

A fashion magazine cover featuring a woman with voluminous curly hair wearing a leopard-print trench coat with a black belt, standing in front of a red classic car on a city street. The background shows tall buildings and a few pedestrians.

VOGUE

NL

2026



THE WORLD OF VOGUE

Print circulation 40,000



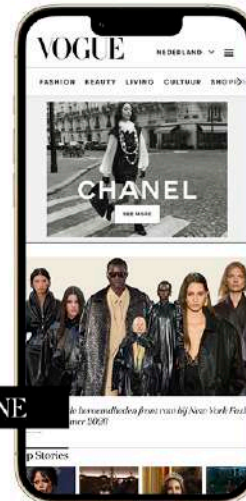
PRINT

*+10,000 readers at
Vogue Downtown*

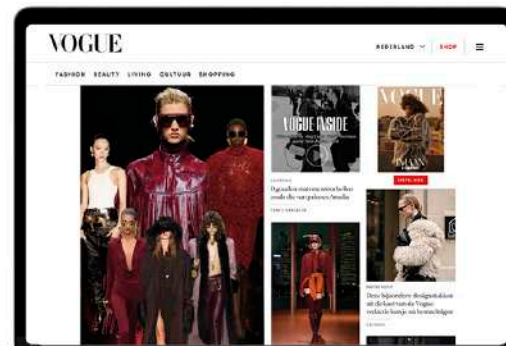


EVENTS

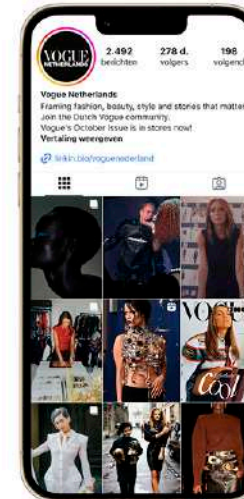
ONLINE



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

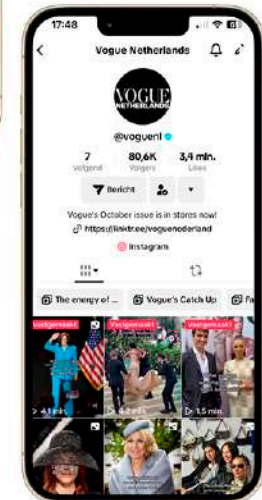


@ 307K followers



SOCIAL

*@ 137.3K followers
7M likes*



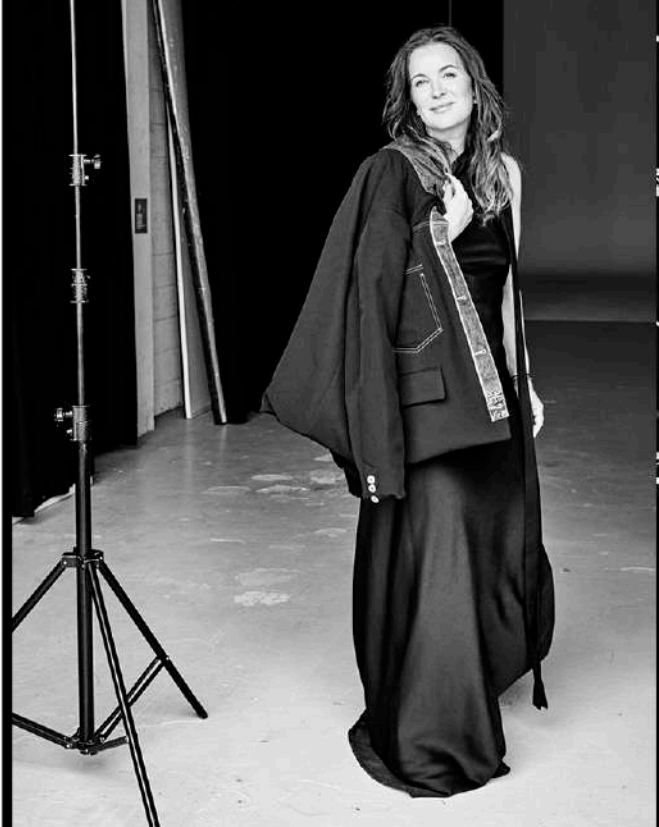
*Facebook: 158K followers
Pinterest: 23.6K followers*

