

# MEDIA FACETS





# THE TALKIES LIFESTYLE PLATFORM

Talkies Magazine is the leading lifestyle magazine in The Netherlands for more than 25 years, for everyone who loves quality in life! The main topics are lifestyle, fashion, beauty, culinary, travel, body, mind & soul and parties. Our June issue is traditionally the Talkies Terrace Special. This special will be launched at the winning terrace of that year during the famous event 'Talkies Terrace Award'. From 2014 we also bring **TalkiesMAN** magazine ([www.TalkiesMAN.nl](http://www.TalkiesMAN.nl)). Our interactive websites together with our social media channels Facebook, Instagram @[talkiesmagazinenl](https://www.instagram.com/talkiesmagazinenl) and @[talkiesmannl](https://www.instagram.com/talkiesmannl) and lifestyle events make Talkies Magazine NL the leading lifestyle platform in the Netherlands.



### **TARGET GROUP**

The Talkies readers are men and women in the age group 29-49. Highly educated, **PROSPEROUS** (A - B1) and socially conscious. **DUAL EARNERS, WITH A FAMILY OR HAPPY SINGLES.** The Talkies reader is ambitious, likes to travel, reads literature and is interested in the quality of life and innovations in the field of lifestyle.

### **CIRCULATION AND DISTRIBUTION**

Talkies magazine has a circulation of 50.000 copies, the Talkies **TERRACE SPECIAL** (June/July) has a circulation of 85.000 copies. Distribution includes **PAID SUBSCRIPTIONS, SALES** in bookstores, AKO, Bruna, Primera, Albert Heijn XL and department stores in The Netherlands. Also **ALTERNATIVE DISTRIBUTION** through private clinics, 5 and 4 star hotels, notary offices and law firms.

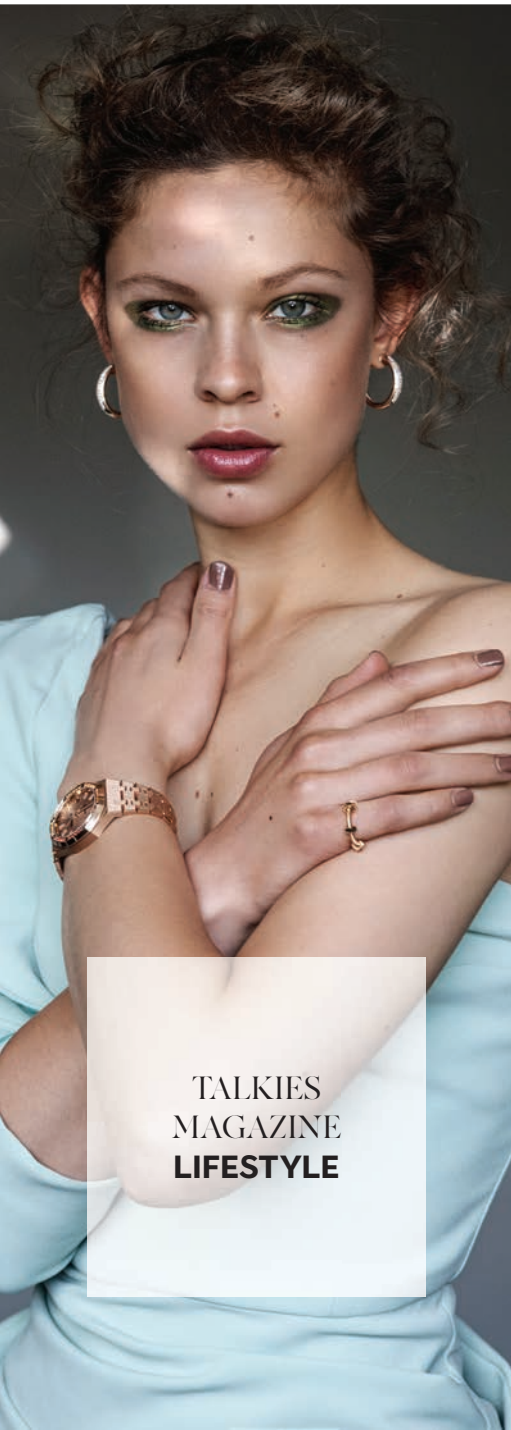
### **BRANDED CONTENT**

Become a partner of Talkies! Advertising in Talkies Magazine is accompanied by an enthusiastic team of editors who think in terms of **CREATIVE** editorial input for your brand, **ONLINE REPORTS** and spreading your message through **SOCIAL MEDIA AND BRANDED CONTENT.**





