



# VOGUE

2026

NL



# THE WORLD OF VOGUE

*Print circulation 40,000*



PRINT

+10,000 readers at  
Vogue Downtown



EVENTS

850,000 users per month  
1,850,000 page views per month



ONLINE

© 307K followers



SOCIAL

© 137.3K followers  
7M likes



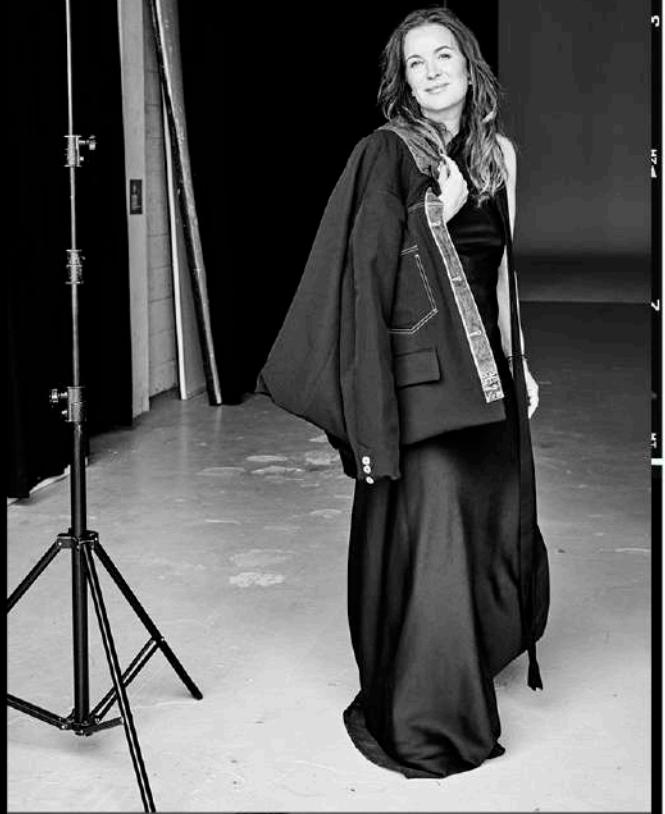
Facebook: 158K followers  
Pinterest: 23.6K followers

VOGUE

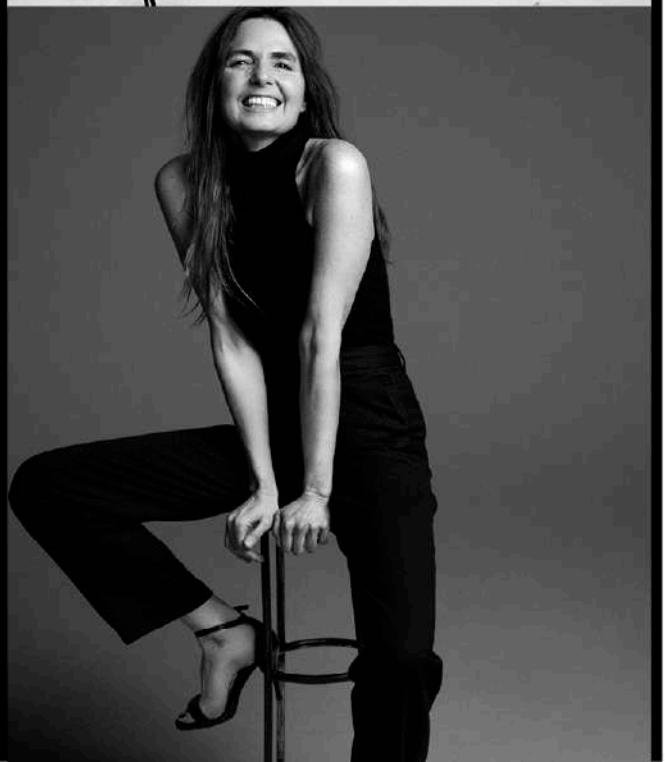
A woman with blonde hair, wearing a brown fur coat, is leaning against the front of a dark-colored car in a field of tall, golden wheat. The car's headlight is illuminated. The text 'VOGUE TAKES YOU ON A JOURNEY' is overlaid in white capital letters on the left side of the car.

