

SEASONS



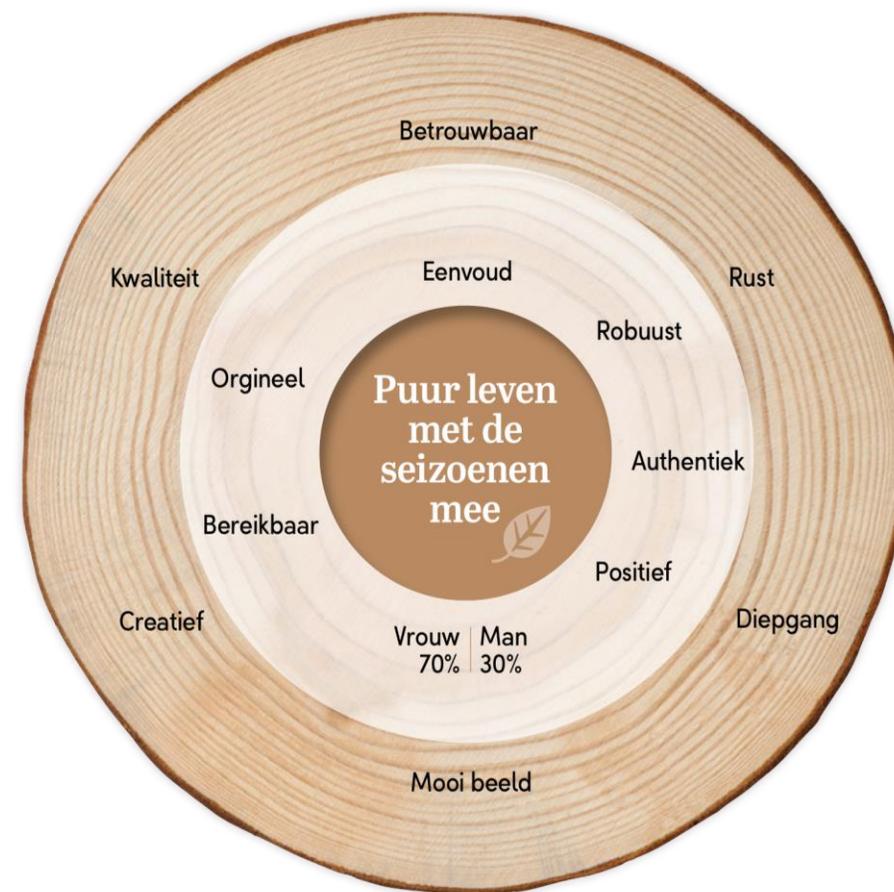


Pure living with the Seasons

Seasons offers inspiration and information for those who love pure outdoor living. Seasons has been deeply rooted in this way of life for 25 years, in which peace, space, authenticity and wonder are important. Seasons is substantively accessible. Enjoy with Seasons all the beauty that the seasons bring. With fresh harvest from the country and pure recipes; special trips and places to stay; inspiring country houses and decoration ideas; the most beautiful gardens; authentic crafts and stories from people who are inspired by the outdoors.



