

VOGUE

NL

RATE CARD 2025



PRINT PAGES

1/1 page	€ 12.500
2/1 page	€ 25.000-

ADVERTORIAL PAGES

1/1 page	€ 13.750
2/1 page	€ 27.500

PREMIUM POSITIONS

Opening spread	€ 38.000-
Back cover	€ 17.500
2nd spread	€ 29.500
3rd spread	€ 29.000-
Closing spread	€ 28.000-

OTHER PREMIUM POSITIONS

Page facing editor's letter (lhp)	€ 18.500
Page facing contributors (rhp)	€ 18.500
Page facing colophon (rhp)	€ 18.500
Page facing content (lhp)	€ 18.500

SIZE

1/1 page	220 x 285
2/1 pages	2 x (220 x 285)

BRANDED CONTENT

Costs are made up of a space rate as above plus a net production charge from € 2500 per page for a *Vogue* shoot or € 1500 per page with supplied assets. Special terms and conditions apply. For individual costing and creative ideas, please contact the *Vogue* team. In this kind of advertisement the term 'Advertorial' is always mentioned on the top of the page.

	<i>rate</i>	<i>production costs</i>
<i>ADVERTORIALS</i>	€ 4.000	€ 650
<i>VOGUE-LIJSTJES</i>	€ 1.500	€ 650
<i>APPROVED BY VOGUE</i>	€ 15.000	<i>on request</i>
<i>SOCIAL</i>		
Stories	€ 3.000	€ 350
Feed-post	€ 4.000	€ 500
Interactive stories	<i>custom</i>	
Social video (<i>TikTok en Instagram Reels</i>)	€ 6.500	<i>on request</i>
<i>SPOT</i>		
Billboard	<i>45 cpm</i>	
Half Page ad	<i>45 cpm</i>	
Medium Rectangle	<i>25 cpm</i>	
Mobile Rectangle	<i>25 cpm per day</i>	
Native Post	<i>30 cpm</i>	
Site Take-over	€ 4.500 <i>fixed per day</i>	

<i>VOGUE & VOGUE.NL</i>	€ 22.250	€ 16.575
<i>COMBI PACKAGE</i>		<i>incl. production costs</i>
1x online advertorial		
1x promotion via Instagram story		
1x promotion via newsletter		
1x medium rectangle 50.000 impressions		
1x 1/1 ad page in Vogue		

** in consultation*

*Indien er productie op locatie is en/of een interview gehouden moet worden,
zullen de productie aangepast worden naar € 1000.*

DEADLINES 2025

VOGUE

ISSUE 3 – MARCH

Branded Content

Reservations

Delivery Advertisement

February 13

December 26

January 2

January 9

ISSUE 4 – APRIL

Branded Content

Reservations

Delivery Advertisement

March 13

January 23

January 30

February 6

ISSUE 5 – MAY

Branded Content

Reservations

Delivery Advertisement

April 17

February 27

March 6

March 13

ISSUE 6 – JUNE

Branded Content

Reservations

Delivery Advertisement

May 22

April 3

April 10

April 17

ISSUE 7/8 – JULY /AUGUST

Branded Content

Reservations

Delivery Advertisement

June 26

May 8

May 15

May 22

DEADLINES 2025

VOGUE

ISSUE 9 – SEPTEMBER

Branded Content

Reservations

Delivery Advertisement

August 21

July 3

July 10

July 17

ISSUE 10 – OCTOBER

Branded Content

Reservations

Delivery Advertisement

September 25

August 7

August 14

August 21

ISSUE 11 – NOVEMBER

Branded Content

Reservations

Delivery Advertisement

October 23

September 4

September 11

September 18

ISSUE 12 – DECEMBER

Branded Content

Reservations

Delivery Advertisement

November 20

October 2

October 9

October 16

ISSUE 1/2 – JAN/ FEB

Branded Content

Reservations

Delivery Advertisement

December 18

October 30

November 6

November 13

CONTACT

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ADVERTISING ARTWORK PRINT

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ADVERTISING VOGUE.NL

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