third Voices of Change Issue.*

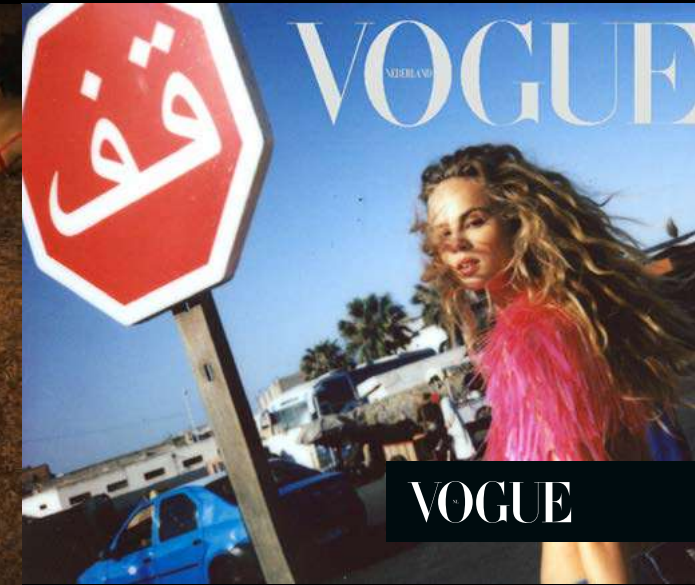


ISSUE 7/8 / IN STORES JUNE 27

MUSIC ISSUE

The Summer issue of Vogue is all about music.
We celebrate the festival season with bands, singers and DJs.
Vogue is set to organise a spectacular music event with a
special mystery partner

*Vogue's Music Issue will be featured via print, online channels and
event collaborations. June 27 2024, Vogue will launch the first
Music Issue.*



GET READY FOR SEPTEMBER 5
VOGUE DOWNTOWN

The September Issue coincides with Vogue's Downtown event on September 5.

We go all out to celebrate new fashion season with readers and friends of the brand in the heart of Amsterdam; the PC Hooftstraat. This immersive brand experience will focus on various show elements and will give brands the unique opportunity to showcase within this high-end environment.

Vogue Downtown will be reported on extensively via print and online channels.



ISSUE 10 / IN STORES SEPTEMBER 19

VOGUE MAN

This fall we introduce our very first Vogue Man, a separate issue and sequel to our special this year.

We can no longer ignore it, men's fashion is more vibrant than ever. Men's fashion has acquired its own signature, with its own novel silhouettes. While we hope to inspire men with this issue, we know women find these looks just as desirable.

September 19 2024, Vogue will launch the first Vogue Man



ISSUE 11 / IN STORES OCTOBER 17

AMSTERDAM ISSUE

To celebrate the 750th anniversary of the city Amsterdam, we will dedicate our October Issue entirely to the hometown of Vogue Netherlands: Amsterdam. A tribute to the city by a famous international photographer.

Vogue's Amsterdam Issue will be featured via print and online channels. October 17 2023, Vogue will launch the Amsterdam Issue.





DIGITAL



VOGUE.NL

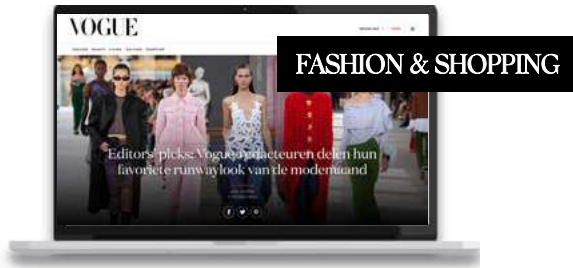
... is the online authority in the field of fashion, beauty, culture, living & more.

Intelligent | Outstanding quality in text and (moving) images | Focus on sustainability
Inclusive & Diverse | Exclusive (social media) content

Exclusive fashion & beauty content · In-depth interviews · Op-eds · Lifestyle, health & food · Vogue Man · Vogue Living

VOGUE

CONTENT PILLARS



CELEBS, ROYALS, MODELS, STREETSTYLE, CATWALK

The latest fashion news: from street style to runway looks and iconic red carpet outfits.

Formats:

- Trend articles: what are we wearing and why
- Editor's Choice, by Yeliz and online editors
- Research articles on sustainability



BEAUTY TIPS, HEALTH, HAIR AND SKIN CARE

Beauty hypes and self-care tips, as well as background stories about developments in the field of health.

