

Talkies
NEDERLAND
lifestylemagazine

MEDIAKIT 2027

Intentional lifestyle

The Talkies *lifestyle* platform

Talkies Magazine is the leading lifestyle magazine in The Netherlands and Belgium for over 33 years, for everyone who loves a quality lifestyle! Recurring topics are lifestyle, fashion, beauty, culinary, travel, body, mind & soul and living.

Our June issue is traditionally the Talkies Terrace Special. This special will be launched at the winning terrace of that year during the famous annual ceremony ‘Talkies Terrace Award’.

In addition **TalkiesMAN** magazine is being published twice a year (**www.TalkiesMAN.nl**). Our interactive websites, along with our social media channels Instagram **@talkiesmagazinenl** and **@talkiesmannl**, newsletter, and lifestyle events, make Talkies Magazine the leading lifestyle platform in the Netherlands and Belgium.





Reach *& Audience*

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, loves to travel, reads literature and is interested in the quality of life and innovations in the field of lifestyle.

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.

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 and department stores in The Netherlands. Also ALTERNATIVE DISTRIBUTION through private clinics, 4 and 5 star hotels, notary offices and law firms. Talkies Magazine is also being distributed in Belgium in a circulation of 20.000 copies. Talkies in Belgium is available at Delhaize, Carrefour, Standard bookstore, Relay, Press Shop and Brussels Airport up to the Brussels border.

50.000
TALKIES MAGAZINE
copies

85.000
TERRACE SPECIAL
copies

20.000
TALKIES IN BELGIUM
copies

TALKIES MEDIAKIT 2027

Talkies Magazine *themes*



TALKIES MAGAZINE
LIFESTYLE



TALKIES MAGAZINE
BEAUTY



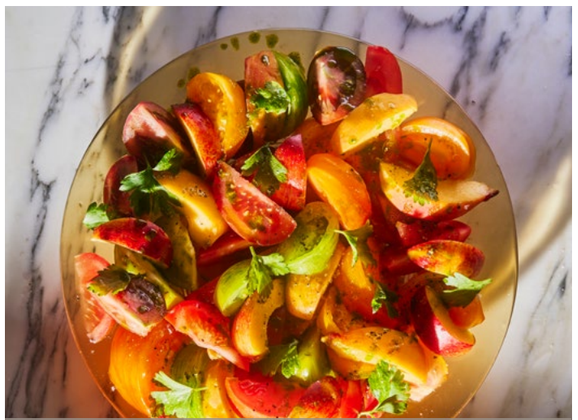
TALKIES MAGAZINE
FASHION



TALKIES MAGAZINE
BODY, MIN & SOUL



TALKIES MAGAZINE
LIVING



TALKIES MAGAZINE
F&B



TALKIES MAGAZINE
ESCAPES



TALKIES MAGAZINE
PARTY

TALKIES MEDIAKIT 2027

Talkies Terrace Special
+ 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 included with the June/July edition of Talkies Magazine NL which will be available in stores from Friday, June 4. 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 features 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.

85.000 COPIES NL | **35.000** COPIES BE

PUBLICATION DATE

June 4



TALKIES MEDIAKIT 2027

Talkies MAN
lifestylemagazine

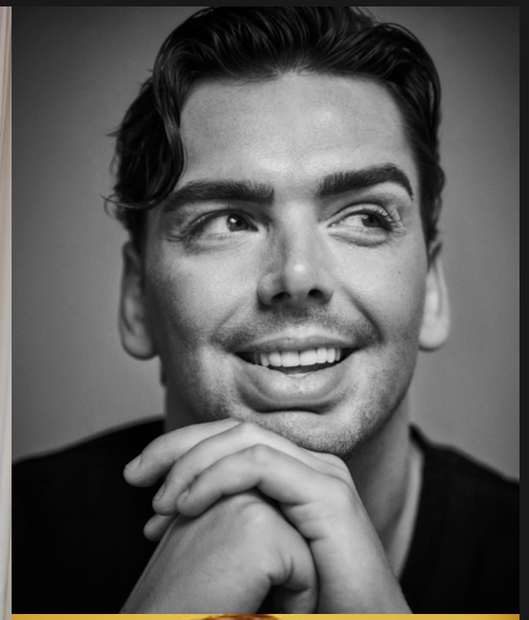
FROM THE START IN 2014, TALKIES**MAN** HAS BEEN THE LEADING LIFESTYLE MAGAZINE FOR THE MODERN AND CONSCIOUS MAN. TALKIES**MAN** INFORMS AND INSPIRES THE DUTCH MAN IN THE FIELD OF QUALITY LIFESTYLE, WITH TOPICS AS CARS, WATCHES, CULINARY, HEALTH, INTERVIEWS, ESCAPES AND FASHION. THE MAGAZINE IS PUBLISHED EVERY SPRING AND AUTUMN.