VOGUE TAKES YOU ON A JOURNEY

LINDA GÖTTSCHE GERRITSEN  
*editor in chief*



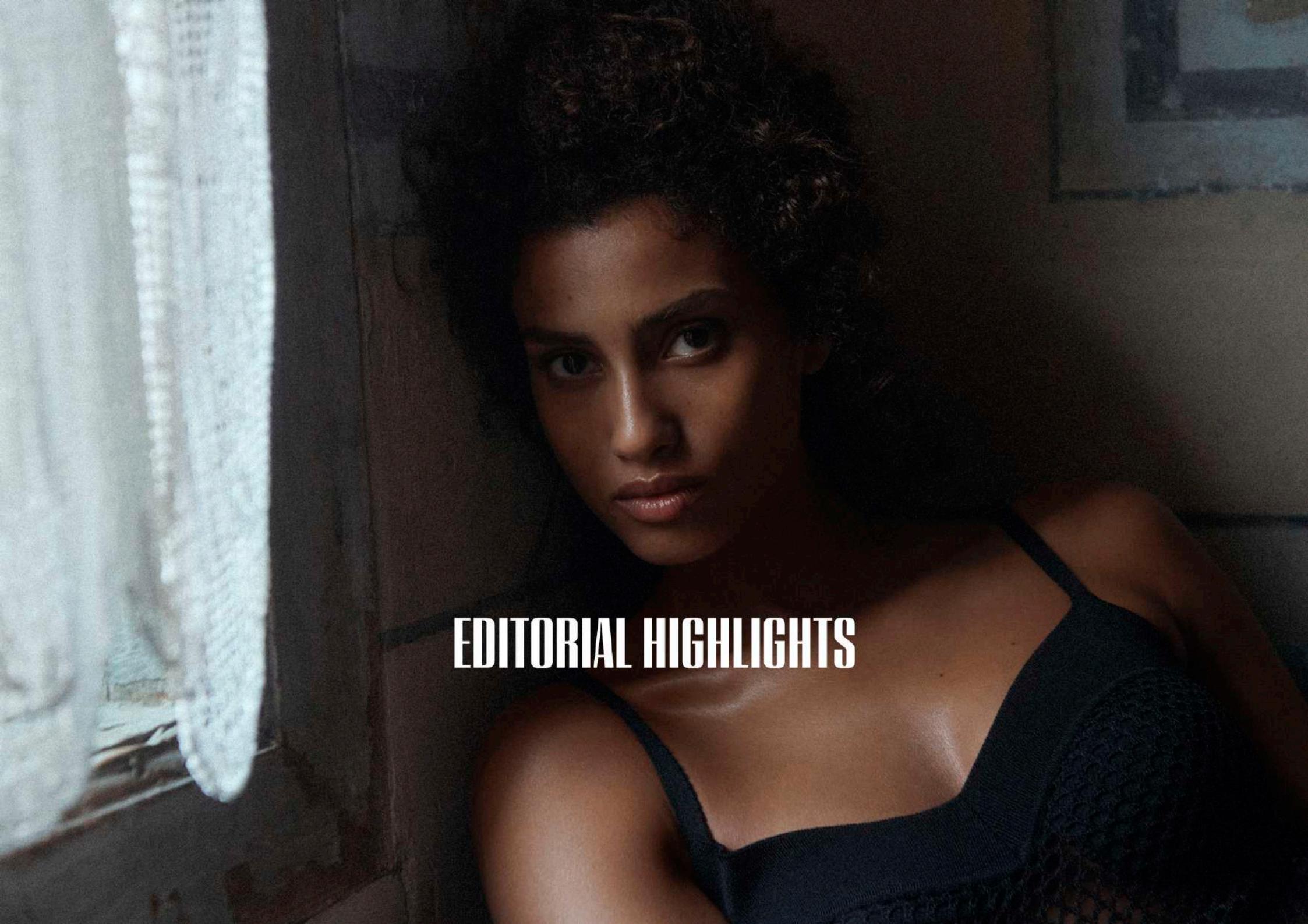
MARIE ANNETTE SCHWEMMEN  
*creative & editorial director*



## EDITORIAL MISSION

In today's media landscape, a strong digital presence in combination with a print magazine is essential. Bloom has built a strong position for *Vogue* in the Netherlands, with a strong readership and brand awareness amongst partners and readers. Therefore *Vogue* stands for the era of the ***360° APPROACH***. With our mediaplan for 2026 we will build strong presence with our ***THEME ISSUES***, that will have live events with readers, high quality content in print and on our digital channels, offering multiple possibilities to our friends of the brand. In 2026 we focus on ***INNOVATION & STORYTELLING***: leading in digital formats, video, podcasts and social media to reach audiences wherever they are. ***CONNECTION & COMMUNITY***: bringing people together through live *Vogue* events, from intimate gatherings to large-scale cultural moments. ***SUSTAINABILITY & VALUE***: encouraging conscious investments in fashion, vintage and design with an eye on the future. ***NEW TALENT***: providing a global stage for the next generation of designers, artists and creatives.

