

Trends STYLE



Concept

The **Trends Style lifestyle magazine** comes out ten times a year with each edition offering the Trends-Tendances readers the chance to discover those 'must factors - what you must do, wear and have'. A high quality lifestyle magazine devoted to the essentials of the moment. Trends Style **informs, innovates and inspires**, both through its form and its content. It has an innovative, creative look and a classy tone that pulls you in.

Since 2021, **two new special editions** appear on the calendar: an issue dedicated to Art in February (with BRAFA coming up) and an issue on Luxury Real Estate in July.

In short, Trends Style is a **lifestyle magazine aimed at men and women who appreciate elegance and good taste. Every aspect of society lifestyle is echoed in these true bibles of elegance:** Fashion; Watches and accessories; Looks; Art and culture; Architecture, interiors and design; Photography and literature; Cooking, gastronomy; Not-to-be missed places; Boutiques and exhibitions; Travel; Cars; Technology and electronics; Media and communication; Sport, action and adventure; But above all - everything there is to know about people! Icons, idols, events & happenings, society and community.





PUBLICATION

THEMES	DATE OF PUBLICATION	DEADLINE RESERVATION	DEADLINE MATERIAL
Special Art	17/02/2022	02/02/2022	03/02/2022
Spring Style Dreamcars	17/03/2022	02/03/2022	03/03/2022
Luxury	14/04/2022	30/03/2022	31/03/2022
Trends in Outdoor Living	12/05/2022	27/04/2022	28/04/2022
Watches	09/06/2022	23/05/2022	24/05/2022
Special Luxury Real Estate	07/07/2022	22/06/2022	23/06/2022
Special Paris Autumn Style	15/09/2022	31/08/2022	01/09/2022
Special Milan Watches	06/10/2022	21/09/2022	22/09/2022
Luxurious Living	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