VOGUE

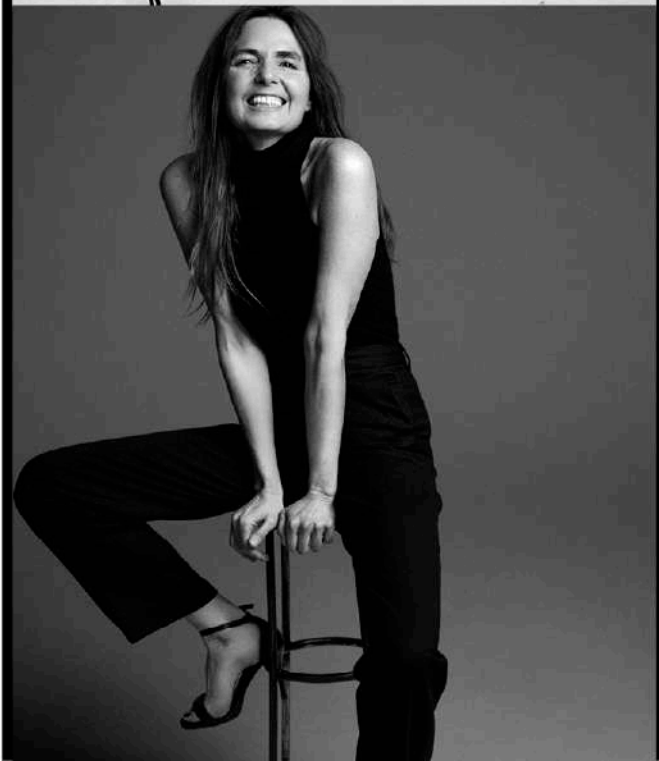
A woman with blonde hair and bangs, wearing a long, dark brown fur coat, is leaning against the hood of a dark-colored car. She is in a field of tall, golden-brown grass. The car's front headlight and grille are visible. The text "VOGUE TAKES YOU ON A JOURNEY" is overlaid in white, bold, sans-serif font across the center of the image.

VOGUE TAKES YOU ON A JOURNEY

LINDA GÜNTHER
editor in chief



MARIE VANETTESCHNEIDER
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

A close-up portrait of a woman with dark, curly hair, looking directly at the camera with a serious expression. She is wearing a dark, possibly black, top with a mesh or lace detail on the right side. The lighting is dramatic, with strong highlights on her face and shoulders, and deep shadows elsewhere. In the background, a window with white lace curtains is visible on the left, and a framed picture hangs on the wall to the right.