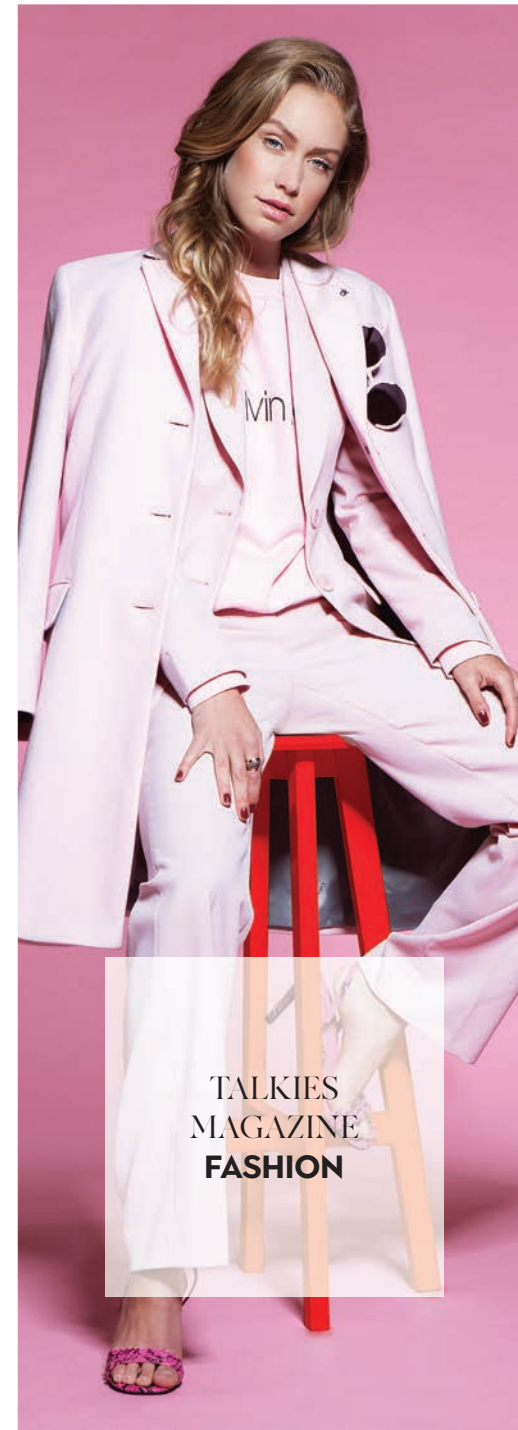
# TALKIES MAGAZINE THEMES



TALKIES  
MAGAZINE  
LIFESTYLE



TALKIES  
MAGAZINE  
BEAUTY



TALKIES  
MAGAZINE  
FASHION



TALKIES  
MAGAZINE  
TRAVEL



TALKIES  
MAGAZINE  
**F&B**



**TALKIES  
MAGAZINE  
PARTY**



# TALKIES TERRACE GUIDE

The perfect start of the summer? That's our famous Talkies Terrace Special including Terrace Guide! This guide is packed with the June/July edition of Talkies Magazine NL which will be available in stores from Friday 5 June. This Terrace Special is promoted extra through the in-store media campaigns in areas as AKO, Bruna, Primera and de Bijenkorf. The guide also brings a festival calendar and everything you want to know about food, fashion & music festivals. With interviews and must knows, haves and do's this summer.

## PUBLICATION DATE:

5 june 2020





# Talkies **MAN**

lifestyle **magazine**

FROM THE START IN 2014, TALKIES**MAN** HAS BEEN THE LEADING LIFESTYLE MAGAZINE FOR THE MODERN AND CONSCIOUS MAN. TALKIES**MAN** INFORMS AND INSPIRES THE DUTCH MAN IN THE FIELD OF QUALITY LIFESTYLE, WITH TOPICS AS CARS, WATCHES, CULINARY, HEALTH, INTERVIEWS, TRAVEL AND FASHION. THE MAGAZINE IS PUBLISHED EVERY SPRING AND AUTUMN AND IS ALSO A PARTNER OF THE EXCLUSIVE GENTS DRINK IN STUDIO CM AT THE ZUIDAS IN AMSTERDAM.

