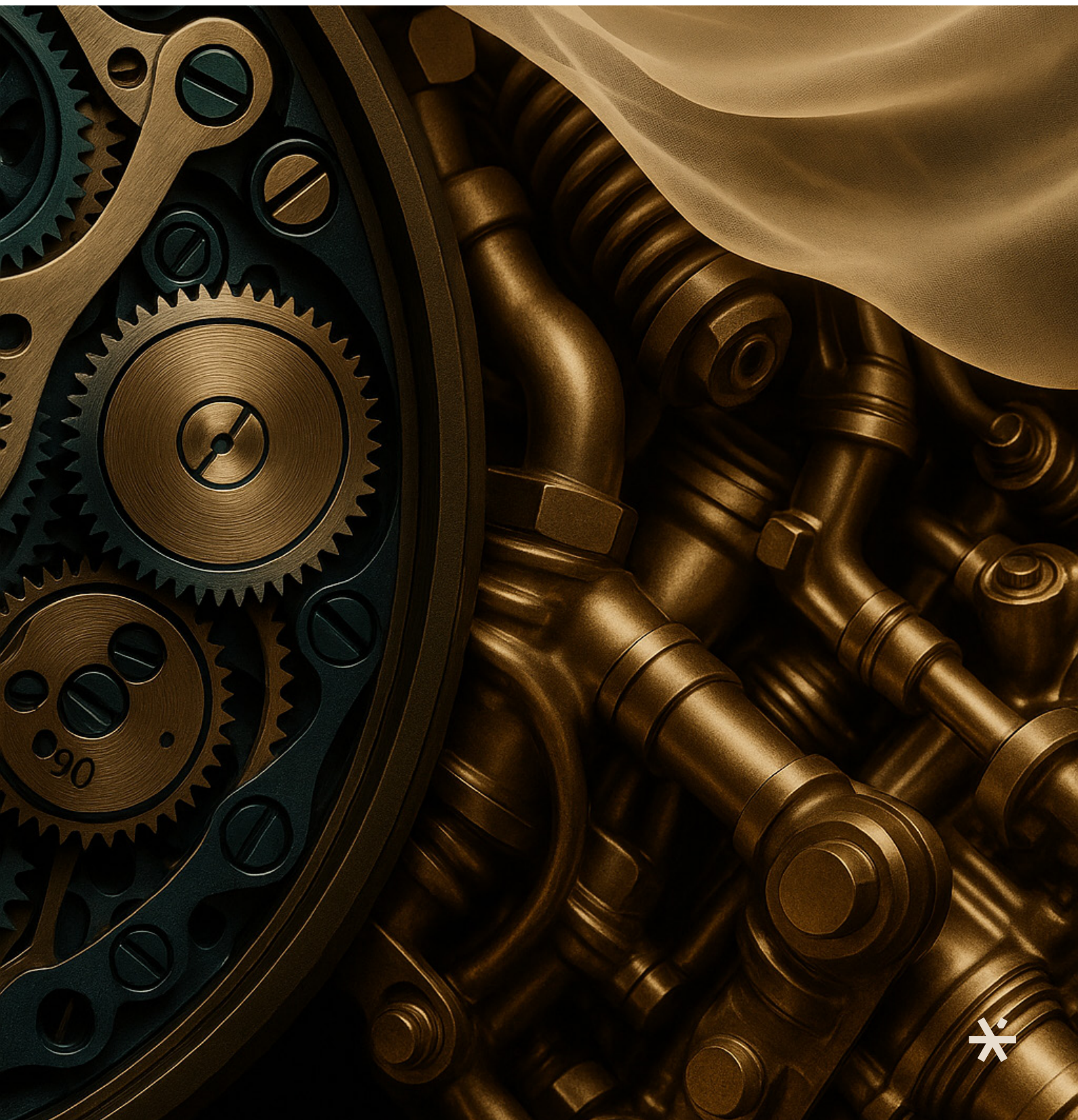


ASTRIX MAGAZINES MEDIA KIT

Icons of *luxury*

PORSCHE — VIRAGE / ASTON MARTIN — BOUVERNE JUWELLER



VIRAGE MAGAZINE – *Inspired by Aston Martin*



*“Driven by legacy,
designed for believers.”*

Content

Virage Magazine is an ode to elegance, design, and the experience of driving, inspired by the world of Aston Martin. With carefully curated content, we bring together lifestyle, architecture, art, and automotive within a luxurious framework.