EDITORIAL HIGHLIGHTS

EDITORIAL HIGHLIGHTS

VOGUE 4 / VINTAGE FASHION ISSUE

IN STORES MARCH 2026



+ VINTAGE FASHION MARKET

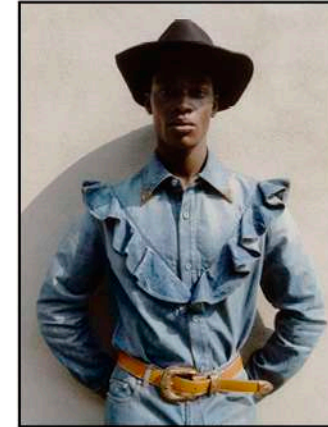


VOGUE 9 / SEPTEMBER ISSUE + VOGUE DOWNTOWN

IN STORES AUGUST 2026

VOGUE 11 / VOGUE MAN

IN STORES OCTOBER 2026



VOGUE 12 / PARTY ISSUE

IN STORES NOVEMBER 2026

VOGUE 6 / THE SELF ISSUE

IN STORES MAY 2026

+ WELLNESS AND WELLBEING EVENT

VOGUE 3 / BIG FASHION ISSUE

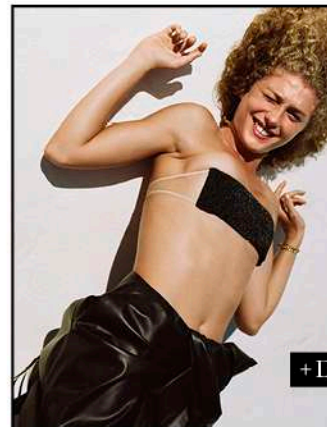
IN STORES FEBRUARY 2026



+ WEDDING EVENT

VOGUE 7-8 / MODERN LOVE ISSUE

IN STORES JUNE 2026



+ DATING EVENT



+ FILM GALA

VOGUE 10 / MOVIE ISSUE

IN STORES SEPTEMBER 2026

VOGUE 1-2 / TALENT ISSUE

IN STORES DECEMBER 2026

VOGUE 5 / WEDDING ISSUE

IN STORES APRIL 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



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 it's 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

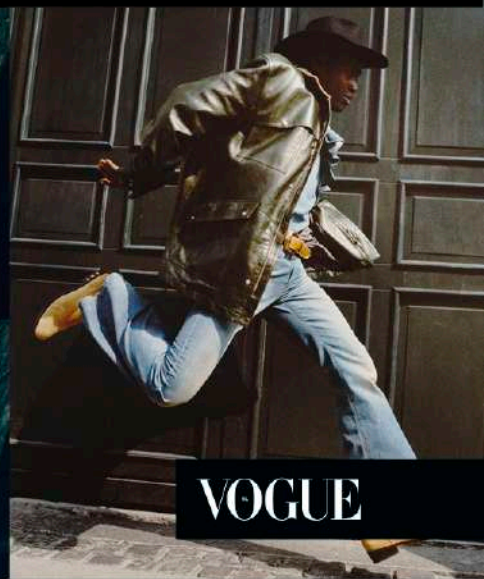


VOGUE MAN

+ 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.



PRINT



SOCIAL

ONLINE



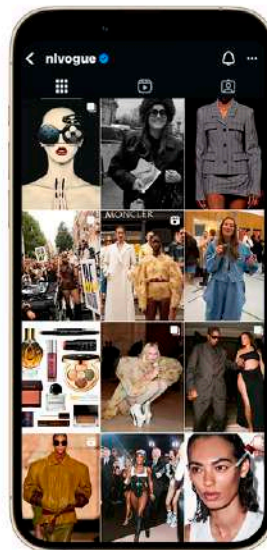
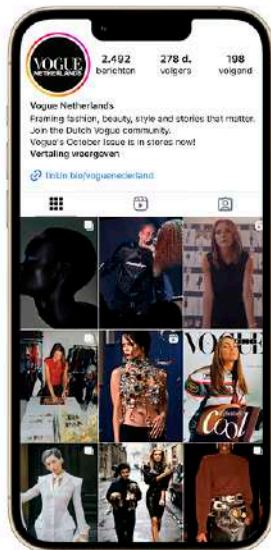
VOGUE

A fashion photograph featuring a woman with long, dark, wavy hair. She is wearing a red, black, and white plaid coat over a white ribbed top and dark boots. She is leaning over a rustic stone wall in a green field under a cloudy sky. The text "NEW DIGITAL CONCEPTS" is overlaid in the center.