50.000 COPIES NL | **20.000** COPIES BE

PUBLICATION DATE

April & October





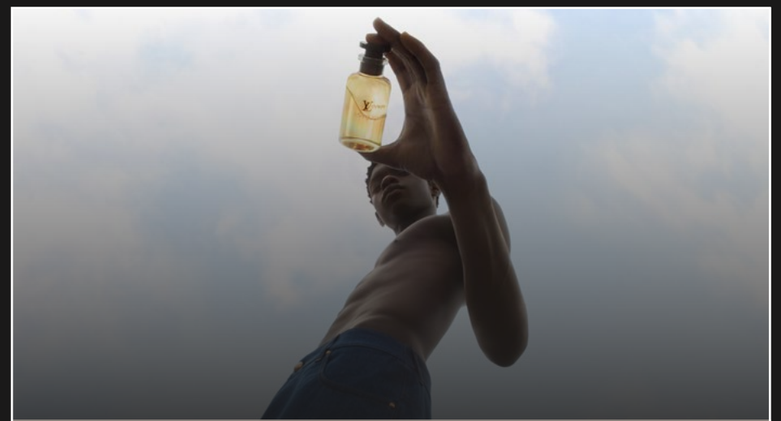


TALKIES MEDIAKIT 2027

Talkies MAN *themes*



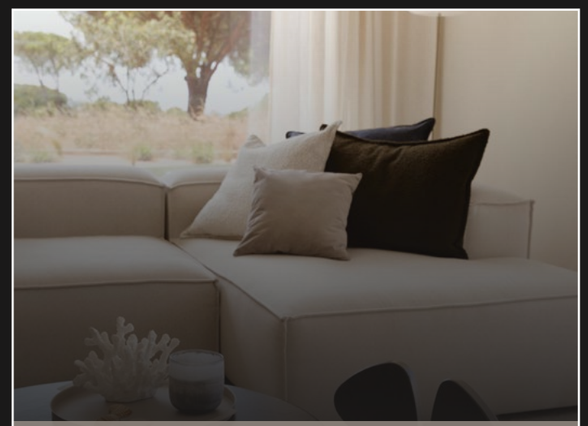
TALKIES MAN
LIFESTYLE



TALKIES MAN
CARE



TALKIES MAN
FASHION



TALKIES MAN
LIVING



TALKIES MAN
F&B



TALKIES MAN
ESCAPES



TALKIES MAN
PARTY

TALKIES EVENTS



TALKIES TERRACE AWARD 2027

The kick off of the summer? That is the annual Talkies Terrace Award. Every year we reach out the award to a Dutch terrace 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.

PARTNERSHIP

- **Brand exposure during the Talkies Terrace Award**
- **Visibility on presswall**
- **Copy-right free use photos and video**
- **Online & social media exposure (aftermailing, online report, online aftermovie)**
- **After press release**
- **After report Talkies Terrace Award in Talkies Magazine**

FACTS

- **Guests: 300**
- **Estimated reach: 2 million (print, online, social media)**



JUNE 3 2027

TALKIES
TERRACE AWARD





























TALKIES EVENTS













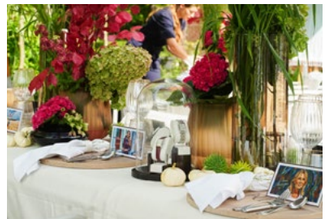














TALKIES SEPTEMBER ISSUE LAUNCH 2027

During the Talkies September Issue Launch, Talkies launches its September issue together with an exclusive selection of 50 leading women from the Talkies network, from various business backgrounds like real estate, automotive, finance, fashion and more. Together with this strong and affluent network of women we kick off the new lifestyle and fashion season and introducing this network to our preferred brands.Talkies and its events guarantees brand building within exactly the right target group. Grow your brand within this ever-growing prosperous Talkies network by partnering with us!

