

# STYLE



## Concept

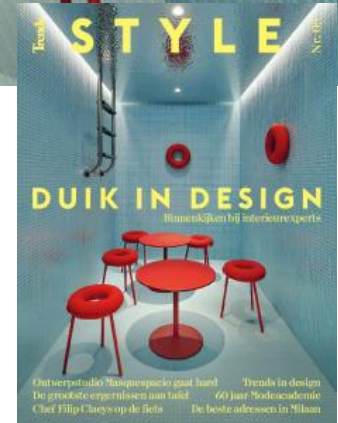
Trends Style appears in a completely renewed concept since April 14, '22. The frequency remains the same: 10 times a year Trends Style goes along with the Trends and Trends/Tendances package.

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 wives, sons and daughters
- 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
Culinary	15/02/2024	31/01/2024	01/02/2024
Dream cars	14/03/2024	28/02/2024	29/02/2024
Travel	11/04/2024	26/03/2024	27/03/2024
Watches	09/05/2024	22/04/2024	23/04/2024
Living Garden	06/06/2024	22/05/2024	23/05/2024
Architecture	04/07/2024	19/06/2024	20/06/2024
Fashion	12/09/2024	28/08/2024	29/08/2024
Accessories & Luxury	03/10/2024	18/09/2024	19/09/2024
Design & art	07/11/2024	22/10/2024	23/10/2024
Party	05/12/2024	20/11/2024	21/11/2024

## RATES

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

## KEYFACTS

**Print run :**  
47.998 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:**  
110.882

**Profile:**

- 53.6% men
- 8.8% executives
- 25% SG 1-2