

NEWS FROM MILAN LIGHTING FASHION A LOOK INSIDE WITH THE NEWSPAPER THIS IS HOW VOLENDAM LIVES TRENDS AUTUMN/WINTER 09/10 GET THE HOTELFEELING INSIDE THE BATHROOM IN ANOTHER WAY



Wonen

De Telegraaf



Living and Interior are the main topics in the newly designed Living special supplement of De Telegraaf on glossy paper. A lot of attention to the latest trends in Bathroom design, the most beautiful lighting, sleep as in a Hotel, a look inside and lots more living news and reports.

The stylish magazine will be distributed with De Telegraaf on Saturday (subscription circulation). Publication is in the middle of the month of Living October. Many consumers use this time of the year to look for new furniture and accessories to make their home more cosy for the winter months to come.

Wonen magazine is a powerful communication medium, perfect to use as a platform for the launch of new collections as well as branding campaigns to strengthen image amongst a large audience with above average interest in "Living".



**NEW LIVING GLOSSY
DE TELEGRAAF
SATURDAY OCTOBER 17**



Wonen De Telegraaf

SATURDAY OCTOBER 17

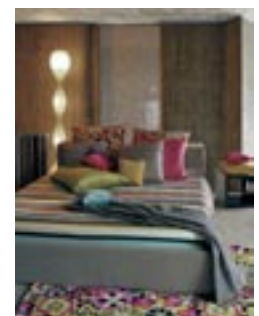
Title	WONEN
Publication	saturday october 17
Deadline reservation	monday september 14
Deadline material	friday september 18
Estimated circulation	600.000 copies
Coverage:	2.131.000 readers
Format:	260 mm wide x 344 mm high
Printing	Full Colour
Paper quality	MC LHH 80 grams satinated (glossy)

ADVERTISING OPTIONS

Format	Size	Rates
1/4 page	130 mm x 172 mm + 5 mm bleed	€ 9.691,50
1/2 page landscape	260 mm x 172 mm + 5 mm bleed	€ 16.150,50
1/2 page portrait	130 mm x 344 mm + 5 mm bleed	€ 16.150,50
1/1 page	260 mm x 344 mm + 5 mm bleed	€ 26.919,00
2/1 page	520 mm x 344 mm + 5 mm bleed	€ 44.863,50
Position Surcharge:		
Cover 2,3	25%	
Cover 4	40%	
Spread before table of contents	25%	

TARGET GROUP

Mediareach in target Group (number of people)				
	M/F13+	Interested in home and interior	Spend more than average on furniture and interior	Social Class 1-2
De Telegraaf Wonen	2.131.000	847.000	439.000	812.000
VT Wonen	900.000	645.000	271.000	456.000
Eigen Huis & Interieur	492.000	359.000	156.000	262.000
101 Woonideeën	379.000	305.000	111.000	190.000
Ariadne at Home	338.000	272.000	88.000	177.000
Elle Wonen	250.000	189.000	78.000	133.000
Residence	179.000	129.000	57.000	93.000



YOU WANT MORE INFORMATION REGARDING WONEN MAGAZINE?

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