

MEDIA KIT 2023

IDEAT

CONTEMPORARY LIFE

Ventures
— MEDIA —



THE MOST **LIFESTYLE**
 DECORATION MAGAZINE...
 THE MOST **ELEGANT** AS WELL !



IDEAT BENELUX

FIRST EDITION: **APRIL 2023**

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IDEAT
CONTEMPORARY LIFE

*“Trendy without being mainstream, influential yet still elegant, **IDEAT** is a decoration magazine that is not only for women. It succeeds in combining in-depth information and proximity with our audience.*

*Design, international architecture, interior decoration, contemporary art, photography, fashion, shopping, urban tourism : **IDEAT** makes us want to learn more about creators from yesterday, today and tomorrow.*

Viscerally mixed.

Fiercely modern.

Absolutely essential.”



KEY FIGURES

240

pages

40

journalists, photographers
and illustrators

80

topics

5

issues
in 2023

2

editions: fr et nl

20 000

exemplaires

4

International
editions:

Germany
(Since 2021)

50 000
copies

China
(Since 2015)

400 000
copies

France
(Since 2000)

60 000
copies

Benelux
(From 2023)

20 000
copies

OUR READERSHIP

Arty & Cultured, contemporary, nomadic, passionate & loyal buyers.



58 % women

42 % men



Aged between 30 and 49 years old



60 % live in large cities



58 % belong to social groups and have higher education



83 % consider advertising as a source of inspiration



86 % consume a luxury brand at least twice a year



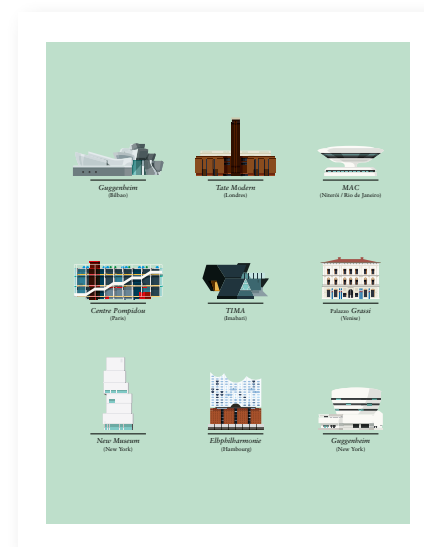
69 % are homeowners



22 % own second homes



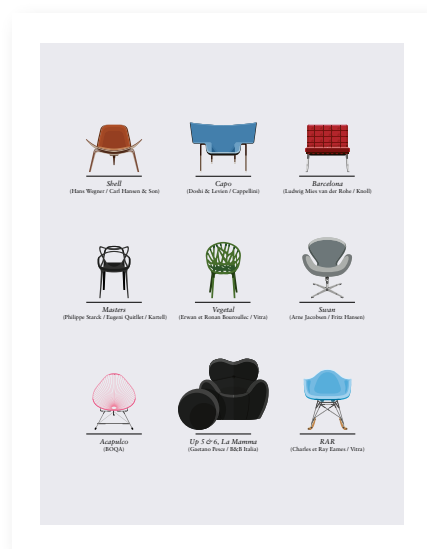
IN EACH ISSUE



Contemporary news

All the news from the design, photography, architecture, stores, contemporary art sectors.

IN EACH ISSUE



Contemporary design

The best of contemporary design by its actors.