SEASONS



DOEL

Inspireren, informeren, aspireren,
verwonderen en laten genieten

Seasons readers offers



Seasons magazine

Reach: 196,200



Seasons.nl

Pageviews monthly: 165,110



Seasons newsletter

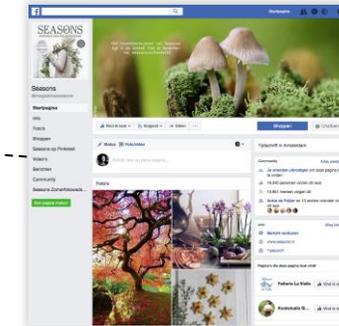
58,750 subscribers



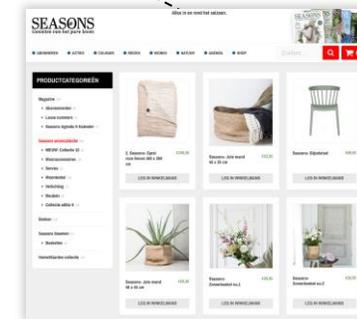
This is SEASONS

Seasons facebook

21,500+ followers



Seasons webshop



Seasons Cook book



Seasons calender



Seasons diary

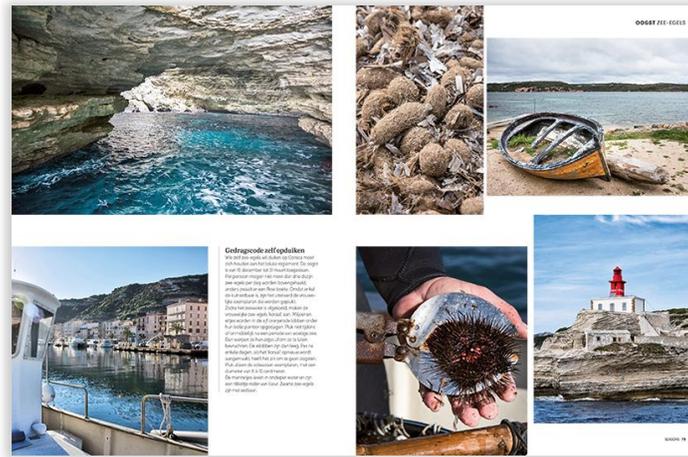
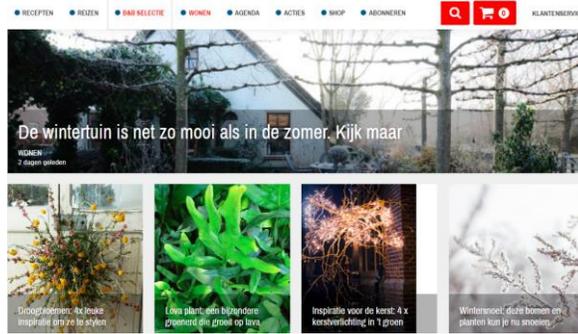


Seasons Garden



Seasons Living

SEASONS | Editorial pillars



Living: inside and out

Seasons loves honest and pure. A personal style, with a sense of tradition and history, is characteristic of our taste. Handmade tables, damask tablecloths that are still woven in a traditional way, wallpaper with historical patterns; it's all about authenticity and individuality. Seasons comes in houses where people really live.

Travel: far and near

Traveling is broadening your horizon, at home and abroad. Seasons let you enjoy the silence on the water, the scent of autumn in forests, the snow that crunches under your feet. The personal and unknown are central as is close to home. Remember the bed and breakfast where you are truly spoiled, and that small hotel. Undiscovered, a pearl in the area. That increases the quality of life.

Culinary: harvest and prepare

Culinary is above all healthy and honest food. Dishes from the region, products from the country. Pure ingredients to prepare a special and successful dish. Dining together, attention for the ingredients, your plate and of course attention for each other. Traditionally prepared meat, vegetables and fruit from our own vegetable garden, eating what the seasons bring.

SEASONS

Facts & figures



Seasons readers

Seasons readers embrace rural life as a lifestyle. With a household without children or children over 14 years of age, the reader is a homeowner and lives in a detached house or a farm, with a large garden. The readers enjoy the great outdoors and all the little things that life offers. They have a wide interest and are active and socially involved. Authenticity, quality and originality are of great importance for the readers.

Age: 30+ years 85%

Income: (above) average income 56%

Gender: 63% female / 37% male

Household: often without children

Publication and reach

Frequency: 12 issues a year

Print reach: 196,200 (NPM 2020-IV)

Seasons.nl

165,110 pageviews monthly

Google Analytics 2020 Q2 - 2021 Q1

Seasons newsletter

58,750 newsletter subscribers

CTO: 30%, CTR: 14%, Open Rate: 45%

Frequency: weekly

Seasons facebook

21,500+ followers

Seasons Instagram

15,500+ followers

SEASONS | Propositions



Together with Seasons

Seasons has the authority and the experience to fill in commercial wishes in an editorial way. There are various forms in which such cooperation can come about. We are happy to let you know.

Green Happiness

The opening section in Seasons on 8 pages anything is possible, as long as there is a connection with 'green' outside and inside. In this section, where the editors of Seasons signal new trends, products are given a half or full page.