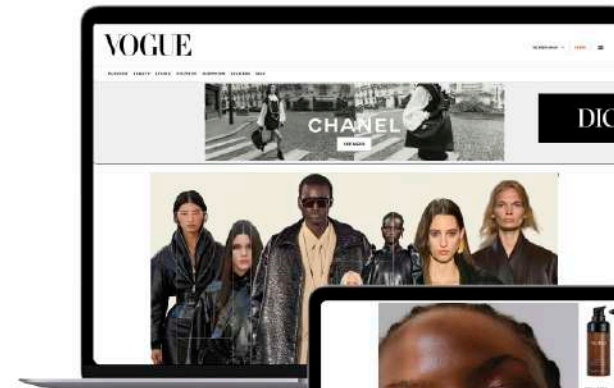
NEW DIGITAL CONCEPTS

NEW CHANNELS & DIGITAL CONCEPTS

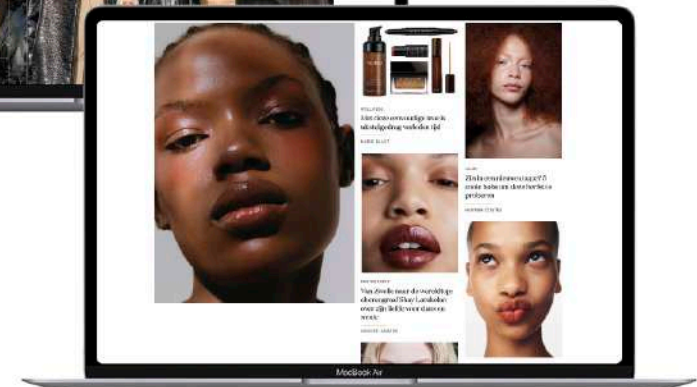
We aim to grow the engagement with our *Vogue*-community by *INVESTING IN NEW CHANNELS* and *DIGITAL CONCEPTS*. The new *Before its in Vogue*-channel and the *Vogue Bookclub* both launched in 2025, are the first examples of new digital concepts. We aim to invest in new digital concepts to grow our *Vogue*-community.



NEW CHANNELS

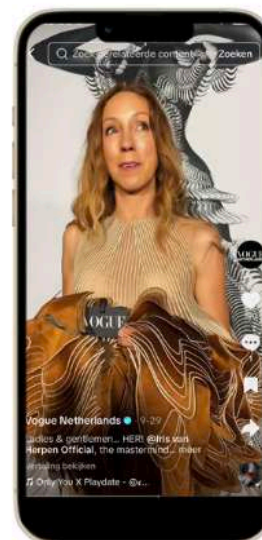
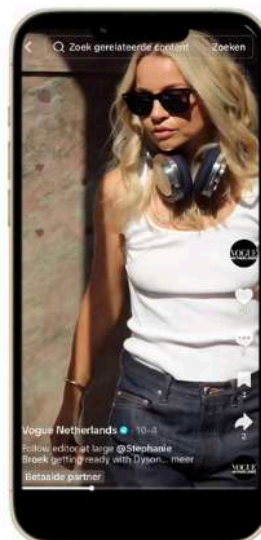
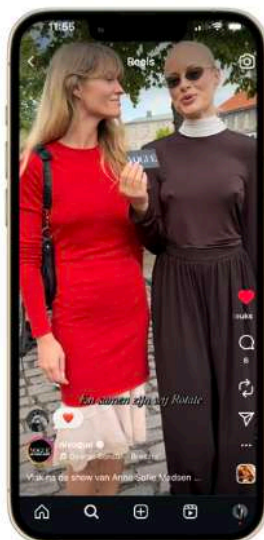


DIGITAL CONCEPTS



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* 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.





SPEAK
UP
VOTING

VOGUE DOWNTOWN

RE
VOTING

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. Hoofstraat 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.



PRINT

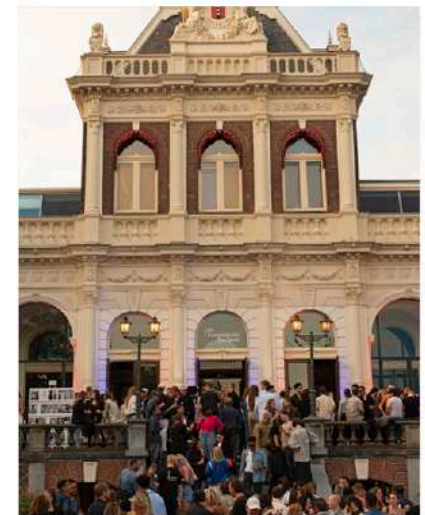
VOGUE



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.