VOGUE



# EDITORIAL HIGHLIGHTS

# EDITORIAL HIGHLIGHTS

## VOGUE 4 / VINTAGE FASHION ISSUE

IN STORES MARCH 2026



## VOGUE 6 / THE SELF ISSUE

IN STORES MAY 2026

+ WELLNESS AND WELLBEING EVENT

## VOGUE 3 / BIG FASHION ISSUE

IN STORES FEBRUARY 2026

+ WEDDING EVENT



## VOGUE 5 / WEDDING ISSUE

IN STORES APRIL 2026

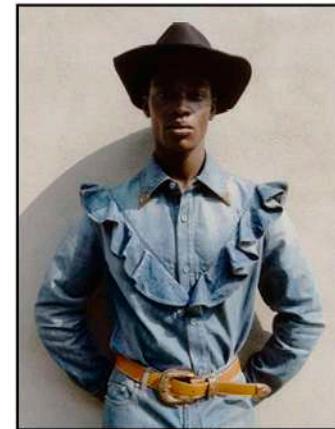
## VOGUE 9 / SEPTEMBER ISSUE + VOGUE DOWNTOWN

IN STORES AUGUST 2026



## VOGUE 11 / VOGUE MAN

IN STORES OCTOBER 2026



## VOGUE 12 / PARTY ISSUE

IN STORES NOVEMBER 2026



## VOGUE 7-8 / MODERN LOVE ISSUE

IN STORES JUNE 2026



## VOGUE 10 / MOVIE ISSUE

IN STORES SEPTEMBER 2026

VOGUE

# THE VINTAGE FASHION ISSUE

+ VINTAGE FASHION MARKET

Our very first *Vintage Issue* is coming to the Netherlands in 2026, following the proven success of global *Vogues*. This project is dedicated to vintage and design, highlighting a sustainable approach that encourages upcycling, recycling, and long-term investments. With this 360° initiative, we showcase the best vintage finds and second-hand treasures, inspiring readers to invest in timeless, valuable pieces. We will organize a *Vogue* Vintage Market event for our readers, supported by print stories and full social amplification.

*Issue 4 - In stores March 12 2026*



# THE WEDDING ISSUE

+ WEDDING EVENT

The wedding season is here! *Vogue* celebrates the Month of Love with local and international weddings of top models and celebrities. We will feature the most exclusive ceremonies, the best dresses, the most wanted locations and the after-parties in print and online.

Launching the issue we will have a big wedding event for our friends of the brand, on a magical location.

*Issue 5 - In stores April 16 2026*



# THE SELF ISSUE

+ WELLNESS AND WELLBEING EVENT

Body, mind and balance take centre stage. Readers are increasingly focused on wellbeing and rituals. *Vogue* introduces a “Wellness World”, both in print, on our online channels and through an immersive event.

*Issue 6 - In stores May 21 2026*



# THE MODERN LOVE ISSUE

+ DATING EVENT

Summer is the season of lovers – of connection, confidence, and new beginnings. In a world built on relationships in all their forms, we celebrate empowerment, authenticity, and the beauty of modern love. Get ready for our very first memorable *Vogue* Dating Event, accompanied by digital storytelling before and after the event.

*Issue 7/8 - In stores June 25 2026*



VOGUE

# THE MOVIE ISSUE

+ FILM GALA

Fashion meets film. In partnership with Eye Filmmuseum, we bring a Met Gala-inspired Red Carpet evening to the Netherlands, highlighting the cultural connection between fashion and cinema. *Vogue* will take its readers to get a unique insight of the crushed-with-stars evening, with exclusive video's of the red carpet outfits and after-parties. Together with Eye, *Vogue* will create a magical theme issue elevating the project to an international stage.

