

# 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](http://libelle.be) and [femmesdaujourdhui.be](http://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	25/01/2024	27/12/2023	04/01/2024
Spring Garden inspiration & garden furniture Creative: Easter idea	28/03/2024	29/02/2024	07/03/2024
Summer Gardens in summer Day trips in Belgium Open Tuinen by Landelijke Gilden Regional treasure hunt by Landelijke Gilden	06/06/2024	07/05/2024	15/05/2024

## KEYFACTS

### Language:

Dutch/French

### Average distribution figures : subscriptions and controlled circulation:

- Dutch+French: 185.432

### Reach:

- 522,713 RLP
- 69,9% women
- 81,1% MRP
- 46,9% SG 1-4
- 37,6% 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	29/08/2024	31/07/2024	07/08/2024
Enjoy fall Autumn interior inspiration Walking in the woods Autumn cuisine Pumpkins Creative: embroider	17/10/2024	19/09/2024	26/09/2024
Christmas Decorations Creative	05/12/2024	06/11/2024	14/11/2024

## RATES

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

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