**ROAD
TO
PARIS**

GOOD LUCK TEAM NL



VOGUE MAN X ISSEY MIYAKE

We launched the new LEau 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



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



ONLINE

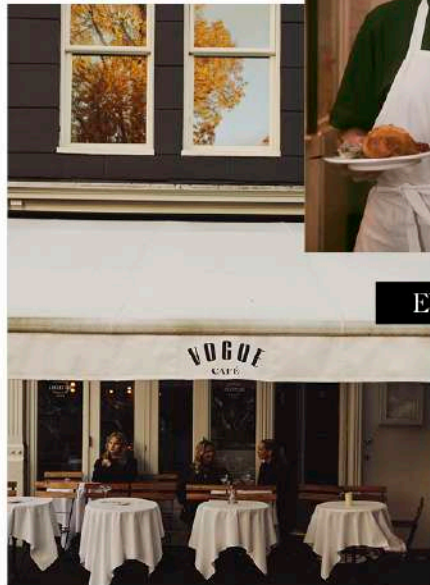
SOCIAL



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.



EVENT



ONLINE



PRINT

SOCIAL



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.



VOGUE

VOGUE X DOVE

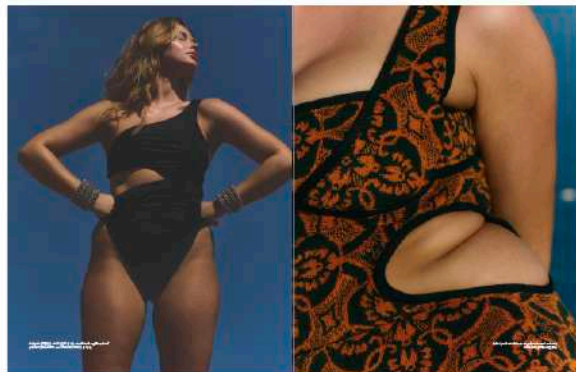
Together with Dove, we created a dedicated, branded special that was all about real beauty in a world where women have to deal with the negative effects of social media daily. With this collaboration we wanted to embrace real beauty and put the emphasis on how beautiful every woman is without filters, 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.



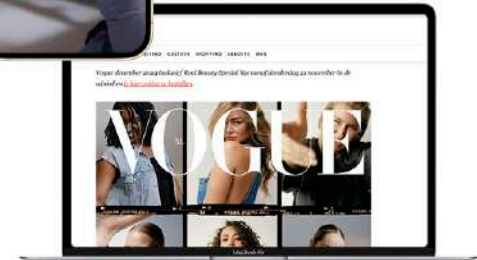
PRINT



SOCIAL



SHAPE
OF
YOU



ONLINE

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.