*Issue 10 - In stores September 24 2026*

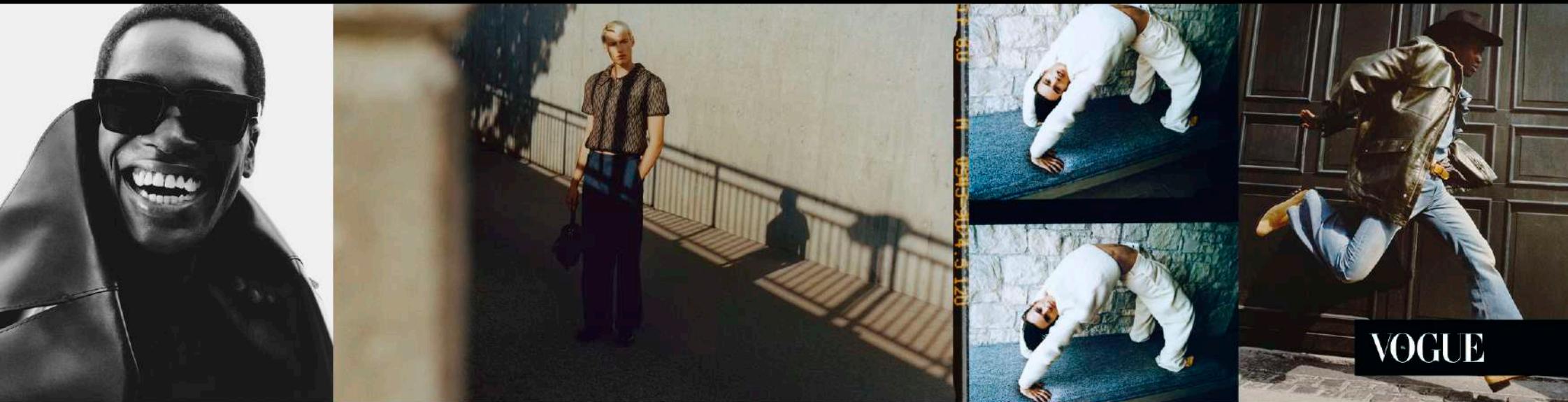


# VOGUE MAN

+ BRANDED EVENT OPTIONS

*Vogue Man* is a platform that extends throughout the year with exclusive events, collaborations and brand experiences. We invite partners to join us in shaping the conversation around men's fashion and lifestyle, creating unique activations that resonate with a highly influential audience. Once a year, a print issue of *Vogue Man* celebrates the stylish, modern man who is curious about fashion, beauty, lifestyle and culture.

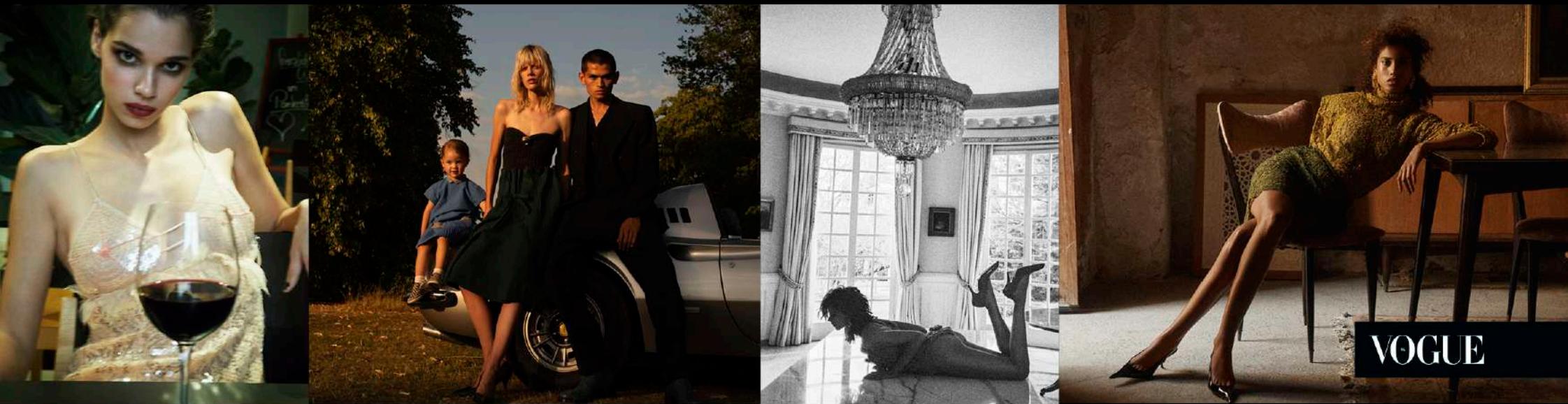
*Issue II - In stores October 22 2026*



# THE PARTY ISSUE

A sparkling close to the year. We spotlight the most exclusive jewellery in our annual Jewellery Special. A great start of the party & holiday season.

*Issue 12 - In stores November 19 2026*



# VOGUE ACTIVISM

*Vogue* continues to engage in activism both in print and online, using its platforms to highlight social issues and empower voices that drive change. Across magazines, digital stories, and social media, *Vogue* inspires conversation and action.



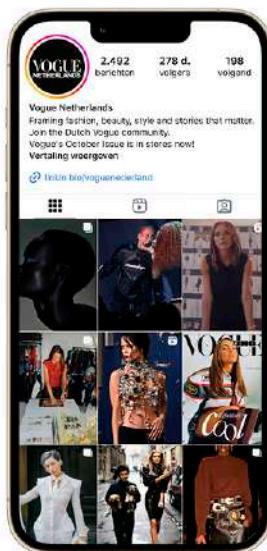
VOGUE

A woman with long, dark hair is leaning against a low stone wall in a grassy field. She is wearing a red and black plaid jacket over a white turtleneck. The background shows a vast, open landscape under a clear sky.

