

PRINT & DIGITAL
2024

IDEAT

CONTEMPORARY LIFE

Ventures
MEDIA

*“Trendy without being mainstream, influential yet still elegant, **IDEAT** is an interiors 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.”



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

IN EACH ISSUE OF THE PRINT MAGAZINE

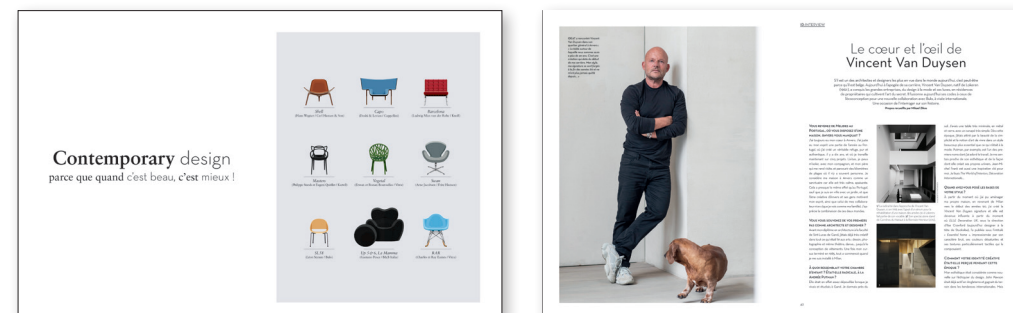
Contemporary news



Contemporary homes



Contemporary design & lifestyle



Contemporary trips



KEY FIGURES OF THE **PRINT MAGAZINE**

220

pages
per issue

35

journalists, photographers,
stylists, illustrators and artists
per issue

50

article: trending news,
in-depth articles, reports,
interviews, shootings and
exclusive features

4

issues
in 2024

2

editions (same content):
FR and **NL**

3

countries in
Benelux: Belgium,
The Netherlands,
Luxembourg

20,000

copies per issue

4

international editions of **IDEAT** Magazine

Germany
50,000
copies

China
400,000
copies

France
60,000
copies

Benelux
20,000
copies



OUR DIGITAL PLATFORMS:

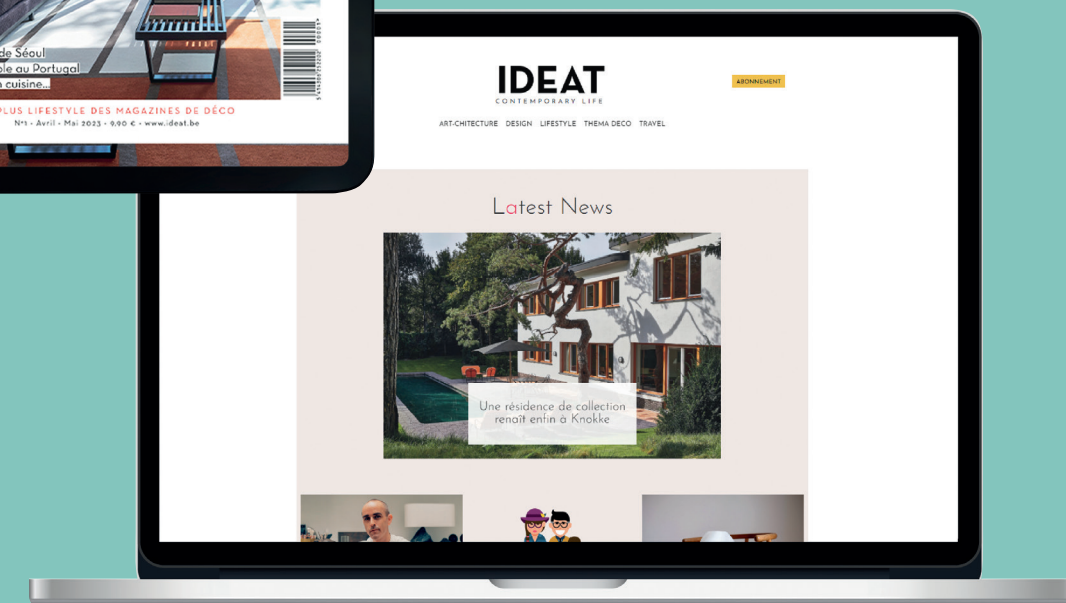
Digital: a key pillar of our strategy

IDEAT.BE/FR AND /NL: MAGAZINE CONTENT EXTENDED ONTO THE WEB AND BEYOND...

- u A dedicated URL and a freemium model to showcase our high-quality information
- u An SEO strategy to make IDEAT Benelux the digital reference in the world of design in Belgium, the Netherlands, and Luxembourg
- u Even more interior decoration, design, architecture, art, and travel novelties with coverage of local and international events and destinations

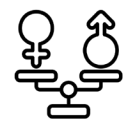
@IDEAT_BENELUX: THE MAGAZINE'S UNIVERSE SERVING OUR COMMUNITY

- u Strengthening our presence and visibility on Instagram and other social networks (Facebook, LinkedIn, etc.) with exclusive content for these platforms
- u Inspirations, live content, snacking content, real-time interactions, and tips to share
- u Video by IDEAT magazine: a rise in quantity and quality, Developed by our creative studio around our signature formats



OUR READERSHIP PRINT & DIGITAL

Arty & cultured
Contemporary & nomadic
Passionate & loyal buyers



58% women **42%** men



between **30** and **59** years old



60% live in the big cities in Benelux (Belgium, The Netherlands, Luxembourg) and abroad



58% belong to the upper social groups and have completed higher education



83% consider advertising as a source of inspiration just as much as the content



86% consume products and services from luxury brands at least twice a year



69% are homeowners **22%** own second homes



FOUR EVENT PRINT ISSUES IN 2024!

		MATERIAL DEADLINE	RELEASE DATE
IDEAT BENELUX N°6 SPRING EDITION MARCH-APRIL-MAY 2024	21ST CENTURY DESIGN & LANDSCAPE ARCHITECTURE + OUTDOOR INNOVATIONS Master classes on Collectible design, Landscape architecture and gardens Special report on High-end kitchens and appliances Outdoor furniture: our buying guide! Real Estate & Design/main residences Automotive, car design and mobility + Major contemporary art fairs and biennial exhibitions	15.02.2024	15.03.2024
IDEAT BENELUX N°7 SUMMER EDITION JUNE-JULY-AUGUST 2024	SPECIAL OUTDOOR HOLIDAYS & TRIPS ISSUE The most beautiful vacation homes selected by IDEAT Special report on Swimming pools, terraces, and outdoor coverings Doors, frames, facades, verandas and blinds Outdoor accessories and small furniture Real estate & Design/secondary residences Yachting, sports & Design Luxury travels (long stays and weekends, resort and spa hotels) + Major summer exhibitions and festivals in Europe	8.05.2024	07.06.2024
IDEAT BENELUX N°8 AUTUMN EDITION SEPTEMBER-OCTOBER 2024	INTERIOR ARCHITECTURE & DESIGN + NEW FURNITURE Master classes on Decor styles and Custom interior architecture Shopping selection for Living rooms and dining rooms, shelving and storage Bedrooms and bathrooms Special report on Fabrics and wallpapers, Children's furniture/Back to School + Design weeks and emerging designers in Belgium, The Netherlands and Luxembourg	8.08.2024	06.09.2024
IDEAT BENELUX N°9 WINTER EDITION NOVEMBER-DECEMBER 2024	SPECIAL ARCHITECTURE & PROS + LUXURY SELECTION Office furniture, workplace and home office, Contract/B2B & retail Shopping selections for Lighting Fireplaces, open fires, heating, and insulation Interior coverings and tiles Interior renovation and home automation High tech & Design, Watchmaking	31.10.2024	29.11.2024