IDEAT
CONTEMPORARY LIFE





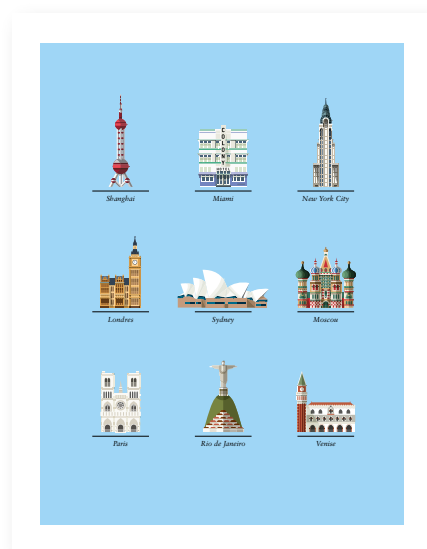
IN EACH ISSUE



Contemporary life

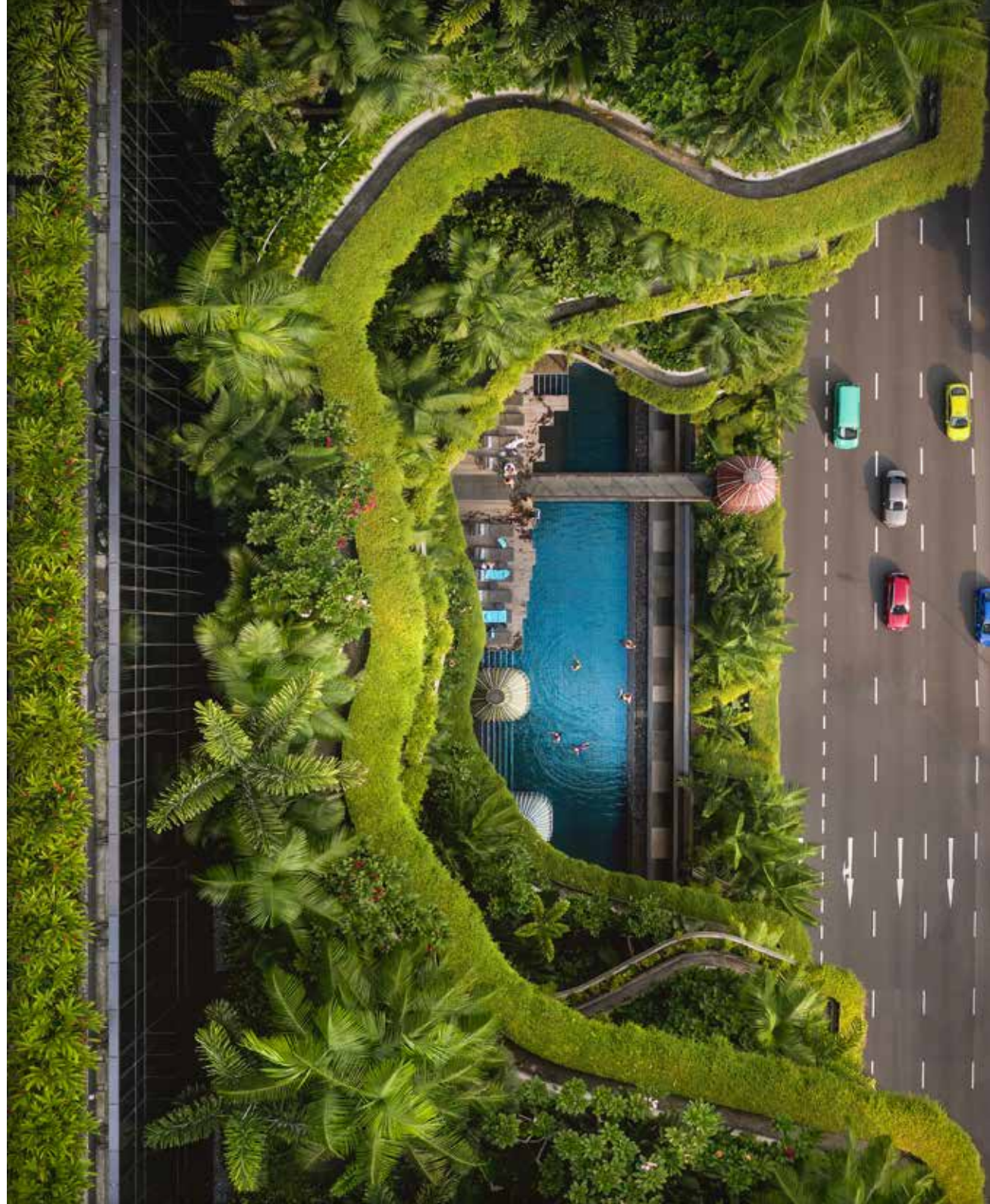
Selection of original and exclusive interiors from all over the world.