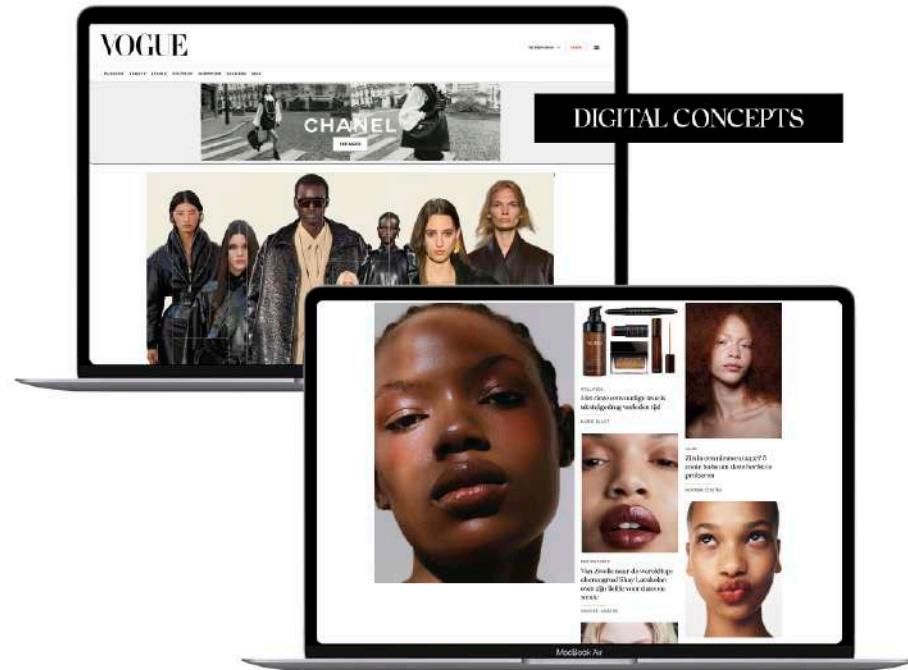
NEW DIGITAL CONCEPTS

# NEW CHANNELS & DIGITAL CONCEPTS

We aim to grow the engagement with our *Vogue-community* by **INVESTING IN NEW CHANNELS** and **DIGITAL CONCEPTS**. The new *Before its in* *Vogue*-channel and the *Vogue Bookclub* both launched in 2025, are the first examples of new digital concepts. We aim to invest in new digital concepts to grow our *Vogue-community*.



NEW CHANNELS



VOGUE

# INSIDE THE MAGIC OF VOGUE

We are proud of our *Vogue* community filled with loyal followers that start and end their day by checking out *Vogue-platforms*. Our highest goal is to grow a community that considers [vogue.nl](http://vogue.nl) as their best friend and to check in with, every step they take. How? By investing in exclusive video content of **VOGUE EDITORS & FRIENDS**, authorities in their field.



VOGUE

# CONTENT PILLARS

*Vogue.nl* brings a mix of news, background stories, tips, shopping lists and opinions on the following topics across all channels, both website and social media.

## FASHION & SHOPPING

*Trends, Celebs, Royals, Streetstyle, Catwalk; Vogue.nl always shows the latest fashion news. From streetstyle to runway.*

## BEAUTY & HEALTH

*Beauty tips, food, (mental) health; All online platforms highlight the latest innovations from the beauty world.*

## LIVING

*Interior, Travel, Weddings; Vogue editors recommend the best hotspots, (online) stores, hotels and restaurants.*

## CULTURE

*Art & Design, TV & Film; Inspiring interviews with Vogue Voices: changemakers like designers, actors and activists.*

## VOGUE LEADERS

*Highlighting inspiring professionals from the industry. This section is also connected to our new Vogue LinkedIn-account.*





VOGUE DOWNTOWN

# VOGUE DOWNTOWN

SEPTEMBER 3 / 18.00 - 21.00

Amsterdam is about to write a new chapter in fashion with the third edition of *Vogue* Downtown.

On September 3, the iconic P.C. Hooftstraat – the country's most celebrated luxury destination – will transform into the dazzling stage for *Vogue* Downtown 2026: an immersive, larger-than-life celebration of style, culture, and community.

For one day only, *Vogue* Netherlands will turn the entire street into an open-air runway, where supermodels, actors, designers, dancers, entrepreneurs, and readers come together in a breathtaking spectacle that celebrates fashion in every form. Expect the unexpected: from unforgettable performances and electrifying dance shows to live music acts and fashion presentations that will light up the street like never before.



Boutiques along the P.C. Hooftstraat will host exclusive in-store events, private parties, and creative activations spilling onto the street. Guests will be welcomed with culinary delights, live DJ sets, and of course, champagne. A moment to celebrate the new fashion season together with *Vogue*-readers!

But *Vogue* Downtown is more than an event – it is a fully immersive brand experience. Step into interactive installations, explore digital fashion moments, and enter worlds designed by iconic fashion houses, beauty brands and other like-minded brands. Here, the world of *Vogue* won't just be seen – it will be lived.