PARTNERSHIP

- **Brand exposure during the Talkies September Issue Launch**
- **Visibility on presswall**
- **Copy-right free use photos and video**
- **Online & social media exposure (aftermailing, online report,**
- **online aftermovie)**
- **After press release**
- **After report Talkies September Issue Launch in Talkies Magazine**
- **Product placement possibilty at the September Issue Launch**
- **55 x goodiebag item**

FACTS

- **Guests: 50**
- **Estimated reach: 2 million (print, online, social media)**

TALKIES
SEPTEMBER ISSUE LAUNCH

TALKIES EVENTS



TALKIES OPEN TENNIS TOURNAMENT 2027

A sporty summer ends with the Talkies Open tennis tournament! Our exclusive and diverse network of established business people and young achievers come together at the Talkies Open tournament for a sporty afternoon with a backdrop of our luxury partner brands. The sixty 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! The tennis tournament will take place at the Larense Lawn Tennis Club in the village of Laren, the wealthiest town and most expensive municipality in the Netherlands. Laren is part of Het Gooi. Het Gooi is an area in the Netherlands known for its beautiful surroundings, green landscapes and attractive homes. The area is centrally located in the Netherlands, close to Amsterdam and Utrecht, and has good connections to the rest of the country. These factors make Het Gooi attractive to the prosperous, including Dutch celebrities and athletes. The Larense Lawn Tennis Club is a well known tennis club in its own right in the Netherlands.

PARTNERSHIP

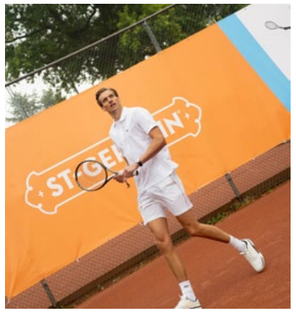
- **Brand exposure at Larense Lawn Tennis Club: logo at tenniscourt banners**
- **Possibility for after mail and gifting (goodiebag)**
- **Online after report talkiesmagazine.nl & social media exposure**
- **Videographer, video compilation (copy-right free use for brand)**
- **Photographer (copy-right free use for brand)**
- **Brand exposure in aftermovie and Instagram reel**
- **Brand exposure in Talkies Magazine**
- **Product placement possibilty at the Larense Lawn Tennis Club**

FACTS

- **Participants: 60 (mixed doubles)**
- **Total Guests: 300**
- **Estimated reach: 4 million (print, online, social media)**
- **Location: Larense Lawn Tennis Club (Eemnesserweg 33, Laren)**



TALKIES OPEN
TENNIS TOURNAMENT

















TALKIES EVENTS



TALKIESMAN GENTS & FRIENDS DRINK 2027

During the Gents & Friends Drink, we launch the new edition of TalkiesMAN in the company of one hundred guests, including established professionals, public figures, and entrepreneurs from various industries, while enjoying quality bites and drinks!

PARTNERSHIP

- Product and brand exposure during the Gents & Friends Drink
- Visibility on presswall
- Copy-right free use photos and video
- Online & social media exposure (mailing, online report, online
- aftermovie + reel)
- After press release online
- After report Gents & Friends Drink in Talkies Magazine

FACTS

- Guests: 100-150
- Estimated reach: 2 million (print, online, social media)