Formats:

- Vogue's beauty review
- Health and food articles
- Shoppings



ART & DESIGN, TV & FILM, VOICES

Inspiring interviews with 'Vogue Voices' and op-eds. Vogue also highlights the best museums, films, series and books.

Formats:

- Vogue Voices
- Astrology
- Op-eds



INTERIORS, TRAVEL, WEDDINGS

The best hotspots, (online) stores, hotels and restaurants from around the world. Vogue Living's photoshoots are also published exclusively on vogue.nl.

Formats:

- List of shops / hotels / restaurants / hotspots
- Travel tips, by regular contributor Xaviera Aubri

VOGUE



TARGET GROUP

Both Vogue & vogue.nl target sophisticated and confident of self-assured women / men / x. The Dutch Vogue reader is intelligent, worldly, diverse in both age and background, and highly interested in fashion, beauty, lifestyle and culture. Our readers appreciate being informed and inspired about a wide range of topics, from outfits to food, interior and travel. They are deeply committed to issues such as climate and inclusion. Vogue.nl reaches early adopters who appreciate quality in all aspects of life.

18-24 years (17%)
25-34 years (34%)
35-44 years (26%)
45 years and older (23%)*

**Source: Vogue.nl Meta Marketing Target Groups February '24*

VOGUE



*NEW
OPPORTUNITIES*



SUSTAINABLE INITIATIVES



At Vogue, we strongly support sustainable brands and initiatives, striving for a better future for our planet. By introducing dedicated pages on sustainability within Vogue, we offer the opportunity to highlight your brand and/or initiative with tailor-made content in print.

Online extension possible.

VOGUE



BEAUTY LAB



Beauty, a principal pillar of Vogue, is well represented each issue. New in 2024 is Vogue Lab, where we ask either a Vogue beauty editor or Vogue friend to test a product personally and review it for our print edition.

Online extension possible.