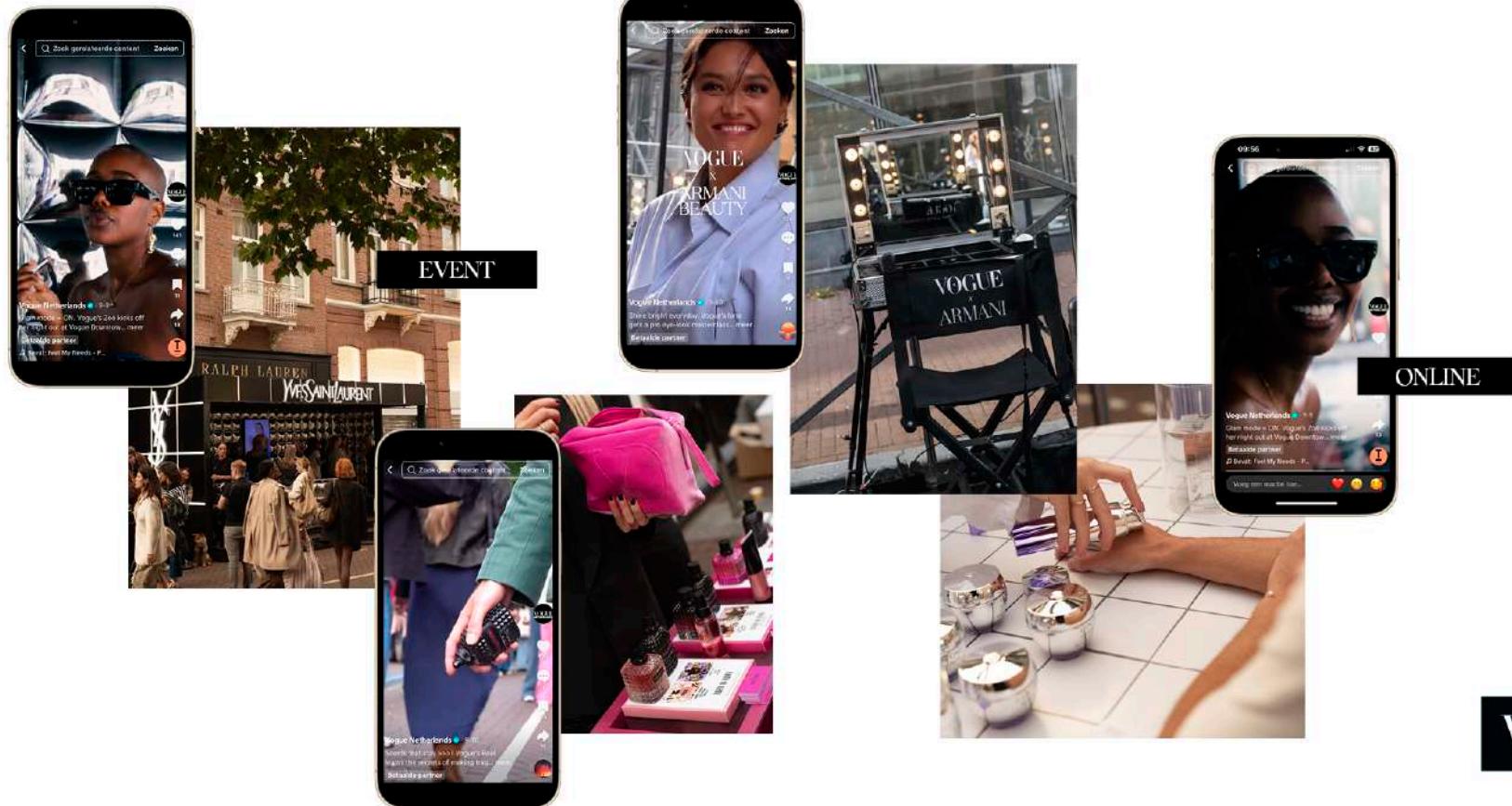
With *Vogue* Downtown 2026, we usher in a new era of style: inclusive, spectacular, and boundary-breaking. Prepare for the party of the year – where glamour meets energy, where the street becomes the stage, where champagne flows, and where we dance together into the night.

PREVIOUS COLLABORATIONS WITH : ARMANI, LANCÔME, YSL, VALENTINO, CATAWIKI, JOE & THE JUICE, ROB PEETOOM & REDKEN, SNAPCHAT & POLESTAR



