

MEDIAFACTS 2024



HET TALKIES LIFESTYLE PLATFORM

Talkies Magazine is the leading lifestyle magazine in The Netherlands for more than 29 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). Our interactive websites together with our social media channels Facebook, Instagram @talkiesmagazinenl and @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 25-65. 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 NL & BE

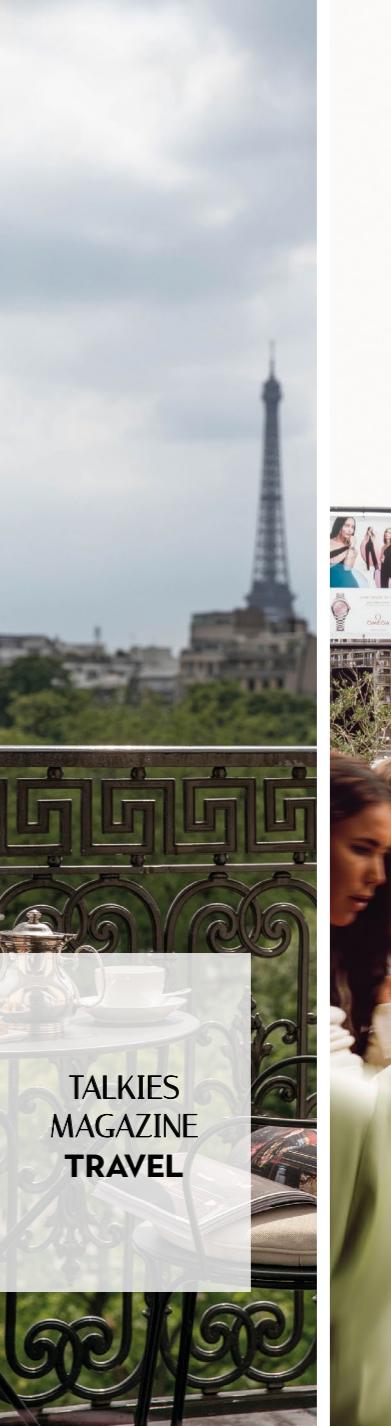
Talkies Magazine has a circulation of 50.000 copies, the Talkies TERRACE SPECIAL (June/July) has a circulation of 85.000 copies. Distribution includes PAID SUBSCRIPTIONS, SALES in bookstores, AKO, Bruna, Primera, Albert Heijn XL and department stores in The Netherlands. Also ALTERNATIVE DISTRIBUTION through private clinics, 5 and 4 star hotels, notary offices and law firms. Since 2020 Talkies Magazine also distributes in Belgium in a circulation of 20.000 copies. Talkies is available at Delhaize, Carrefour, Standard bookstore, Relay, Press Shop and Brussels Airport up to the Brussels border.

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 TERRACE GUIDE

The perfect start of the summer? That's our famous Talkies Terrace Special including Terrace Guide with a circulation of 85.000 copies. This guide is packed with the June/July edition of Talkies Magazine NL which will be available in stores from Friday 7 June. This Terrace Special is promoted through the in-store media campaigns in Albert Heijn, Jumbo, AKO, Bruna, Primera and with social media promotions on Instagram.

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:

7 June 2024



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.

