



FLAIR (D)

Media kit

Flair is the mentor for young women searching for their own identity

Flair magazine is issued **every week** with surprising tips and tricks on the latest fashion trends, stylish make-up, the trendiest hotspots and feasible & quick recipes, pimped with personal testimonials and make-overs of Flair readers. Flair doesn't mince its words and raises each and every current theme that captivates women of today. Besides, Flair often indulges its readers with nice surprises such as weekends off, restaurant deals and fun goodies. Flair, that's so much in one magazine!

Flair is daring, spontaneous, surprising, accessible and positive. The energetic brand lends her strong community a hand through an interactive range of channels such as print, online, social media, Shedeals offers, events etc. to get the most out of life!

With a **strong online community**, interactivity is central to the Flair experience: 7 million page views for the website, 350.000 followers nationally on Facebook, 125.000 followers on Instagram and more than 21.000 followers on Twitter. (CIM Internet 2019)

The typical Flair **pocket edition** guarantees a large instant response, every edition again.

Key facts

- Language: Dutch
- Frequency: Weekly
- Day of issue: Tuesday
- Year founded: 1980
- Editor-in-chief: Eva Van Driessche
- RLP: 420,285
- Circulation: 49,178 ([Print run CIM Press Brand Report 2019](#))

*Source: CIM 2018-2019 paper + digital, national 12+