# VOGUE DOWNTOWN X L'ORÉAL LUXE

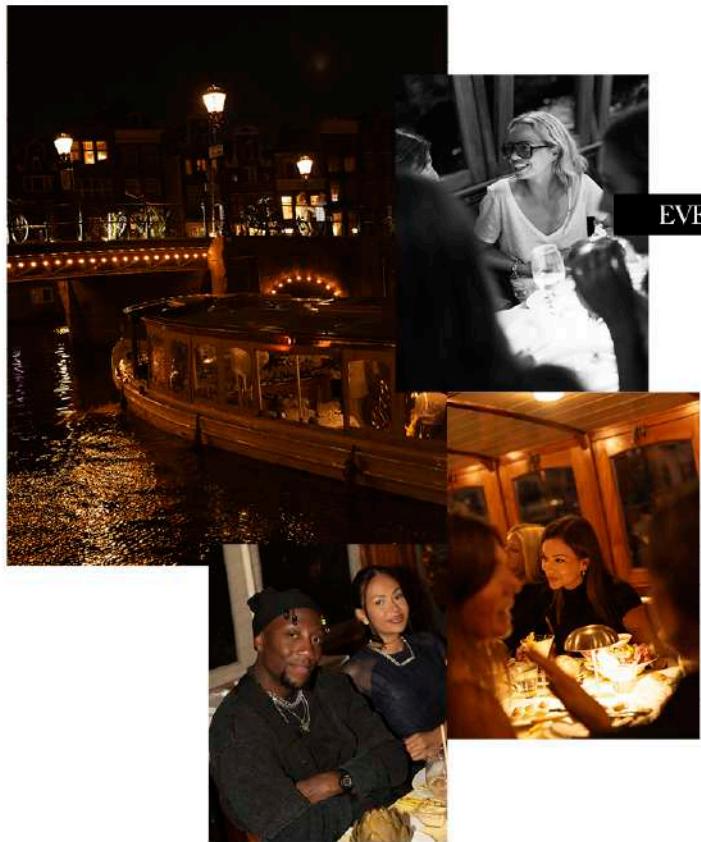
Guests discovered their skin's unique needs through a personalized skin analysis by Lancôme, receiving tailor-made samples for radiant results at home. Next, they explored the playful YSL Loveshine Lip Bar, featuring a photobooth and a claw machine filled with mini YSL surprises—creating moments of joy and engagement. To complete the beauty journey, visitors experienced the luxurious products of Giorgio Armani Beauty and Valentino Beauty, rounding off an evening of discovery and indulgence.



VOGUE

# VOGUE DOWNTOWN X SNAPCHAT

During Vogue Downtown we featured two brand activations of Snapchat. The first was an ice-cream cart in the middle of the PC Hooftstraat and the second was a special salon boat departed from the dock at the Rijksmuseum. Aboard: a group of Vogue friends and Snapchat creators—voices redefining influence across fashion, music, sport, and lifestyle. Among the guests were creatives who are shaping today's conversations, not through curated perfection, but through real and inspiring connections built on Snapchat.



VOGUE



PREVIOUS COLLABORATIONS

# VOGUE X DENHAM

In celebration of the Olympics in Paris, *Vogue* teamed up with Denham to create a 22-page long fashion series in print, with Dutch athletes. During the opening ceremony of the Olympics, we gathered 500 *Vogue* friends at a special location, where we celebrated this collaboration and our Olympians, and watched the ceremony on a big screen, in the midst of the Vondelpark. The perfect example of a 360° collaboration.

ONLINE



SOCIAL



PRINT



EVENT



ROAD  
TO  
PARIS  
GOOD LUCK TEAM NL



# VOGUE MAN X ISSEY MIYAKE

We launched the new L'Eau d'Issey fragrance by Issey Miyake, inspired by salt as its key ingredient. Thirty influential Vogue Man ambassadors were invited to a curated brunch featuring a salt tasting by the chef of NELA and a fragrance bar unveiling the new scent



EVENT



PRINT

VOGUE

# 360° VOGUE X NETFLIX

To officially launch the new Netflix' hitseries *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 eight 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.



EVENT



PRINT



SOCIAL

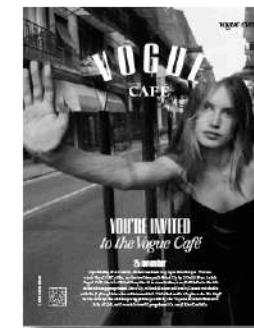


VOGUE

# VOGUE X L'ORÉAL PARIS

For one day only, we opened our very own Vogue Café. In collaboration with L'Oréal Paris, we organized a special experience on the International Day Against Violence Against Women. The new

Libertine Café des Prés was completely transformed into Vogue Café, especially for this occasion. *Vogue*-readers had the opportunity to step in the world of *Vogue* and order a delicious meal from the special Vogue menu together with friends, colleagues and family. While enjoying a free glass of sparkling wine, *Vogue*-readers were trained by experts of Stand Up. This training focused on street harassment and sexual harassment in public spaces. This all resulted in an educative and cozy afternoon.



VOGUE

# VOGUE BEAUTY COLLABS

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

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

**ONLINE**

**PRINT**

**PRINT**

**PRINT**

**ONLINE**

**EVENT**

**VOGUE**

# VOGUE X DOVE

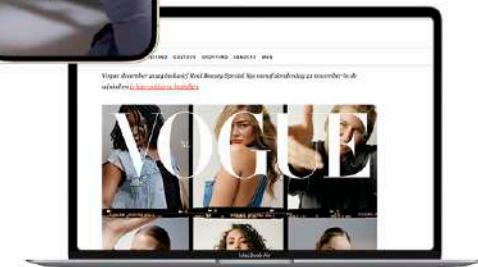
Together with Dove, we created a dedicated, branded special that was all about real beauty in a world where women have to deal with the negative effects of social media daily. With this collaboration we wanted to embrace real beauty and put the emphasis on how beautiful every woman is without filters, photoshop and AI. This resulted in a 36 pages long special. The special, in collaboration with Dove, was distributed with the regular *Vogue* circulation in stores. Besides this, customers of Kruidvat got the *Vogue x Dove special* when they bought two Dove products in store.



