BENELUX MEDIA KIT 2026

IDEAT

CONTEMPORARY LIFE

Ventures MEDIA

"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!

EXCLUSIVE CONTENTS IN EACH MAGAZINE

Contemporary *news*

The most sought-after designers on interview

Contemporary *homes*

Outstanding and timeless private architectures

Contemporary *design* **&** *lifestyle*

Our selection of the season's best products

Contemporary *trips*

The finest travels in the company top creatives

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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 2026

2
editions (same content): French and Dutch

3
countries: Belgium, The Netherlands and Luxembourg

20,000
copies per issue

4
international editions of **IDEAT**

France	China	Germany	Benelux
60,000 copies	400,000 copies	50,000 copies	20,000 copies

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IDEAT BENELUX N°8 © NICOLAS SCHIMP

OUR DIGITAL PLATFORMS

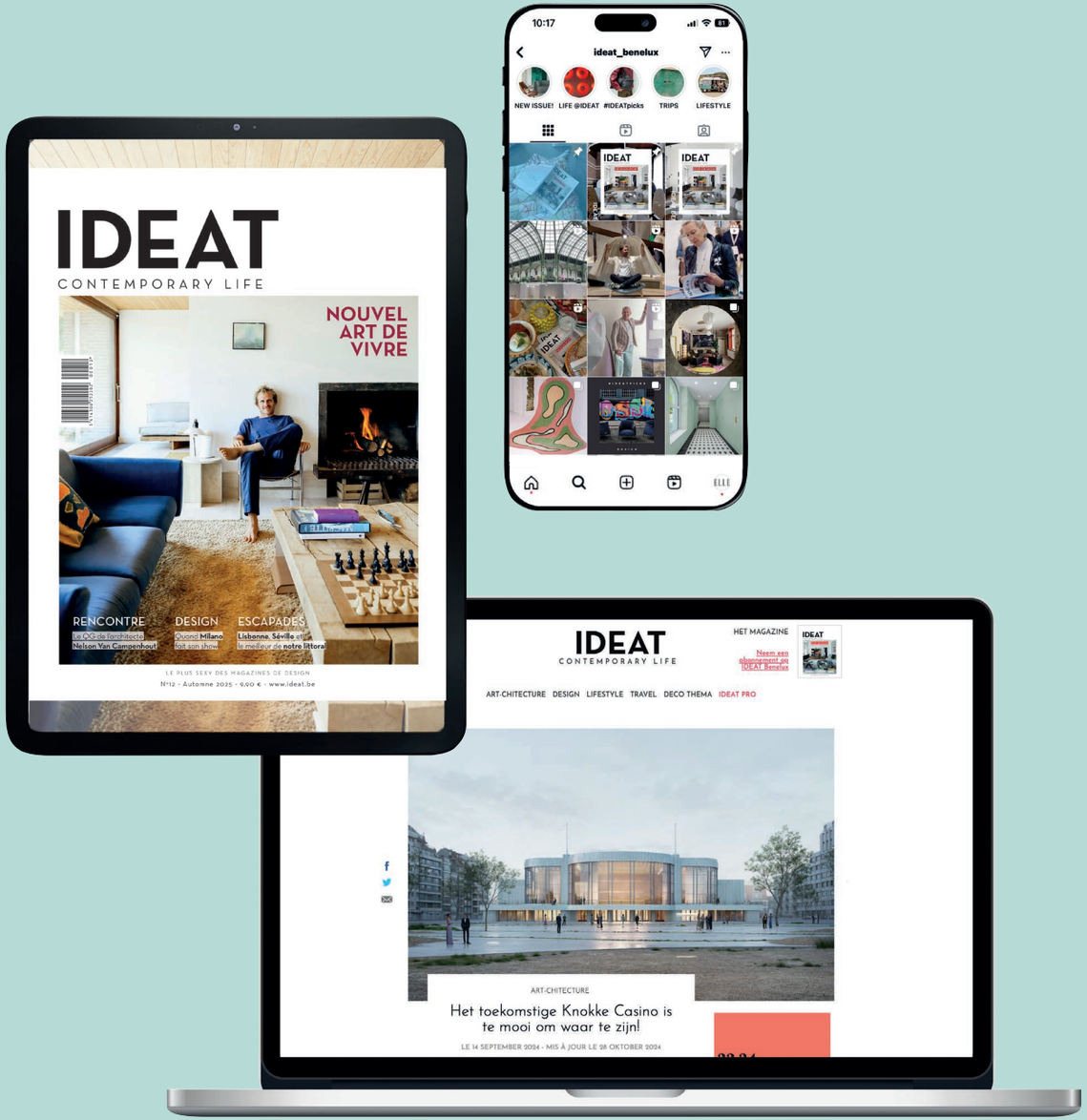
DIGITAL: the cornerstone of our brand

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**



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OUR READERSHIP

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

1/3 B2B and **2/3 B2C**

58% women 42% men

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

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FOUR PRINT ISSUES IN 2026

		MATERIAL DEADLINE	RELEASE DATE
IDEAT BENELUX N°14 **SPRING 2026 EDITION**	**OUTDOOR DESIGN SPECIAL** ARCHITECTURE & LANDSCAPE (GUEST ARCHITECTS) NEW OUTDOOR 2026 PRODUCTS [PREVIEW] SWIMMING POOLS & OUTDOOR COVERINGS GREEN MOBILITY (CARS, ETC.) REAL ESTATE/SECOND HOMES **+** COLLECTIBLE DESIGN IN BENELUX	27.02.2026	**2.04.2026**