Target Audience

Virage Magazine appeals to entrepreneurs, professionals, and automotive enthusiasts who value quality, craftsmanship, passion, and aesthetics. These readers appreciate emotion, heritage, and refinement.

Advertising in Virage Magazine means being visible to consumers who dream, experience, and seek connection with a world of design, driving pleasure, and lifestyle.

Editorial Content

Virage Magazine offers a diverse and carefully curated mix of content:

- **Aston Martin** – news, interviews, and presentations of the latest models.
- **Travel** – inspiring destinations and unique experiences.
- **Lifestyle & Gastronomy** – inspiration rooted in design, fashion and culinary excellence.



Key facts

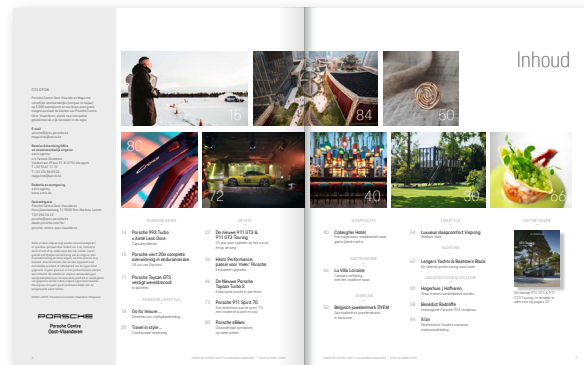
- **Language:** Trilingual – Dutch, French, English
- **Circulation:** approx. 1,000 copies (variable per edition, depending on participating advertisers and partners)
- **Distribution:** National
- **Frequency:** Twice a year – Spring & Autumn



Virage magazine is also available in digital format on <https://issuu.com/astrixagency>



PORSCHE MAGAZINE – *Driven by dreams*



*“Design must be functional –
functionality must be aesthetic.”*

Content

Porsche Magazine is an ode to passion, craftsmanship, and the driving experience, inspired by the iconic world of Porsche. The magazine delivers a refined blend of automotive, design, lifestyle, and travel, enriched with powerful imagery and compelling storytelling.

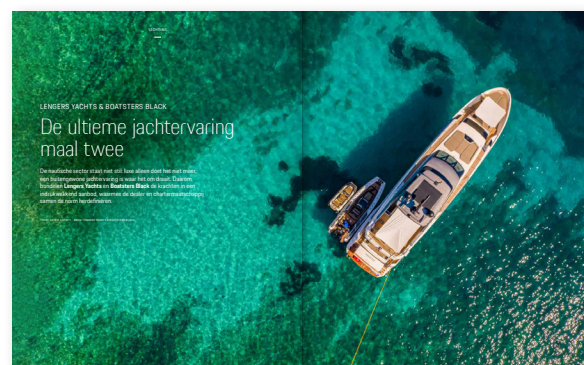
Target Audience

Porsche Magazine appeals to entrepreneurs, professionals, and car enthusiasts. These readers choose quality, design, passion, driving pleasure, and refinement. **Advertising in Porsche Magazine means presenting your brand to an audience that lives for craftsmanship, experience, engineering, and style.**

Editorial Content

Porsche Magazine offers a diverse and carefully curated mix of content:

- **Porsche** – news, interviews, and presentations of the latest models.
- **Travel** – inspiring destinations and unique experiences.
- **Lifestyle & Gastronomy** – inspiration rooted in design, fashion, and culinary excellence.