APRIL & OCTOBER

EDITION:
50.000 COPIES



TALKIESMAN THEMES



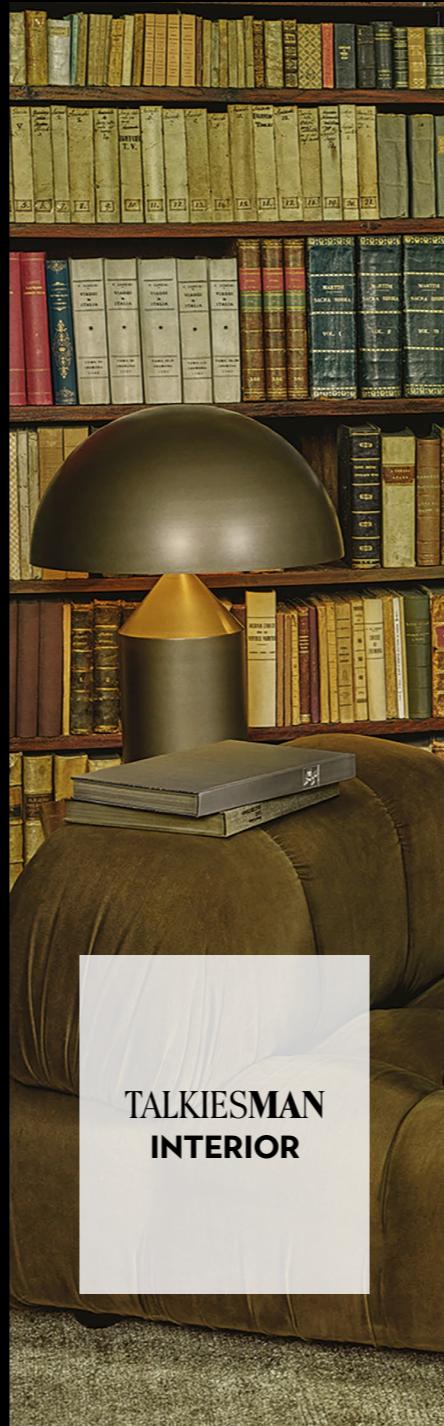
TALKIESMAN
LIFESTYLE



TALKIESMAN
BODY & HEALTH



TALKIESMAN
FASHION



TALKIESMAN
INTERIOR



TALKIESMAN
F&B



TALKIESMAN
TRAVEL



TALKIESMAN
PARTY

Talkies CONTRIBUTORS

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

HANNEKE RAAPHORST

HEALTH CONTRIBUTOR



ONNEKE NOOTEBOOM

FASHION CONTRIBUTOR



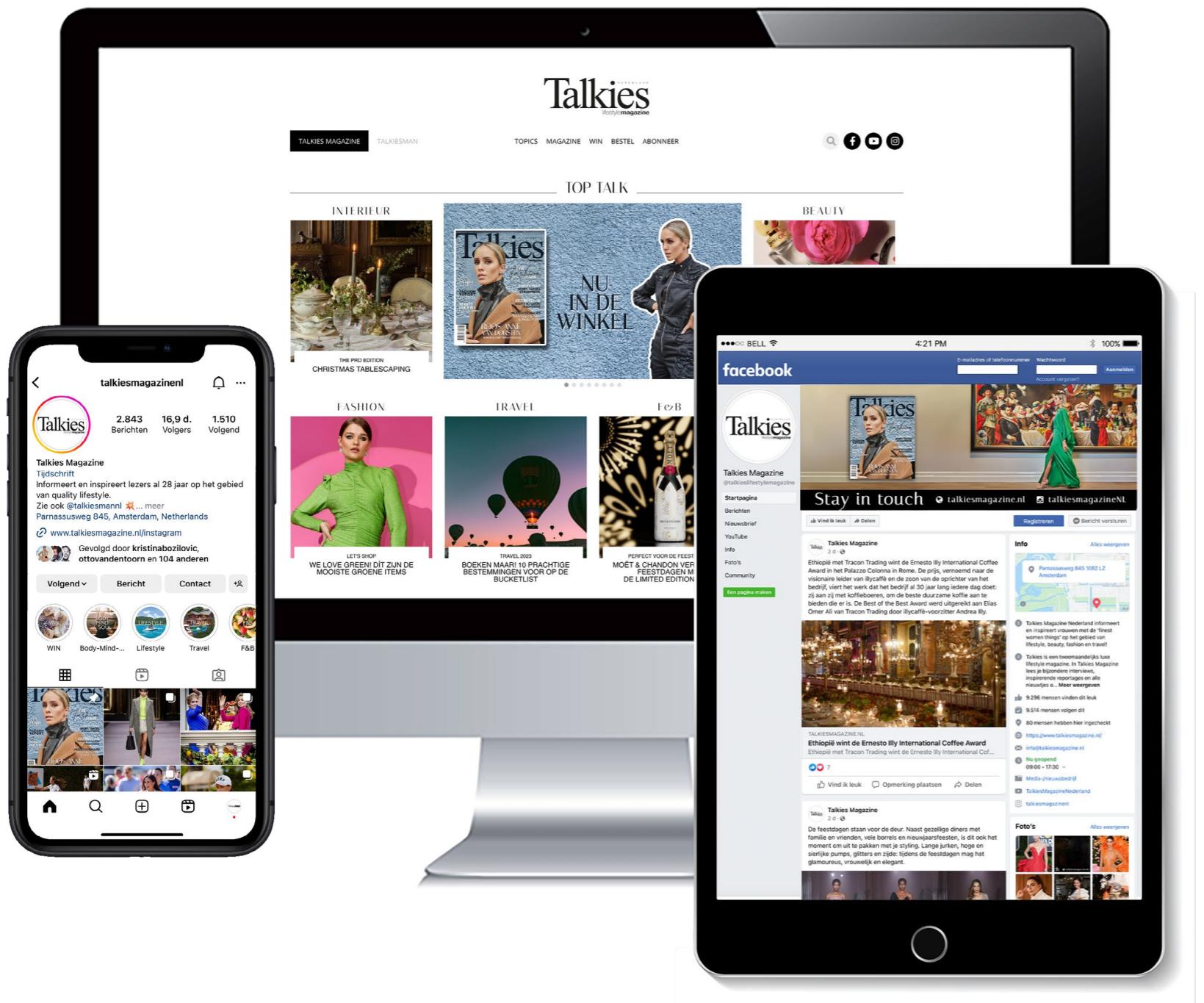
RAOUL VAN DELDEN

BEAUTY CONTRIBUTOR



MARIA ELENA INTERIOR CONTRIBUTOR





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, 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

TALKIES EVENTS



JUNE 6TH 2024

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!