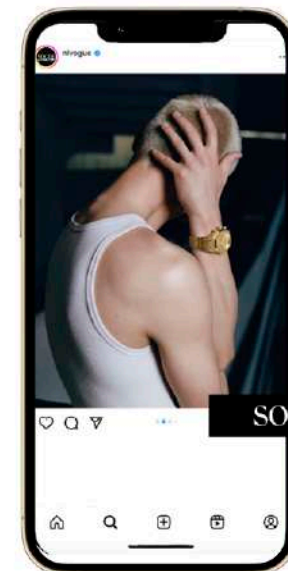


EVENT



TIJD VOOR ELKAR

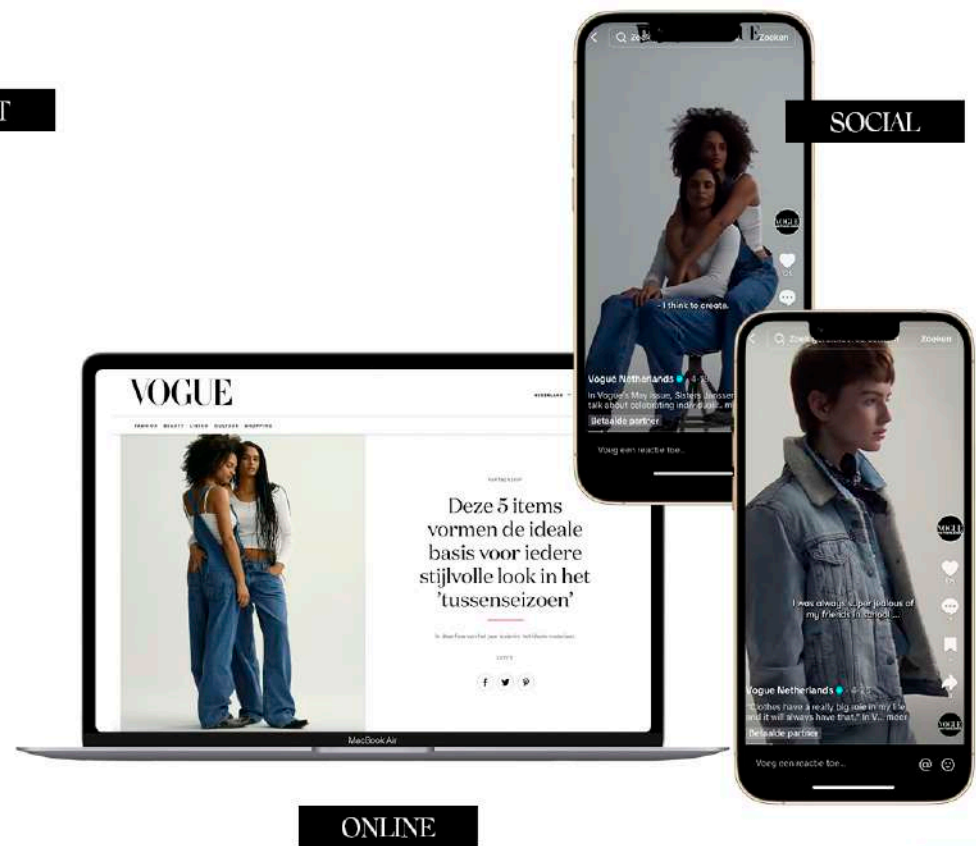
Op een bijzondere plek in een prachtig pand
open deuren de Haute Horlogerie wereld.
Van een kleine, maar wel een bijzondere
uitnodiging, met de naam 'Vogue' en de
naam van de eigenaar, die de wereld van
de horloges heeft gemaakt.



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.



VOGUE

VOGUE X DYSON

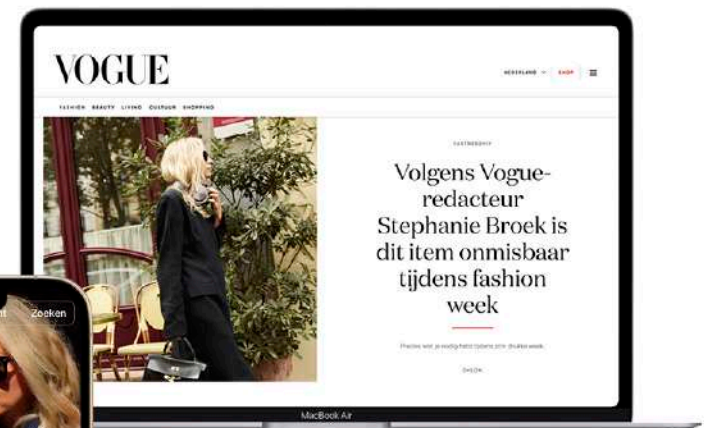
For Dyson, we created a 360° report of our Editor at Large Stephanie Broek, visiting Amsterdam Fashion Week and Paris Fashion Week. In the midst of these hectic weeks, Stephanie was able to show how Dyson saves the day with touch-ups at home and in the Dyson shop with all their tools. We highlighted 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