GENTS & FRIENDS DRINK



















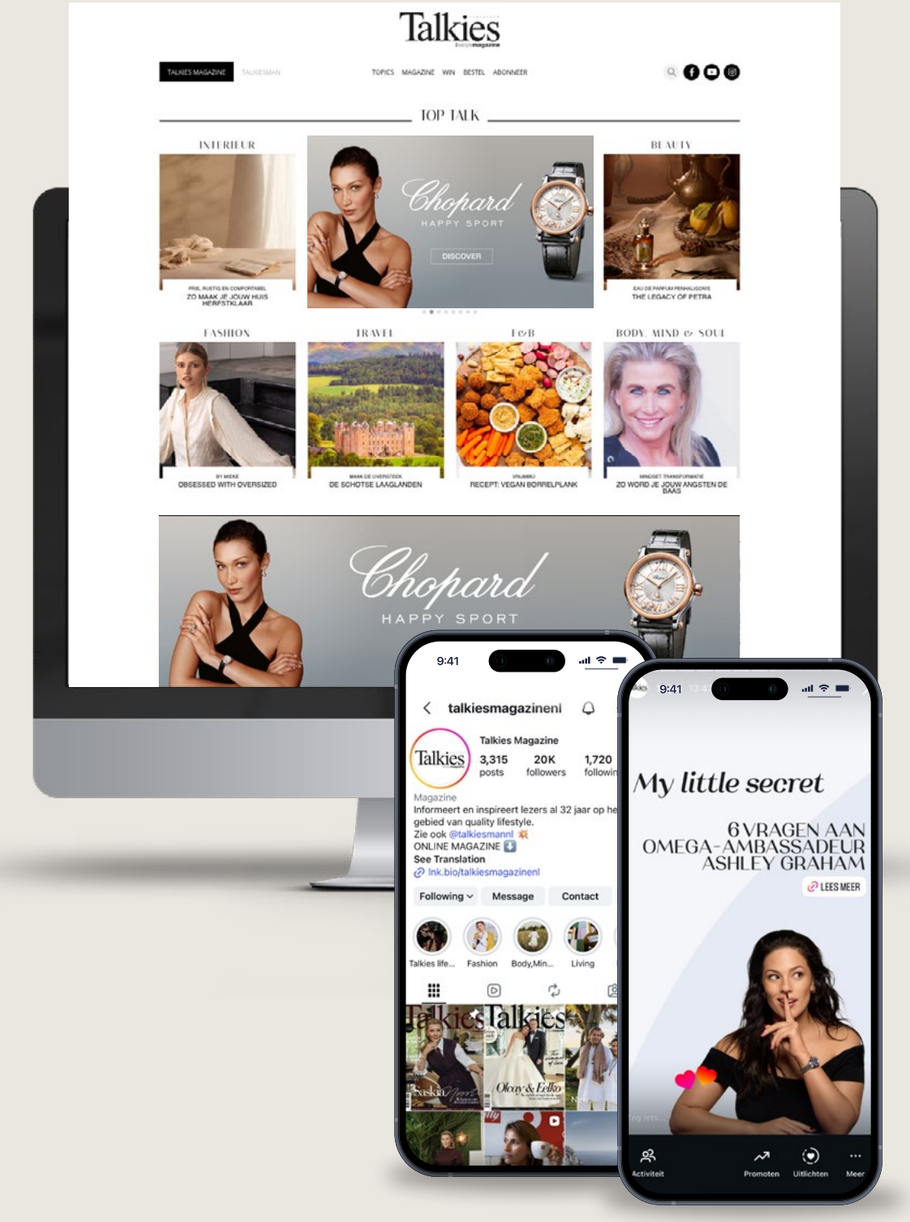












TALKIES MEDIAKIT 2027

Talkies *digital*

TALKIESMAGAZINE.NL and TALKIESMAN.NL are extensions of the printed magazine and a source of lifestyle information. Here, you'll find articles about lifestyle, fashion, beauty, culinary arts, escapes, body, mind & soul, living, behind the scenes footage, interviews, mail & win offers, tips, and more! Through the integrated social media, visitors can like, share, and comment on website content. Our weekly newsletter reaches an audience of 32.000.

TALKIES MAGAZINE & TALKIESMAN

ONLINE

Monthly Visitors
55.768

Session Duration
2,67 min

Monthly Pageviews
72.988

NEWSLETTER

Monthly Audience
32.951

Monthly Opens
17.948

Monthly Clicks
8.469

INSTAGRAM

Monthly Accounts Reached
3.086.813

Followers
22.376

TALKIES MEDIAKIT 2027

Advertorial *branded content*



CREATE THE LOOK
2/1 spread page



FASHION REPORT
spread page(s)



CAR TEST
spread page(s)



BEAUTY NEWS
1/3 page



TRAVEL EXPERIENCE
spread page(s)



PARTY PAGE
incl. adv. strip



LIFESTYLE NEWS
1/3 page



RESTAURANT PAGE
1/1 page



PIJLER PAGE
1/1 page



BUSINESSINTERVIEW
spread page(s)

Out of Home *window takeover*

Parnassusweg, Amsterdam Zuidas





Bicycler | Pedestrians | Trams | Cars | Subways | Buses

98.393

PASSERSBY PER WEEK

Target Audience: Age 13–75, Men and Women

FORMATS

Window 1	3130 x 2580 mm
Window 2	3560 x 2580 mm

RATES

Window 1	€ 5.100
Window 1 + 2	€ 8.200
Window 1 + Microlino	POA
Full Takeover *including Microlino*	POA

4-Week Period, Including Printing & Installation

TALKIES MEDIAKIT 2027

Out of Home *city car wrap*

The City Car Wrap is an eye-catching way to boost brand awareness throughout Amsterdam. For four weeks, a Microlino drives through the city featuring a fully custom designed wrap.

The wrap is applied to both sides of the vehicle and can be fully personalized to reflect the brand's visual identity and/or campaign imagery. The partnership includes design, production, and installation. A unique opportunity to put your brand on the move and reach thousands of people every day!