VOGUE



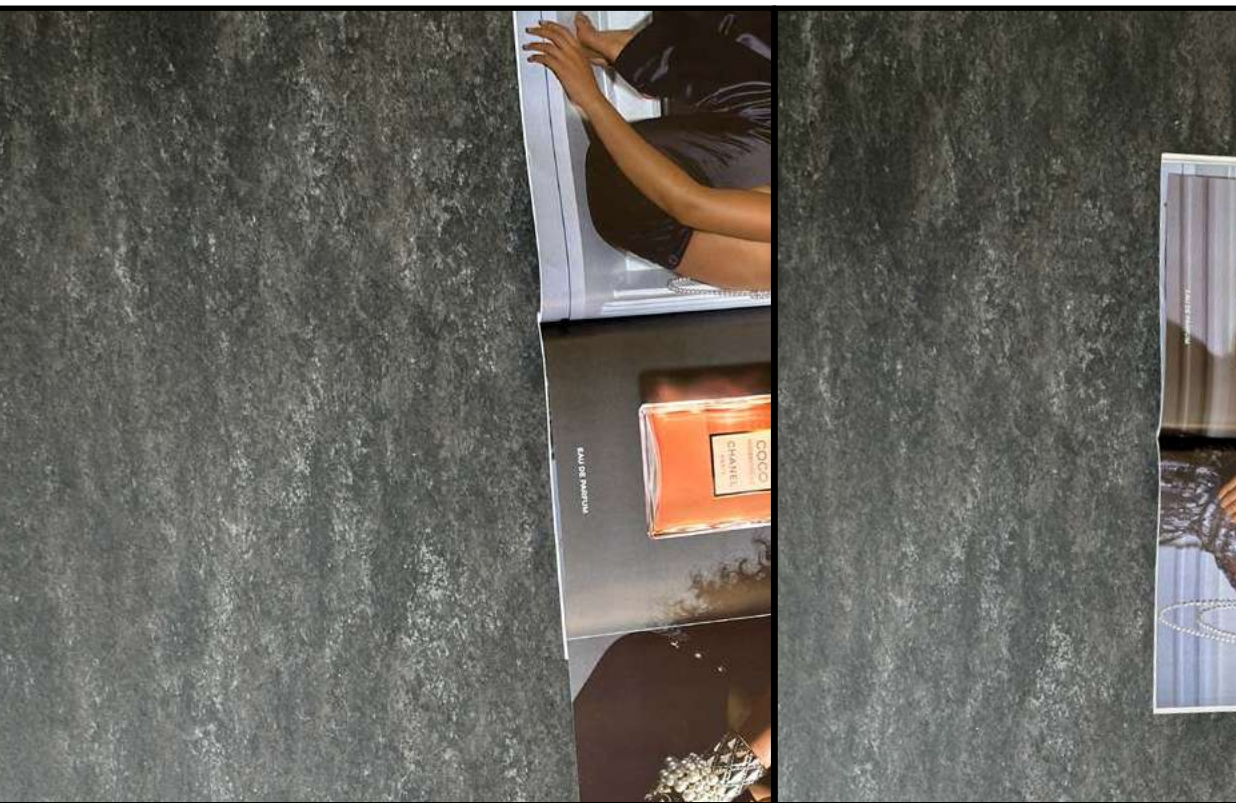
VOICES OF CHANGE



With Voices of Change Vogue provides a platform to game changers. We organize talks with our editor in chief Yeliz, candidly addressing the challenges we are facing in the world of fashion and beauty.

The interviews will be featured in print, online and throughout events.

VOGUE



FOLDOUT ADVERTISEMENT



In 2023 we introduced a brand new position for an amazing foldout advertisement right in the heart of the magazine.

VOGUE



*PREVIOUS
COLLABORATIONS*

360° NETFLIX

To officially launch the new Netflix' hitserie 'Queen Charlotte, A Bridgerton Story', we created a magical fashion shoot with the two main stars of the series, India and Corey. For this shoot we asked 8 Dutch upcoming and renowned fashion designers to create custom-made designs, we translated these amazing photos into an invite-only Garden Party to launch the new issue.

ONLINE



SOCIAL



PRINT



EVENT



360° DYSON

Together with Dyson we created a tailor-made plan to create content throughout the year. During important moments for Dyson, Vogue created unique content suitable for each launch. The customized plan for Dyson consisted of shoots, interviews, social content, Vogue Lab, videos and an event.



VOGUE

VOGUE X MARTINI X SOHO HOUSE

Three icons – Vogue, Martini and Soho House – celebrated 160 years of Martini and the new September Issue with a Rooftop Cocktail Party at Soho House Amsterdam. We invited a top-notch guest list, we saw performances by the best Dutch synchronized swimmers on the rooftop and upcoming artist Claude was the star of the afterparty.

A night to remember!



EVENT



PRINT



SOCIAL



ONLINE

VOGUE

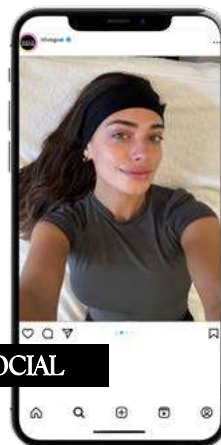
BEAUTY COLLABS

For SkinCeutical we collaborated with influential Talissa Benamou, where we focused on the importance of their Vitamine C booster product. Talissa used the product for a few months and wrote her beauty review for Vogue print and vogue.nl

To highlight the Vichy Neovadiol product range we interviewed Isa Hoes and Iris Kuijken to speak frankly about menopause. For Vichy it is important to stimulate the conversation on this subject.



PRINT



SOCIAL



PRINT

VOGUE

VOGUE X LEVI'S

To highlight the new collection of tops by Levi's we collaborated with upcoming creatives. We photographed them in the latest Levi's collection in their own creative studios. Accompanied by short interviews we published the branded content in Vogue print, vogue.nl and our social channels.



ONLINE



SOCIAL

VOGUE

VOGUE X AUDEMARS PIGUET

To celebrate an international launch of Audemars Piguet, we dove into their story and in close collaboration we created an extensive article in print. Vogue was present at the launch and reported a backstage story of the event via [vogue.nl](https://www.vogue.nl) and social channels. As a follow-up, Vogue and Audemars Piguet celebrated the opening of AP House in Amsterdam with an intimate event for Vogue friends.

HAUTE HORLOGERIE

Een samenwerking die het hart van horlogeliefhebbers sneller doet tikken: Matthew Williams ontwerpt voor Audemars Piguet een speciale serie Royal Oak. De modepersoos mocht mee naar Tokio om ze als allereerste te aanschouwen.

Three days were more like five since our trip to Tokyo for the launch of the Audemars Piguet x Matthew Williams collection. The international designers were invited to the special event in Tokyo to show their designs to the press and the public. For the first time, we were able to see the designs in person. It was a truly unforgettable experience.

