

"Trendy without being mainstream, influential and elegant, **IDEAT** is an established contemporary interiors magazine that succeeds in combining exclusive, high-quality and in-depth information with a great proximity to its audience.

From international indoor and outdoor design to bespoke architecture, art, luxury products, travel and sustainability: **IDEAT** is all about what shapes things today and tomorrow!

Viscerally mixed.

Fiercely modern.

Absolutely essential."



THE MOST **LIFESTYLE**INTERIORS MAGAZINE... & THE MOST **STYLISH** AS WELL!



DEAT BENELUX/VENTURES MEDIA 07/2025

EXCLUSIVE CONTENTS IN EACH MAGAZINE

Contemporary news

The most sought-after designers on interview





Contemporary design & lifestyle

Our selection of the season's best products





Contemporary homes

Outstanding and timeless private architectures





Contemporary *trips*

The finest travels in the company top creatives







OUR KEY FIGURES

215+

pages of content per issue 35+

journalists, photographers, stylists, illustrators and contributing artists per issue 50+

articles per issue: local and international news, reports, exclusive interviews and features

4

issues in 2025

2

editions (same content): French and Dutch 3

countries: Belgium, The Netherlands and Luxembourg

20,000

copies per issue

1

international editions of IDEAT







OUR DIGITAL PLATFORMS

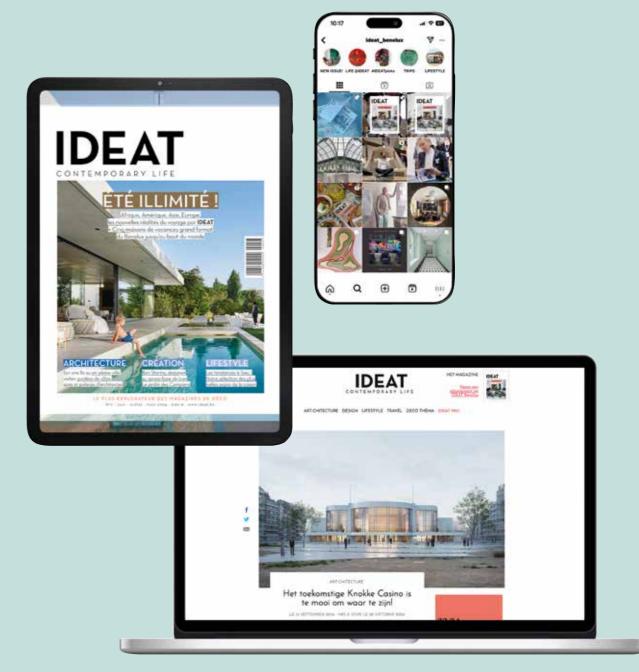
DIGITAL: the cornerstone of our brand

IDEAT.BE/FR AND /NL: OUR EXCLUSIVE CONTENT EXTENDED ONTO THE WEB AND MUCH MORE...

- A dedicated URL per langage and a freemium model to showcase our high-quality information
- > Reinforcing our strategy to make **IDEAT** Benelux the digital reference in the world of design in Belgium, The Netherlands, and Luxembourg
- Even more interior design, architecture and product news with IDEAT PRO Coverage of Benelux and international events and destinations

@IDEAT_BENELUX: THE MAGAZINE'S GO-TO PLATFORM FOR OUR B2B AND B2C COMMUNITY

- > Strengthening our high-quality audience and visibility on Instagram and other networks (Facebook, LinkedIn, TikTok) with exclusive content made for these platforms
- > Inspirations, live contents, snacking contens, real-time interactions and tips to share
- Videos and Reels: a significant rise in quantity and quality.
 Developed by our creative studio around our signature formats like #IDEATPICKS





OUR READERSHIP

Open minded & cultured Passionate & loyal end-customers Prescriber & influential

1/3 B2B and 2/3 B2C





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



60% live in big cities in the 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% regularly consume products and services from luxury brands



69% are homeowners 22% own second homes





FOUR PRINT ISSUES IN 2025

		MATERIAL DEADLINE	RELEASE DATE
IDEAT BENELUX N° 10	OUTDOOR DESIGN SPECIAL!	28.02.2025	4.04.2025
SPRING 2025 EDITION	ARCHITECTURE AND LANDSCAPE, WITH GUEST ARCHITECTS		
	NEW OUTDOOR 2025 PRODUCTS [PREVIEW]		
	SWIMMING POOLS AND OUTDOOR COVERINGS		
	GREEN MOBILITY (CARS, ETC.)		
	REAL ESTATE/SECOND HOMES		
	+ COLLECTIBLE DESIGN IN BENELUX REPORT BY IDEAT		
IDEAT BENELUX N°11	HOSPITALITY & B2B SPECIAL!	23.05.2025	27.06.2025
SUMMER 2025 EDITION	SPECIAL HOSPITALITY & B2B IN EUROPE, WITH GUEST INSIDERS		
	NEW OUTDOOR AND INTERIOR 2025 PRODUCTS [PT.I]		
	OFFICE AND WORKPLACE FURNITURE		
	BACK TO SCHOOL PREVIEW		
	+ PARIS, COLOGNE AND MILAN FAIRS EXCLUSIVE REPORT BY IDEAT		
IDEAT BENELUX N• 12	INTERIOR DESIGN SPECIAL!	01.09.2025	30.09.2025
AUTUMN 2025 EDITION	BENELUX GUEST INTERIOR DESIGNERS		
	NEW INTERIOR 2025 PRODUCTS [PT.II]		
	INTERIOR COVERINGS (PAINT, WALLPAPER, ETC.)		
	REAL ESTATE/MAIN RESIDENCES		
	+ DOSSIERS: HIGH-END KITCHENS AND APPLIANCES		
	FIREPLACES AND OPEN FIRES		
IDEAT BENELUX № 13	LUXE & TRAVEL 2026 TRENDS SPECIAL!	07.11.2025	12.12.2025
WINTER 2025-2026 EDITION	THE FINEST & UPCOMING HOT SPOTS SELECTED BY IDEAT	-	-
	JEWELRY AND WATCHES		
	YATCHING IN FOCUS		
	+ DOSSIERS: BEDDING AND BEDROOMS		
	BATHROOMS, CERAMIC AND TECHNIC TILES		
	HIGH-TECH AND AI PRODUCTS		



PRINT RATES IN 2025

BENELUX & INTERNATIONAL STANDARD

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

Contributors' side (PP1, left): €13,150 Colophon side (PP2, right): €12,500 Contents side (PP3, right): €11,500

INSERTIONS

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

3rd cover: €9,750

PARTNER EVENT, BRANDED CONTENT & NATIVE ADVERSITING

Formats: 1/1, 2/1 etc.

+ technical costs upon quote

Please contact us for more information

LOCAL STANDARD

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

Contributors' side (PP1, left): €7,200 Colophon side (PP2, right): €6,750 Contents 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

PARTNER EVENT, BRANDED CONTENT & NATIVE ADVERSITING

Formats: 1/1, 2/1 etc.

+ technical costs upon quote

Please 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 round each edge

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





DIGITAL RATES IN 2025

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







LE PLUS CHAUD DES MAGAZINES DE DÉCO N°11 - Été 2025 - 9,90 € - www.ideat.be

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SINCE APRIL 2023

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