PRINT



SOCIAL



ONLINE



SHAPE  
OF  
YOU



VOGUE

# VOGUE X AUDEMARS PIGUET

To celebrate an international launch of Audemars Piguet, we dived 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* 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.



EVENT

**HAUTE HORLOGERIE**

Een interview met de chef van de horlogewereld: goudklokket Matthew Williams officieel voor Audemars Piguet zijn speciale serie Royal Oak. De enige man die dat kan!

**PRINT**

Een interview met de chef van de horlogewereld: goudklokket Matthew Williams officieel voor Audemars Piguet zijn speciale serie Royal Oak. De enige man die dat kan!

Een horloge dat ook een *statement* is. Wat we voor ogen hadden?

vogue x audemars piguet



SOCIAL

**TIJD VOOR ELKAAR**

Open deuren voor een ontmoeting met de exclusieve Royal Oak en een onthulling van de nieuwste horloges van Audemars Piguet. De enige man die dat kan!

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.



PRINT



ONLINE



SOCIAL



VOGUE

# VOGUE X DYSON

For Dyson, we created a 360° report of our Editor at Large Stephanie Broek, visiting Amsterdam Fashion Week and Paris Fashion Week. In the midst of these hectic weeks, Stephanie was able to show how Dyson saves the day with touch-ups at home and in the Dyson shop with all their tools. We highlighted this in a video, a print recap and in online content. Within this collaboration, we also produced a 4/1 print advertorial, showcasing four different hairstyles using all Dyson tools, shot by *Vogue*.



PRINT

SOCIAL



ONLINE

VOGUE

# VOGUE X NIO

A special *Vogue* fashion show took place in the monumental Metz building, on the corner of Leidsestraat and Keizersgracht. This building was transformed into the newest NIO House; a clubhouse where like-minded people can work, relax and connect. The house was not yet open to the public, but *Vogue* had the privilege to take a look at the construction site. In collaboration with NIO and Ronald van der Kemp, *Vogue* organized a special show. The designer took the opportunity to exhibit a selection of some of his previous couture looks, in the middle of the building site.



PRINT



SOCIAL

ONLINE



EVENT



VOGUE

# VOGUE X BOSS

To celebrate the opening of the new Boss store, Boss launched a campaign together with *Vogue*.

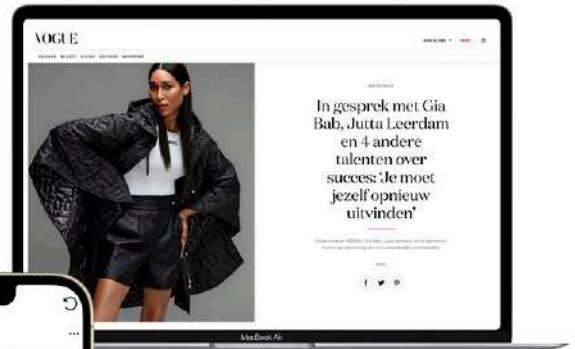
Boss selected six talents, *Bosses of Amsterdam*. Thanks to their passion, authenticity and perseverance, they are the leaders in their industry, according to Hugo Boss. *Vogue* created the 360° *Vogue x Boss campaign*, consisting of film and photography to be used on *Vogue*'s social media channels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



SOCIAL



ONLINE



VOGUE

# EDITORIAL TEAM



STEPHANIE BROEK  
*fashion editor at large*



NANCY STEEMAN  
*fashion coordinator*



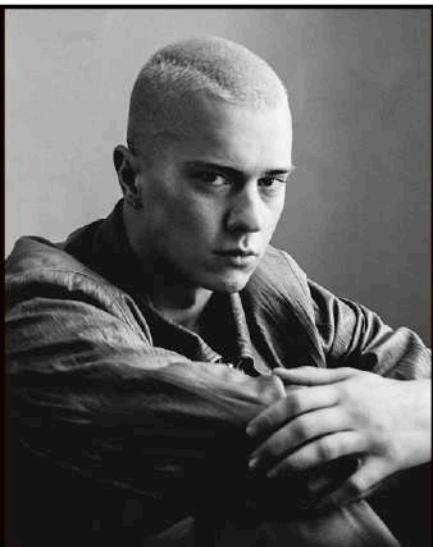
ZOË ZINDZI VAN HALEN  
*visual director*



JERSEY JENNA VANDEN END  
*picture editor*



LISA GOUDSMIT  
*head of digital*



STIJN DE VRIES  
*editor Vogue Man*



IONA ANTONIE  
*fashion & shopping editor*



XAVIERIA AUBRI  
*fashion editor*



DIONNE POOL  
*beauty & jewellery director*



CHARISSA HOOGERHEIJDE  
*lifestyle director*

# BRAND TEAM



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VOGUE



TEAM UP WITH VOGUE