Wat om de modepersoos? Dat werd al snel duidelijk bij de ontwerper. Audemars Piguet nodigde namelijk ontwerper Matthew Williams uit om zijn eigen design te geven aan twee Royal Oak en twee Royal Oak Offshore modellen. Williams is creatieve directeur van modetrendsetters en een van zijn eigen modellen 1917 ALX 90M. De Amerikaanse ontwerper staat bekend om zijn avontuurlijke, edgy handschrift. Het was geweldig om te zien dat twee van de meest invloedrijke ontwerpers uit 1917 Williams ook de Royal Oak zijn bekende jasje uit en het 'vintage' detail achterwege - ook het diamantwerk en de cijfers die het uur aanduiden, niet de onbegrijpelijkste details van een horloge - om het design zo minimalistisch mogelijk te maken. Dit was dus ook de eerste vraag aan Williams en Audemars Piguet CEO François-Henry Bennoudin: of Bennoudin wellicht wakker kon blijven na zijn korte voor Williams. 'Met de samenwerking willen we een brug slaan tussen fashion en haute horlogerie. Dat moet je durven. Ik weet dat het bij Matthew in goede handen was, hij is een van de beste designers. Het resultaat is een horloge dat ook een fashion

piece is en dat is precies wat we voor ogen hadden.'

Williams staat bekend als een uitzonderlijk talent in de mode en ook Greenwich naar een hoger niveau. Maar een horloge ontwerpen, dat is toch anders, vinden wij. 'Ik kijk voornamelijk naar esthetiek. Ik wil alleen maar producten op de wereld brengen die mooi zijn, waarnaar je niet kunt kijken. Audemars Piguet was de perfecte partner, want het vergde veel materiaalonderzoek en -testen, iets waar die horlogefabrikanten bekendst. Niet als ik zijn zij constant en ook naar kwaliteits hoogwaardige materialen en investeren om veel tijd en moeite in materiaalontwikkeling.'

Realisatie
De beide voor horloges bleefden na Williams niet bij te brengen. Die heeft hij namelijk van huis uit meegenomen. Als stier kreeg hij 's eerste horloge van zijn vader. 'Het ding was nog geen dertig jaar oud.' 'Ik was de bij gebel verband met een hupha, ging hij naar de juwelier om zijn horloge te repareren, en hij bracht op een dag twee modellen voor een Royal Oak. 'Ik was ontzettend blij dat ik een Royal Oak kon vervangen. Het was mijn eerste echte merkhorloge en ik heb er altijd een warm, speciaal gevoel bij gehad.' Al begon hij er direct aan te denken. 'Ik was

Een horloge dat ook een fashion piece is, dat is wat we voor ogen hadden

vogue x audemars piguet

over al aan het overdenken. Het leek al me een...

Williams ontwerpt voor deze speciale serie vier verschillende Royal Oak modellen, in 18-karaat goud- en witgoud, variërend in grootte van 37 tot 42 millimeter. Ook werd voor alle modellen een unieke zandafwerking (de achterkant van een horloge) gemaakt met rubberbeton. In een serie op de horizon, verdeling van het Edition Hotel mochten de gemiddelden als alternatieven de horloges bekijken en passen (met handschoenen uiteraard). Opdracht van de groen van, beschrijven in zijn eenvoud. Aankomst was het tijd voor een grote diner om de samenwerking te vieren, met onder andere een veiling. Williams bleef nog een week overblijven te helpen ontwerpen om te vullen voor het goede doel, specifieke humanitaire voor kinderen kinderen wereldwijd. Het horloge ging over de digitale voorbijk voor een 'tuitje' mijnen een.



VOGUE - 87

PRINT



ONLINE

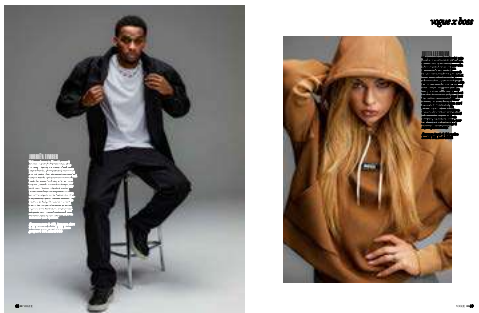
VOGUE

SOCIAL



VOGUE X BOSS

To celebrate the opening of the new Boss store, Boss launched a campaign together with Vogue. Boss selected six talents, *Bosses of Amsterdam*. Thanks to their passion, authenticity and perseverance, they are the leaders in their industry, according to Hugo Boss. Vogue created the 360° *Vogue x Boss campaign*, consisting of film, photography to be used on Vogue social media channels and in print, as well as for the instore launch event.



PRINT



SOCIAL



ONLINE

VOGUE

VOGUE X BOSS VIDEO



VOGUE



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VOGUE



*TEAM UP
WITH VOGUE*