

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 Libelle Nest

SPECIAL SECTIONS / TOPICS	DATE OF PUBLICATION	DEADLINE RESERVATION	DEADLINE MATERIAL
A new year	23/01/2025	24/12/2024	02/01/2025
Spring	27/03/2025	27/02/2025	06/03/2025
Summer	05/06/2025	07/05/2025	14/05/202
Agriculture	28/08/2025	30/07/2025	06/08/2025
Enjoy fall	23/10/2025	25/09/2025	02/10/2025
Christmas inside and outside	04/12/2025	05/11/2025	13/11/2025

KEYFACTS

Language:

Dutch/French

RLP: 484.984

- NL: 355.372
- FR: 129.612

Average distribution figures : subscriptions and controlled circulation:

- Dutch+French: 182.461

Reach:

- 73,3% women
- 81,0% MRP
- 47,0% SG 1-4
- 40,4% higher education

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PUBLICATION Femmes d'Aujourd'hui Nest

SPECIAL SECTIONS / TOPICS	DATE OF PUBLICATION	DEADLINE RESERVATION	DEADLINE MATERIAL
A new year	23/01/2025	24/12/2024	02/01/2025
Spring	27/03/2025	27/02/2025	06/03/2025
Summer	05/06/2025	07/05/2025	14/05/202
Agriculture	28/08/2025	30/07/2025	06/08/2025
Enjoy fall	23/10/2025	25/09/2025	02/10/2025
Christmas inside and outside	11/12/2025	13/11/2025	20/11/2025

RATES

FORMAT	RATE
1/1 page Q D/F	€ 12.400,00



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