Key facts

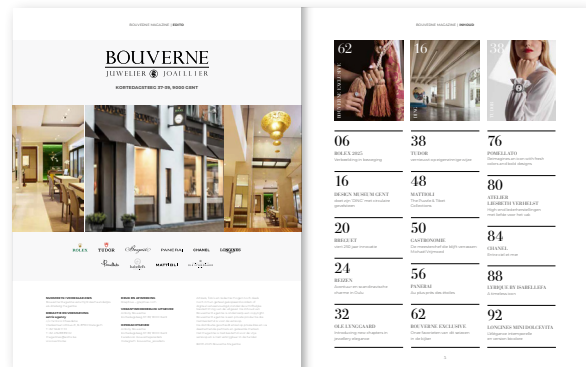
- **Language:** Dutch
- **Circulation:** approx. 4,000 copies (variable per edition, depending on participating advertisers and partners)
- **Distribution:** National
- **Frequency:** Twice a year – Spring & Autumn



Porsche Magazine is also available in digital format on <https://issuu.com/astrixagency>



BOUVERNE MAGAZINE – *Crafted elegance*



*“Crafted elegance,
timeless beauty.”*

Content

Bouverne Magazine is an ode to timeless elegance and craftsmanship in fine jewellery. Inspired by iconic brands such as Rolex, Breguet, Ole Lynggaard, Mattioli, Pomellato, Chanel, and more, the magazine showcases a refined blend of art, design, lifestyle, and exclusive stories. Each issue combines inspiring imagery with storytelling that unites aesthetics, emotion, and exceptional craftsmanship.

Target Audience

Bouverne Magazine appeals to a refined audience of discerning consumers – entrepreneurs, professionals, and style-conscious enthusiasts – who value quality, aesthetics, and sophistication. **Advertising in Bouverne Magazine means presenting your brand to consumers who appreciate jewellery and watches as works of art, where craftsmanship meets experience.**

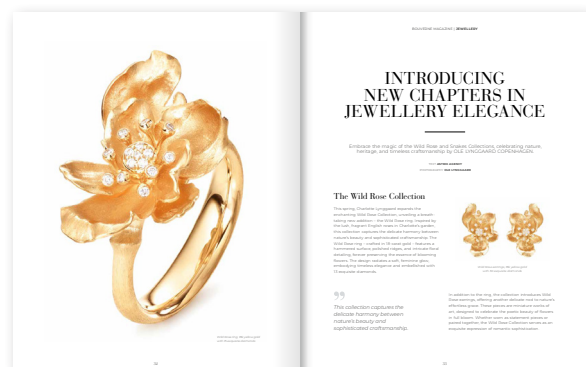
Editorial Content

Bouverne Magazine offers a diverse range of content that delivers both inspiration and depth:

- **Jewellery & Watches** – recent collections, brand stories, and interviews.
- **Heritage** – exceptional craftsmanship and iconic legacy pieces.
- **Lifestyle** – design, fashion, and refined experiences
- **Interiors & Art de Vivre** – inspiring features on living, art, and curated experiences.

Key facts

- **Language:** Trilingual – Dutch, French, English
- **Circulation:** approx. 4,000 copies (variable per edition, depending on participating advertisers and partners)
- **Distribution:** East Flanders and Northern France, including distribution via Latem Golf Club
- **Frequency:** Twice a year – Spring & Autumn



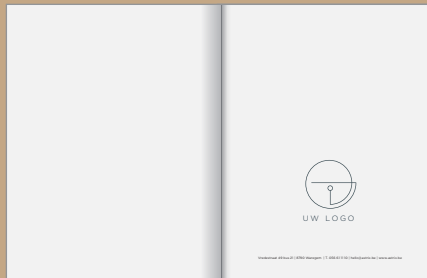
Bouverne Magazine is also available in digital format on <https://issuu.com/astrixagency>



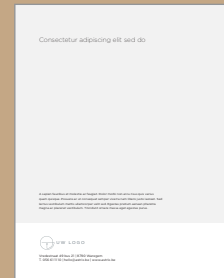
MEDIA OPPORTUNITIES



1/1 page (full page)
W 215 x H 270 mm
+ 5 mm bleed



2/1 page (spread)
W 430 x H 270 mm
+ 5 mm bleed



Cover 2, 3 of 4
W 215 x H 270 mm
+ 5 mm bleed

Specifications

- **1/1 page (full page)**
W 215 x H 270 mm + 5 mm bleed on all sides
- **2/1 page (spread)**
W 430 x H 270 mm + 5 mm bleed on all sides
- **Covers 2, 3 and 4**
W 215 x H 270 mm + 5 mm bleed on all sides

- Certified PDF
in high resolution (300 dpi)
- Images and illustrations minimum
resolution 300 dpi
- Colours converted to CMYK

Exclusivity

We **do not standardly provide full exclusivity** in the magazine, as we want to maintain room for a varied and inspiring mix of brands. This approach allows us to remain flexible and ensures reliable publication.