**EDITION:**  
50.000  
COPIES





# TALKIESMAN THEMES



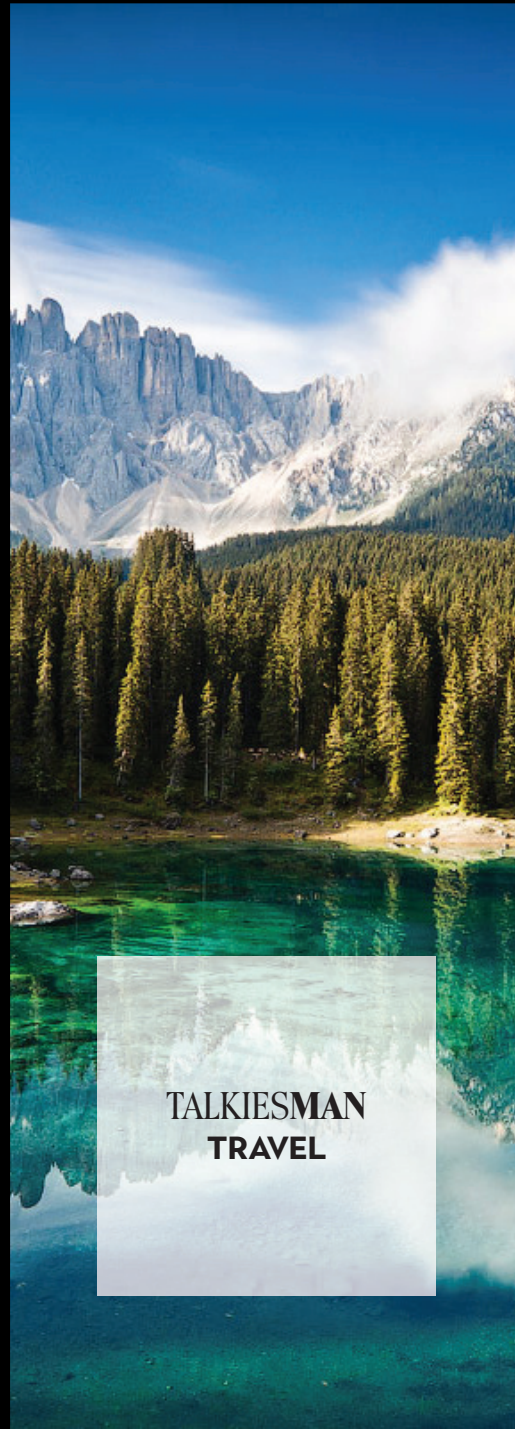
TALKIESMAN  
LIFESTYLE



TALKIESMAN  
BEAUTY



TALKIESMAN  
FASHION



TALKIESMAN  
TRAVEL



TALKIESMAN  
F&B



TALKIESMAN  
PARTY



# CONTRIBUTORS

TALKIES MAGAZINE WORKS CLOSELY WITH INFLUENCERS, CELEBRITIES, PROMINENT FIGURES AND DECISION MAKERS IN THE FIELD OF TRAVEL, FASHION, LIFESTYLE, BEAUTY, EVENTS AND MORE.

**KARIN BARNHOORN**  
TRAVEL CONTRIBUTOR



**JANINE KHO**  
KIDS CONTRIBUTOR



**MOUNIR TOUB**  
F&B CONTRIBUTOR





# Talkies

TALKIES MAGAZINE WORKS CLOSELY WITH INFLUENCERS, CELEBRITIES, PROMINENT FIGURES AND DECISION MAKERS IN THE FIELD OF TRAVEL, FASHION, LIFESTYLE, BEAUTY, EVENTS AND MORE.

**LONNEKE NOOTEBOOM**  
FASHION CONTRIBUTOR



**MARC LUBACH**  
BEAUTY CONTRIBUTOR



**FIDAN EKİZ**  
LIFESTYLE CONTRIBUTOR

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Thousands of visitors know the websites **TALKIESMAGAZINE.NL** and **TALKIESMAN.NL**. They are an extension of the magazine and a **SOURCE OF LIFESTYLE** information. Here you will find general information, films, documentaries, behind the scenes footage, photo diaries, interviews, mail & win offers, tips and more! Through the **INTEGRATED SOCIAL MEDIA** visitors can like, share and comment on the content of the website.

# TALKIES DIGITAL





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VIDEO](#)

4 JUNI 2020

# TALKIES TERRACE AWARD

The kick off of the summer? That is the annual Talkies Terrace Award. Every year we reach out the award to a place with an international look and feel and a casual atmosphere in combination with fantastic service and quality. On the winning terrace we celebrate the start of the summer in the presence of our exclusive network of celebs, prominent figures and influencers and we launch the Talkies Terrace Special with the Terrace Guide full of the best terraces in the Netherlands.