IDEAT BENELUX N°15 **SUMMER 2026 EDITION**	**HOSPITALITY & TRAVEL** HOSPITALITY & B2B SPECIAL IN EUROPE (GUEST INSIDERS) NEW OUTDOOR & INTERIOR 2026 PRODUCTS [PT.I] OFFICE AND WORKPLACE FURNITURE BACK TO SCHOOL PREVIEW **+** PARIS, COLOGNE & MILAN FAIRS	04.06.2026	**07.07.2026**
IDEAT BENELUX N°16 **AUTUMN 2026 EDITION**	**INTERIOR DESIGN SPECIAL** BENELUX GUEST INTERIOR DESIGNERS NEW INTERIOR 2026 PRODUCTS INTERIOR COVERINGS (PAINT, WALLPAPER, ETC.) REAL ESTATE/MAIN RESIDENCES **+** DOSSIERS: HIGH-END KITCHENS & APPLIANCES, FIREPLACES & OPEN FIRES	27.08.2026	**29.09.2026**
IDEAT BENELUX N°17 **WINTER 2026-2027 EDITION**	**LUXE & TRAVEL SPECIAL** FINEST & UPCOMING HOT SPOTS SELECTED BY **IDEAT** JEWELRY & WATCHES YATCHING IN FOCUS **+** DOSSIERS: BEDDING & BEDROOMS, BATHROOMS & CERAMIC/TECHNIC TILES, HIGH-TECH & AI PRODUCTS	19.11.2026	**22.12.2026**

PRINT RATES IN 2026

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
3rd cover: €9,750
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

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

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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

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IDEAT BENELUX Nº8 © FELIX BRÜGGEMANN

DIGITAL RATES IN 2026

SOCIAL MEDIA

INSTAGRAM POST

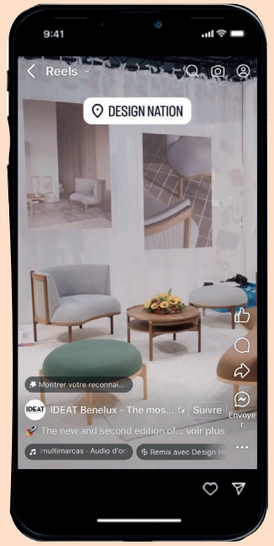
Media value: €1,000 + boost

INSTAGRAM STORY

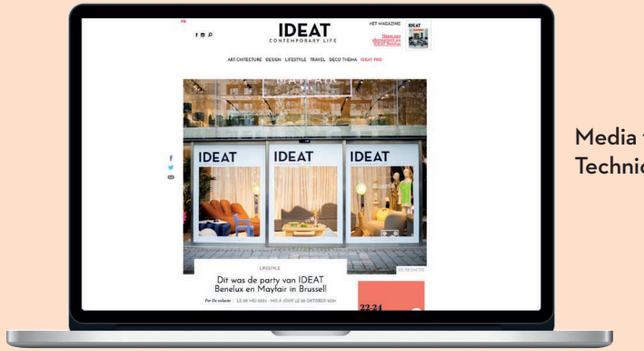
Media value: €750 + boost

FACEBOOK POST

Media value: €1,000 + boost



NATIVE WEB ARTICLE



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

IDEAT BENELUX N°7 © RENEE KEMPS

IDEAT BENELUX

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