PRINT RATES 2024

NATIONAL & INTERNATIONAL

STANDARDS

Single page: €7,900
Double page: €14,000

PREMIUM

Double opening: €22,000
Double 2 (C2+P3): €21,000
Gatefold 3 pages: €31,000
Gatefold 4 pages: €42,250
4th cover: €14,350
3rd cover: €9,750
Contributor's side (PP1, left): €13,150
Colophon side (PP2, right): €12,500
Summary (PP3, right): €11,500

INSERTIONS

2 pages: €5,900
4 pages: €7,600
6 pages: €8,500
8 pages: €9,250
12 pages: €9,750

BRANDED CONTENT

Formats: 1/1, 2/1 etc.
+ technical costs upon quote
Contact us for more information

LOCAL

STANDARDS

Single page: €4,500
Double page: €8,000

PREMIUM

Double opening: €11,900
Double 2 (C2+P3): €11,300
Gatefold 3 pages: €16,700
Gatefold 4 pages: €22,800
4th cover: €8,000
3rd cover: €5,500
Contributor's side (PP1, left): €7,200
Colophon side (PP2, right): €6,750
Summary side (PP3, right): €6,250

INSERTIONS

2 pages: €3,200
4 pages: €4,200
6 pages: €4,600
8 pages: €5,000
12 pages: €5,250

BRANDED CONTENT

Formats: 1/1, 2/1 etc.
+ technical costs upon quote
Contact us for more information

SIZES

Double page:	430 mm x 275 mm
Single simple:	215 mm x 275 mm
1/2 page H:	215 mm x 137 mm
1/2 page V:	107 mm x 275 mm
1/4 page:	107 mm x 137 mm
+ 5 mm extra for false cut all around on each edge	

RECEIPT OF ADVERTISING MATERIALS
Amélie Eeckman - aee@venturesmedia.be

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DIGITAL RATES 2024

SOCIAL MEDIA

INSTAGRAM POST

Media value: 1,000 € + boost



INSTAGRAM STORY

Media value: 750 € + boost

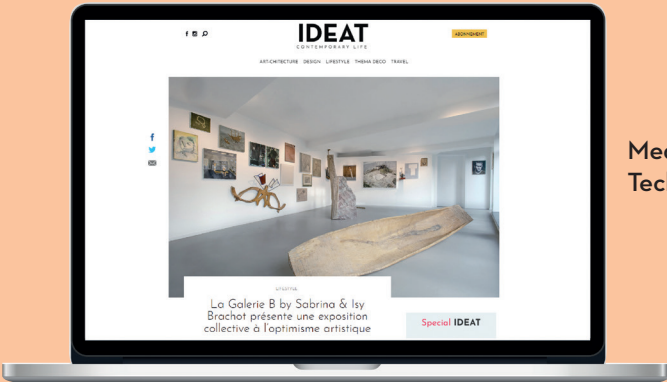


FACEBOOK POST

Media value: 1,000 € + boost



NATIVE WEB ARTICLE



Media value: 2,000 €
Technical costs: 500 €



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NEW:
ÉDITION
BENELUX

Architecture & Design

L'excellence de Studio Mumbai,
Dorte Mandrup, Nicolas Schuybroek,
Stefan Scholten et Iris van Herpen
Les matériaux naturels revus et corrigés

PLEASE
NO GREEN
WASHING

Lifestyle

Joaillerie, mode et décoration :
tout ce qui brille (vraiment) !
Dans l'esprit de Jacques Dupuis

Irish

Bombay au-delà des images
L'Islande : une île magnétique
L'incontournable Luxembourg Art Week

LE PLUS LIFESTYLE DES MAGAZINES DE DÉCO

N°4 - Novembre - Décembre 2023 - 9,90 € - www.ideat.be

IDEAT BENELUX

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