TALKIES EVENTS



SEPTEMBER 5TH 2024

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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TALKIES EVENTS



TALKIES OPEN TENNIS TOURNAMENT

A sporty summer starts with the Talkies Open tennis tournament! Together with our exclusive network of celebrities, prominent figures and influencers, we end the summer with the Talkies Open tennis tournament. The fifty prominent players play tennis against each other in mixed doubles and compete for the coveted first place. An afternoon full of fun, sport and sense of community! The tournament will be concluded with a culinary barbecue, bites & drinks!

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ACTIVATION

CUSTOM EVENT

ON REQUEST

TALKIES MAGAZINE X HANNAH



SELECTION FROM TALKIES NETWORK ON LOCATION - DIGITAL INVITATION PROCESS - CUSTOM MOVIE & PHOTOS - BRANDED MARKETING CONTENT

OVERTORIAL

BRANDED CONTENT

BEAUTY ADVERTORIAL I.C.M. INFLUENCER

FASHION REPORT

TRAVEL EXPERIENCE

ARS TEST

LIFESTYLE NEWS

PARTY PAGE INCL. ADV. STROOK

BEAUTY NEWS

ESTAURANT PAGE

BUSINESSINTERVIEW

FACTS & FIGURES 2024

PUBLICATION DATE

TALKIES MAGAZINE #1

RELEASE DATE NL	02 FEBRUARY
RELEASE DATE BE	06 FEBRUARY
DEADLINE ADS	05 JANUARY

TALKIES MAGAZINE #2

RELEASE DATE NL	08 MARCH
RELEASE DATE BE	12 MARCH
DEADLINE ADS	16 FEBRUARY

TALKIESMAN #3

RELEASE DATE NL	19 APRIL
RELEASE DATE BE	23 APRIL
DEADLINE ADS	29 MARCH

TALKIES MAGAZINE #4

RELEASE DATE NL	07 JUNE
RELEASE DATE BE	11 JUNE
DEADLINE ADS	17 MAY

TALKIES MAGAZINE #5

RELEASE DATE NL	19 JULY
RELEASE DATE BE	23 JULY
DEADLINE ADS	28 JUNE

TALKIES MAGAZINE #6

RELEASE DATE NL	30 AUGUST
RELEASE DATE BE	03 SEPTEMBER
DEADLINE ADS	09 AUGUST

TALKIESMAN #7

RELEASE DATE NL	11 OCTOBER
RELEASE DATE BE	15 OCTOBER
DEADLINE ADS	20 SEPTEMBER

TALKIES MAGAZINE #8

RELEASE DATE NL	22 NOVEMBER
RELEASE DATE BE	26 NOVEMBER
DEADLINE ADS	01 NOVEMBER

MAIN INFORMATION

TITLE

Talkies lifestyle magazine NL
TalkiesMAN NL

PUBLISHER

Talkies Media BV

POSTAL ADDRESS

Parnassusweg 845
1082 LZ Amsterdam

PHONE

+31 (0)20-223 5812

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

164 pages

CIRCULATION

50.000 copies NETHERLANDS
85.000 copies (Talkies #4)
20.000 copies BELGIUM

CONSUMER RETAIL PRICE

Per issue €5,95
Terrace issue €7,95
Subscription (8 issues) €40,-

PRICES

ADVERTISEMENT RATE PER PLACEMENT

- 1/1 page advertisement €6.500,-
- 2/1 page advertisement €10.900,-

FREQUENCY DISCOUNT

- 2 placements 3%
- 3 placements 6%
- 4 placements 9%

> placements discount in consultation

SUPPLEMENTS

- Cover 2 ODSP 1,5 x rate
- Cover 3 1,5 x rate
- Cover 4 2,5 x rate
- Preferred placement 10% addition
- Fold-out cover on request
- Insert on request

RATES ONLINE

- Top banner €900,-
- Center banner €780,-
- Banner take-over (Top banner + Center banner) €1.680,-
- Side banner €650,-
- Branded movie €1.500,-
- Report/news item €1.475,-
- Newsletter item (Incl. Online report) €2.000,-
- Social media post €600,-
- Social media story €350,-

EVENT RATES FROM

- Terras Award €9.000,- (in combination with minimal purchase ads)
- Lifestyle Lunch €7.500,- (in combination with minimal purchase ads)
- Talkies Open €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 sales@talkiesmagazine.nl