## **PARTNERSHIPS:**

Become a partner of one of our activations! We are happy to think about possibilities with you in the areas of **ACTIVATION MARKETING AND BRANDED CONTENT**, which is accompanied by advertisements, creative editorials, online reports and social media!





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3 SEPTEMBER 2020

# TALKIES LIFESTYLE LUNCH

During the Talkies Lifestyle Lunch we will launch the Talkies September issue together with an exclusive selection of 50 business women from the network of editor-in-chief Kristina Bozilovic. This is the start of a new season and the ladies will have lunch together in a quality restaurant. Kristina will present the novelties of the brands she works with.

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ACTIVATION

# BRANDED CONTENT

TALKIES MAGAZINE X HANNAH



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# BRANDED CONTENT

## CARS TEST

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## BUSINESS INTERVIEW

[illegible]



PUBLICATION DATE

TALKIES MAGAZINE #1

RELEASE DATE  
DEADLINE ADS

LIFESTYLE  
31 JANUARY  
13 JANUARY

TALKIES MAGAZINE #2

RELEASE DATE  
DEADLINE ADS

LIFESTYLE  
13 MARCH  
24 FEBRUARY

TALKIESMAN #3

RELEASE DATE  
DEADLINE ADS

24 APRIL  
06 APRIL

TALKIES MAGAZINE #4

RELEASE DATE  
DEADLINE ADS

LIFESTYLE | SUMMER - LAUNCH TALKIES TERRAS AWARD  
05 JUNE  
18 MAY

TALKIES MAGAZINE #5

RELEASE DATE  
DEADLINE ADS

LIFESTYLE | BEAUTY  
24 JULY  
06 JULY

TALKIES MAGAZINE #6

RELEASE DATE  
DEADLINE ADS

LIFESTYLE | FASHION - LAUNCH TALKIES LIFESTYLE LUNCH  
04 SEPTEMBER  
17 AUGUST

TALKIESMAN #7

RELEASE DATE  
DEADLINE ADS

16 OCTOBER  
28 SEPTEMBER

TALKIES MAGAZINE #8

RELEASE DATE  
DEADLINE ADS

LIFESTYLE | PARTY  
27 NOVEMBER  
09 NOVEMBER

MAIN INFORMATION

TITLE

Talkies lifestyle magazine NL

PUBLISHER

Talkies Media BV

POSTAL ADDRESS

Egelenburg 154  
1081 GK Amsterdam

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+31 (0)20-7717090

E-MAIL

info@talkiesmagazine.nl

E-MAIL SALES

sales@talkiesmagazine.nl

WEBSITE

www.talkiesmagazine.nl  
www.talkiesman.nl

FREQUENCY

8x per year (2x TalkiesMAN)

COVERAGE

160 pages

CIRCULATION

50.000 copies  
85.000 copies (Talkies Terrace Special)

CONSUMER RETAIL PRICE

Per issue €4,95  
Subscription (6 issues) €25,-  
Subscription (8 issues) €35,-

PRICES

ADVERTISEMENT RATE PER PLACEMENT

- 1/1 advertisement €5.500,-
- 2/1 advertisement €9.900,-

FREQUENCY DISCOUNT

- 2 placements 3%
  - 3 placements 6%
  - 4 placements 9%
- > placements discount in consultation

SUPPLEMENTS

- Cover 2 of 3 1,5 x rate
- Cover 4 2 x rate
- Preferred placement 10% addition
- Double cover on request
- Insert on request

PRICES ONLINE

- Background €900 p/w
- Top €635 p/w
- Featured €505 p/w
- Center €700 p/w
- Side €450 p/w
- Report/news item €1.475 p/w

EVENT PRICES FROM

- Terras Award €9.000,- (in combination with minimal purchase ads)
  - Lifestyle Lunch €7.500,- (in combination with minimal purchase ads)
- > custom made activation on request

TECHNICAL SPECIFICATIONS

- 1/1 page  
220 mm x 280 mm  
*margins +3mm around*
- 2/1 page  
440 mm x 280 mm  
*margins +3mm around*

Advertisements have to be send digital as certified PDF or send by **wetransfer.com** to **marjolein.dewit@talkiesmagazine.nl**