

# NEST



## Concept

"Libelle Nest" and "Femmes d'Aujourd'hui Nest" appear as a magazine six times per year. The magazine will also be hosted online at libelle.be and femmesdaujourdhui.be, along with the two other specials Libelle Lekker/Délices de Femmes d'Aujourd'hui and Libelle Mama/Femmes d'Aujourd'hui Mamans.

The magazine and website focus on country life (living, gardening and experiencing nature), with the following cornerstones for content: Inspiration for creating a cosy home (country living)

- A genuine experience of the outdoors (garden and nature)
- On your plate
- "Do it yourself" and "Be creative" as an ongoing theme
- An ode to country life in harmony with the seasons and nature
- Country people as modern, aspirational, enterprising women and men

## PUBLICATION

SPECIAL SECTIONS / TOPICS	DATE OF PUBLICATION	DEADLINE RESERVATION	DEADLINE MATERIAL
A new year Animals/birds in winter Walks Good resistance	19/01/2023	22/12/2022	29/12/2022
Spring Garden inspiration & garden furniture Creative: Easter idea	30/03/2023	02/03/2023	09/03/2023
Summer Gardens in summer Day trips in Belgium Open Tuinen by Landelijke Gilden Regional treasure hunt by Landelijke Gilden	01/06/2023	02/05/2023	09/05/2023

## KEYFACTS

**Language:**  
Dutch/French

**Average distribution figures: subscriptions and controlled circulation:**  
• Dutch+French: 193,487

**Reach:**  
• 547,863 RLP  
• 73.4% women  
• 79% MRP  
• 47.4% SG 1-4  
• 39.9% higher education

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SPECIAL SECTIONS / TOPICS	DATE OF PUBLICATION	DEADLINE RESERVATION	DEADLINE MATERIAL
The power of pure nature Tips for healthier living Tea guide Day of agriculture	31/08/2023	02/08/2023	09/08/2023
Enjoy fall Autumn interior inspiration Walking in the woods Autumn cuisine Pumpkins Creative: embroider	12/10/2023	14/09/2023	21/09/2023
Christmas Decorations Creative	30/11/2023	02/11/2023	09/11/2023

## RATES

FORMAT	RATE
1/1 page Q D/F	€ 12.000,00

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