

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 family
- 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
Luxury health, wellness & beauty	13/02/2025	29/01/2025	30/01/2025
Fashion Women	13/03/2025	26/02/2025	27/02/2025
Design & architecture	10/04/2025	26/03/2025	27/03/2025
Watches & Jewellery	08/05/2025	22/04/2025	23/04/2025
Living & Garden	05/06/2025	20/05/2025	21/05/2025
Luxury travel	03/07/2025	18/06/2025	19/06/2025
Fashion Men	11/09/2025	27/08/2025	28/08/2025
Luxury Lifestyle	02/10/2025	17/09/2025	18/09/2025
Art & Design	06/11/2025	22/10/2025	23/10/2025
Luxury gift guide	04/12/2025	19/11/2025	20/11/2025

RATES

FORMAT	RATES
2/1 page (DU + FR)	€ 18.000,00
1/1 page (DU + FR)	€ 9.000,00

KEYFACTS

Print run :

35,003 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: 153.676

Profile:

- 42,9% men
- 10,0% executives
- 26,8% SG 1-2
- 35,9% MRP + SG 1-4
- 31,9% MRP + 18-44yo