4-week period, including printing & installation





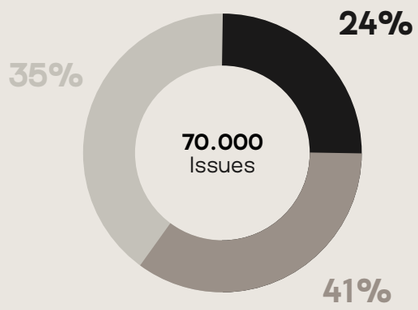
€ 4.500 | 4 WEEKS

TALKIES MEDIAKIT 2027

Facts & Figures 2027

PRINT

Magazine Circulation (per edition)
The Netherlands 50.000 - Belgium 20.000



35% Subscriptions

24% Paid Issues

41% Alternative Distribution

ONLINE

Monthly Visitors
55.768

Session Duration
2,67 min

Monthly Pageviews
72.988

NEWSLETTER

Monthly Audience
32.951

Monthly Opens
17.948

Monthly Clicks
8.469

INSTAGRAM

Monthly Accounts Reached
3.086.813

Followers
22.376

Talkies NEDERLAND lifestylemagazine

TalkiesMAN lifestylemagazine

Talkies NEDERLAND lifestylemagazine

Ratecard 2027

TalkiesMAN lifestylemagazine

PUBLICATION DATE

ISSUE	NL	BE	DEADLINE
TALKIES #1	**29 JAN**	**02 FEB**	**21 DEC**
TALKIES #2	**05 MAR**	**09 MAR**	**05 FEB**
TALKIESMAN #3	**16 APR**	**20 APR**	**19 MAR**
TALKIES #4	**04 JUN**	**08 JUN**	**07 MEI**
TALKIES #5	**16 JUL**	**20 JUL**	**18 JUN**
TALKIES #6	**27 AUG**	**31 AUG**	**30 JUL**
TALKIESMAN #7	**08 OCT**	**12 OCT**	**10 SEP**
TALKIES #8	**19 NOV**	**23 NOV**	**22 OCT**

GENERAL INFORMATION

TITEL	Talkies lifestyle magazine NL TalkiesMAN NL
FREQUENCY	8x per year (2x TalkiesMAN)
COVERAGE	164 pages
CIRCULATION	50.000 copies The 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,-

PRINT RATES

PER PLACEMENT

1/1 page advertisement	€6.500,-
2/1 page advertisement	€10.900,-
1/1 page editorial	€8.500,-
2/1 page editorial	€12.900,-
1/1 theme page	€4.500,-
1/3 page editorial	€2.833,-
Favorites editor in chief	€1.250,-

FREQUENCY DISCOUNT

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

> placements discount in consultation

SURCHARGES

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

ONLINE RATES

Banner take-over *(Top banner + Center banner)*	€1.680,-
Online article	€1.475,-
Online article + newsletter placement	€2.000,-
Social media post	€1.500,-
Custom made reel / video	*from* €6.000,-
Social media story	€1.000,-

EVENT RATES STARTING FROM

Terrace Award *(in combination with minimal purchase ads)*	€9.000,-
September Issue Launch *(in combination with minimal purchase ads)*	€7.500,-
Talkies Open *(in combination with minimal purchase ads)*	€7.500,-
Gent & Friends Drink *(in combination with minimal purchase ads)*	€7.500,-

Custom made activation on request.

TALKIES OUT OF HOME

City car wrap 4 weeks	€4.500,-
Window 1 Zuidas Amsterdam	€5.100,-
Window 1 + 2 Zuidas Amsterdam	€8.200,-
Window 1 + Microlino Zuidas Amsterdam	POA
Full Window Takeover	POA

City car wrap: Includes design and installation.
Windows: 4-week period, including printing and installation.

TECHNICAL SPECIFICATIONS

PAGE SIZE 1/1	280 mm (h) x 220 mm (w) *+ 3mm bleed on all sides)*
PAGE SIZE 2/1	280 mm (h) x 440 mm (w) *+ 3mm bleed on all sides)*
SPINE / FOLD	Please allow for the fold: up to 5 mm of content near the spine may be lost.
FILE SUBMISSION	Submit files digitally as a certified PDF or via WeTransfer (wetransfer.com) to **sales@talkiesmagazine.nl.**

CONTACT & PUBLISHER

PUBLISHER	Talkies Media B.V.
POSTAL ADDRESS	Talkies Media B.V. Parnassusweg 845 1082 LZ Amsterdam
PHONE	+31 (0)20-223 5812
GENERAL INQUIRIES	**info@talkiesmagazine.nl**
SALES	**sales@talkiesmagazine.nl**
WEBSITES	www.talkiesmagazine.nl www.talkiesman.nl