IN EACH ISSUE



Contemporary trips

The most beautiful and fascinating cities in the world deciphered by the editorial staff.





IDEAT IN 2023

THE MAGAZINE: A CONTINUAL IMPROVEMENT BASED ON AN UNCHANGED DNA

- ▶ Even more topics on **trips & lifestyle** thanks to **international destinations** (Séoul, Vienne, Florence) through our specific sections : Urban Spirit, Week-End Arty, Hype Area & Road Trip.
- ▶ Even more **design** with new sections which strengthen IDEAT's unique positioning in the market of **high-end decoration** magazines.

OUR DIGITAL ENVIRONMENT : A KEY OBJECTIVE OF OUR STRATEGY

- ▶ **Strengthen our presence** on social networks (Facebook, Instagram, Pinterest...) thanks to **adapted formats**.
- ▶ **Website redesign**: new URL, new design, freemium model with paywall to enhance our high-end content.
- ▶ An **SEO strategy** to make IDEAT the **digital reference** in the design world.

VIDEO: A RISE IN ACTIVITY AND QUALITY

- ▶ **Development of our internal production team**.
- ▶ **Increase our posts frequency** (a weekly «rendez-vous»), around our iconic formats: «La Minute Design», «Designer @work»...
- ▶ **La Minute Design**: a new series about iconic creations in design history, in editorial partnership with the Mobilier National (responsible for the furniture of the French key official buildings).

EDITORIAL CALENDAR

		MATERIAL DEADLINE	RELEASE DATE
1	APRIL - MAY OUTDOOR ARCHI - MODE & DESIGN LIGHTING & TABLE ART - POOLS	10.03.2023	31.03.2023
2	JULY - AUGUST SPECIAL ARCHITECTURE AND PORTUGAL	10.06.2023	01.07.2023
3	SEPTEMBER-OCTOBER BACK TO SCHOOL 100% DECO FASHION & ART WALLPAPER (FABRICS - PAINTINGS)	11.08.2023	01.09.2023
4	NOVEMBER SPECIAL GREEN KITCHENS - BATHROOMS - COVERINGS ACOUSTIC PANELS - FIREPLACES	06.10.2023	27.10.2023
5	DECEMBER - JANUARY SPECIAL LIFESTYLE & GASTRONOMY INTERIORS (FABRICS - SOFAS - BEDS)	10.11.2023	01.12.2023



RATES 2023

NATIONAL & INTERNATIONAL

STANDARDS

Single page: 7.900 €

Double page: 14.000 €

PREMIUM

Double opening : 22.000 €

Double bis: 21.000 €

Gatefold 3 pages: 31.00€

Gatefold 4 pages: 42.250 €

4th cover: 14.350 €

3rd cover couverture: 9.750 €

Contributor's side: 13.150 €

Colophon side: 12.500€

Summary side: 11.500 €

OTHER FORMATS

1/2 page: 4.900 €

1/4 page: 2.450 €

Double 1/2: 9.400 €

INSERTIONS

2 pages: 5.900 €

4 pages: 7.600 €

6 pages: 8.500 €

8 pages: 9.250 €

12 pages: 9.750 €

SIZES

Double page: 430 cm x 275 cm

Single simple: 215 cm x 275 cm

1/2 page H: 215 cm x 137 cm

1/2 page V: 107 cm x 275 cm

1/4 page: 107 cm x 137 cm

RECEIPT OF ADVERTISING

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IDEAT
PRODUCTION