We apply **category exclusivity**: wherever possible, we avoid placing comparable businesses or brands directly alongside each other. In addition, we kindly request variation in the advertisements supplied per brand or brand group. This keeps the magazine fresh and diverse, ensuring every advertisement receives the attention and positioning it deserves.

Upon **request**, a brand may opt for **full exclusivity within its sector**. This Exclusivity Option guarantees that no advertisements from direct competitors will appear in the same issue.

Supplement for full exclusivity: +300% to +400% on the standard rate, depending on the sector and scope of the partnership. For the purpose of this rule, "competitors" are defined as brands within the same product category. The advertiser is responsible for **clearly specifying the brands or competitors they wish to exclude at the time of booking**. Exclusivity is only guaranteed in relation to the competitors explicitly listed by the advertiser.

Printed Copies

Upon request, **additional printed copies** of the magazine are available at an extra cost, in addition to your complimentary contributor's copy. Printing costs depend on the timing of the order. When extra copies are ordered at the same time as the magazine's publication, we can offer a more advantageous rate. For reorders placed after publication, the applicable standard rate will apply. Feel free to contact us for a personalised quotation.

Distribution Region

Unique and Distinctive: The magazine is distributed in a highly targeted way through direct mailing to existing clients and prospects of the magazine, and is **exclusively** available through the magazine's retail partners and participating brands.



RESERVATIONS

Advertisement Booking

ADVERTISEMENT		
1 Page	Full Page	2.000 EUR
2 Pages	Spread	3.000 EUR
Cover 2	Inside Front Cover	2.700 EUR
Cover 3	Inside Back Cover	2.500 EUR
Cover 4	Back Cover	3.500 EUR
Supplements	Premium Positioning	+10%

Branded Advertorial Booking

BRANDED EDITORIAL	
2 Pages	3.200 EUR
4 Pages	4.200 EUR
Per additional spread	1.500 EUR
INTERVIEW	
2 Pages	225 EUR
4 Pages	300 EUR
Per additional spread	75 EUR
PHOTOSHOOT	
Half-day photoshoot	1.000 EUR



SPECIAL OFFERS & BENEFITS

Advertising Package Benefit

SELECT		
Single-Issue Booking	-	Advertisement Design
SIGNATURE		
Two-Issue Booking	-200 EUR per advertisement	Advertisement Design
PRESTIGE		
Three-Issue Booking	-250 EUR per advertisement	Advertisement Design
EXCELLENCE		
Four-Issue Booking	-300 EUR per advertisement	Advertisement Design

Advertisement Design Included

As an additional service, we provide the design of your advertisement with your booking (normally €375, included in your participation fee).

If the advertiser chooses to supply a print-ready file themselves, the participation fee remains unchanged. In that case, the publisher's verification is limited solely to technical specifications (dimensions and resolution). The publisher is not responsible for the content, design, or visual quality of the supplied material, nor for any issues that may result from it.

Advertorial Package Benefit

ESSENTIAL		
Single-Issue Booking	-	Layout included
HERITAGE		
Two-Issue Booking*	<u>Complimentary</u> Interview	Layout included
HIGHLIGHT		
Booking for 4 pages	<u>Complimentary</u> additional spread: inspirational opening feature	Layout included 6 pages

(*) Bookings – Articles and Advertisements

An article (or advertorial) can be perfectly combined with an advertisement. In this case, you benefit from the corresponding package advantages applied to the participating advertisement.

Package Benefits & Conditions

Package benefits are granted based on the **total number of editions confirmed at the time of booking within the same package formula**. These benefits apply **exclusively at the moment of reservation** and cannot be applied retroactively to previously placed or separately booked advertisements.

When an advertiser commits to multiple editions within a package formula and one or more **future editions** are subsequently cancelled, the package benefit will be **recalculated based on the number of editions that were effectively published**. In such cases, the difference between the originally granted package benefit and the applicable benefit will be **settled via an additional invoice**.