In the style of

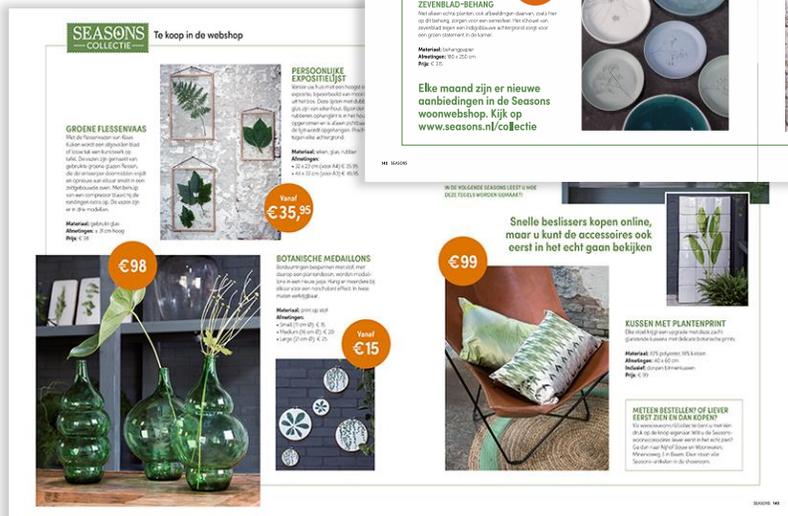
Behind every home production there is a page with shopping where products are shown with which you can achieve the same atmosphere. Here you'll find a very organic collaboration between editorial and commerce.

Garden shopping

In the practical garden section there is the possibility to include garden products as shopping.

Limited edition and license

It is possible to issue home articles under the Seasons brand in consultation. These are of course boosted by the magazine and online and will be sold in the Seasons web shop.



SEASONS

Planning 2021

Issue	Publication date	Closing date for advertisers
1	11-12-2020	17-11-2020
2	15-01-2021	18-12-2021
3	12-02-2021	19-01-2021
4	05-03-2021	09-02-2021
5 Garden special	09-04-2021	16-03-2021
6	21-05-2021	27-04-2021
7	18-06-2021	25-05-2021
8	16-07-2021	22-06-2021
9	13-08-2021	19-07-2021
10 Home Living	17-09-2021	24-08-2021
11	15-10-2021	21-09-2021
12	12-11-2021	15-10-2021
1-2022	10-12-2021	16-11-2021



SEASONS | Rates & formats 2021

Base rate

in euro's excl. VAT

1/1 page € 5,856

Format index

1/2 page 63
2/1 page 187

Position index

Preferred position 110
Spread in center 110
1st page right 110
Cover 2 or 3 120
Opening spread 120
Cover 4 130
Fold out cover* 280

*excl. production cost –
upon request



Formats and measurements (mm)

Format Width x height

Type area

1/2 portrait 97 x 268
1/2 landscape 200 x 131
1/1 200 x 268

Trim size

1/2 portrait 107 x 285
1/2 landscape 220 x 140
1/1 220 x 285
2/1 220 x 285 – 220 x 285

+ 3 mm bleed on all sides

Technical specifications

Type area: 200 x 268 mm
Trim size: 220 x 285 mm

Advertisement material:

Please submit your digital ad files as
Certified PDF

Digital

Product Rate

NBA - Newsletter € 2,000
FBB - Facebook Post € 500
BI - Branded Item € 1,250
BI + FBB € 1,500
BI + NBA € 3,000
BI + NBA + FBB € 3,250
Native-in-Article (Cost p. Quality View-QV) € 1.25
Instagram Story € 500

Production cost*1

Newsletter Advertorial € 175
Facebook Post € 225
Branded item on website € 250
Instagram Story € 225

Banners

Billboard (970*250) € 36 cpm
Halfpage (300*600) € 36 cpm
Rectangle (300*250) € 25 cpm
Leaderboard (728*90) € 15 cpm
Large Leaderboard (970*90/70) € 36 cpm
Wide Skyscraper (160*600) € 18 cpm

Mobile banners

Banner (320*100) € 15 cpm
Interscroller (320*480) € 36 cpm

SEASONS | Contact



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