

STYLE



Concept

Trends Style appears in a completely renewed concept since April 14, '22. The frequency remains the same: 10 times a year Trends Style goes along with the Trends and Trends/Tendances package.

This lifestyle magazine gives readers the feeling that they are completely 'in tune' with what is happening in the world of fashion, design, beauty and food. By allowing executives and game changers from the lifestyle business to speak, a natural link is established between Trends and Trends Style.

In addition, Trends Style is a qualitative guide, a guide to the lives of busy globetrotters who don't have the time to do half a day of research when they travel, shop, eat and relax. Icons and idols, events and happenings, society and communities are an integral part of Trends Style's content.

Target audience:

- Higher educated, higher social classes
- Men and women 35-65 years
- Strong interest in both business and pleasure
- Business leaders and their wives, sons and daughters
- Early Adopters
- Gamechangers, or wannabe gamechangers
- Globe Trotters
- People who seek a balance between beauty and reality (eco, diversity,..)

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PUBLICATION

THEMES	DATE OF PUBLICATION	DEADLINE RESERVATION	DEADLINE MATERIAL
Special Art	17/02/2022	02/02/2022	03/02/2022
Spring Style Dream cars	17/03/2022	02/03/2022	03/03/2022
Luxury Design Fashion	14/04/2022	30/03/2022	31/03/2022
Outdoor Sports/relaxation	12/05/2022	27/04/2022	28/04/2022
Watches Culinary	09/06/2022	23/05/2022	24/05/2022
Special Luxury Real Estate Architecture Travel	07/07/2022	22/06/2022	23/06/2022
Fashion Beauty/health	15/09/2022	31/08/2022	01/09/2022
Design Watches	06/10/2022	21/09/2022	22/09/2022
Luxurious Living Sports/relaxation	03/11/2022	18/10/2022	19/10/2022
Party	08/12/2022	23/11/2022	24/11/2022

RATES

FORMAT	RATES
2/1 page (DU + FR)	€ 16.200,00
1/1 page (DU + FR)	€ 8.100,00

KEYFACTS

Print run :

54,990 copies, blistered with the total print run of Trends/Trends-Tendances

Format & finish:

68 -100 pages editorial content on quality paper with a glossy cover. All editions have a straight back.

Frequency:

Trends Style comes out 10 times a year in Dutch and in French

RLP:

123.000

Profile:

- 55.3% men
- 14.4% executives
- 33.6% SG 1-2