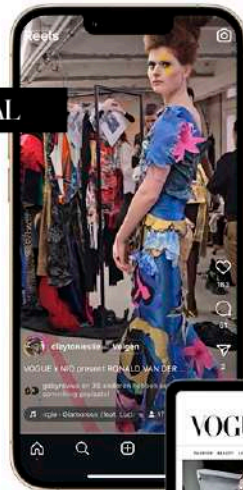
VOGUE X NIO

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



VOGUE



ONLINE



EVENT

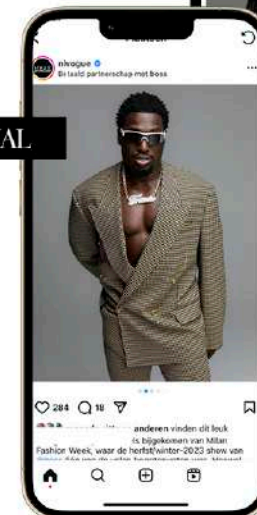
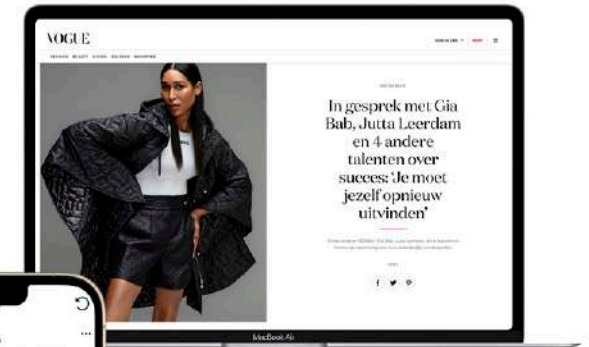


VOGUE

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.



VOGUE

EDITORIAL TEAM



STEPHANIE BROEK
fashion editor at large



NANCY STEEMAN
fashion coordinator



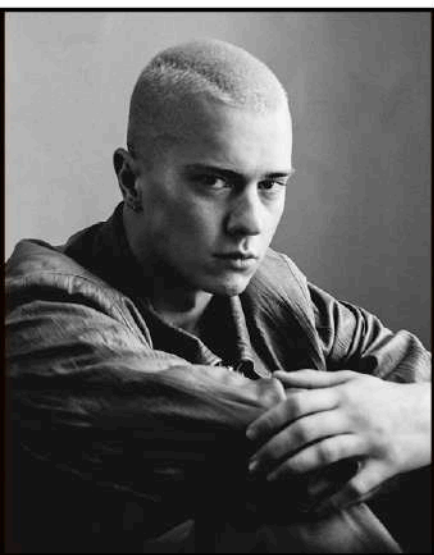
ZOË ZINDZI VAN HALEN
visual director



JERSEY JENNA VAN DEN END
picture editor



LISA GOUDSMIT
head of digital



STIJN DE VRIES
editor *Vogue Man*



IONA ANTONIE
fashion & shopping editor



XWIERA AUBRI
fashion editor



DIONNE POOL
beauty & jewellery director



CHARISSA HOGERHEIJDE
lifestyle director

BRAND TEAM



creative brand manager
MARISSA VAN RIJSINGEN
marissa@vogue.nl



brand & strategy director
NIEKE MULDER
nieke@vogue.nl



sales director online
SOPHIE LAMKIN
sophie.lamkin@linda.nl

A woman with voluminous, curly brown hair stands on a rooftop, looking directly at the camera. She is wearing a long, shaggy fur coat with a mix of black and white strands. The background features a cityscape at dusk or dawn, with a prominent minaret and domes visible in the distance. The text "TEAM UP WITH VOGUE" is overlaid in the center of the image.

TEAM UP WITH VOGUE