

BENELUX MEDIA KIT
2026

IDEAT
CONTEMPORARY LIFE

Ventures
— MEDIA —

*“Trendy without being mainstream, influential and elegant, **IDEAT** is an established contemporary interiors magazine that succeeds in combining exclusive, high-quality and in-depth information with a great proximity to its audience.*

*From international indoor and outdoor design to bespoke architecture, art, luxury products, travel and sustainability: **IDEAT** is all about what shapes things today and tomorrow!*

Viscerally mixed.

Fiercely modern.

Absolutely essential.”



THE MOST LIFESTYLE
INTERIORS MAGAZINE...
& THE MOST STYLISH AS WELL!

EXCLUSIVE CONTENTS IN EACH MAGAZINE

Contemporary news

The most sought-after designers on interview



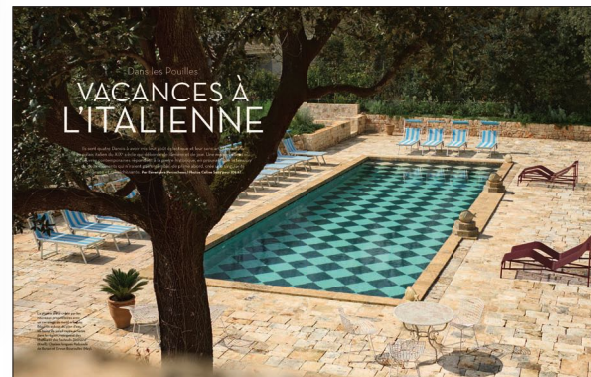
Contemporary homes

Outstanding and timeless private architectures



Contemporary design & lifestyle

Our selection of the season's best products



Contemporary trips

The finest travels in the company top creatives



OUR KEY FIGURES

215+

pages of
content
per issue

35+

journalists, photographers,
stylists, illustrators and
contributing artists per issue

50+

articles per issue:
local and international
news, reports,
exclusive interviews
and features

4

issues
in 2026

2

editions (same content):
French and Dutch

3

countries:
Belgium,
The Netherlands
and Luxembourg

20,000

copies per issue

4

international editions of IDEAT

France
60,000
copies

China
400,000
copies

Germany
50,000
copies

Benelux
20,000
copies

IDEAT
CONTEMPORARY LIFE

IDEAT BENELUX N°8 © NICOLAS SCHIMP



OUR DIGITAL PLATFORMS

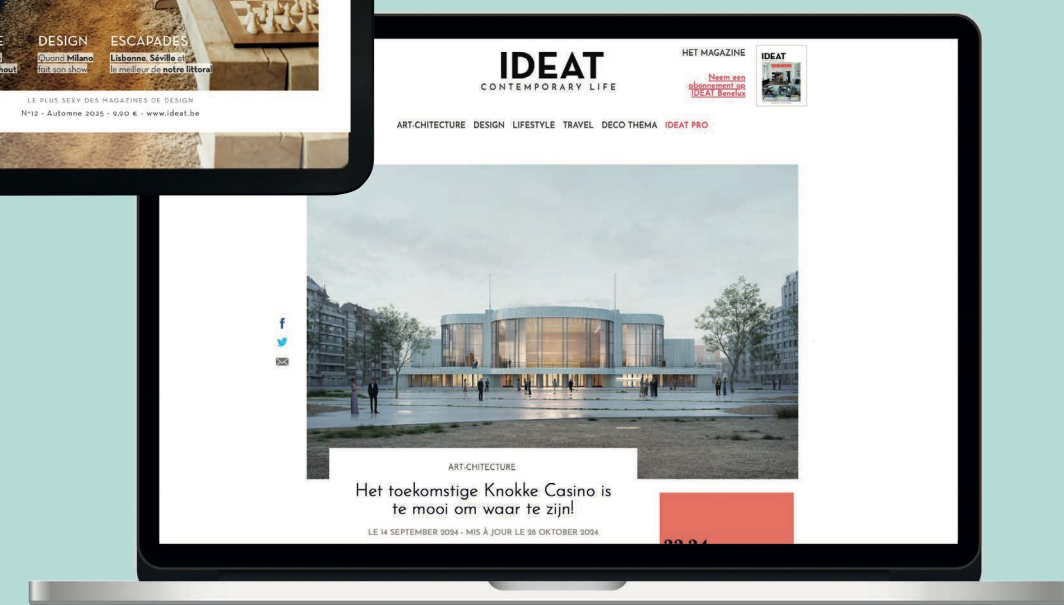
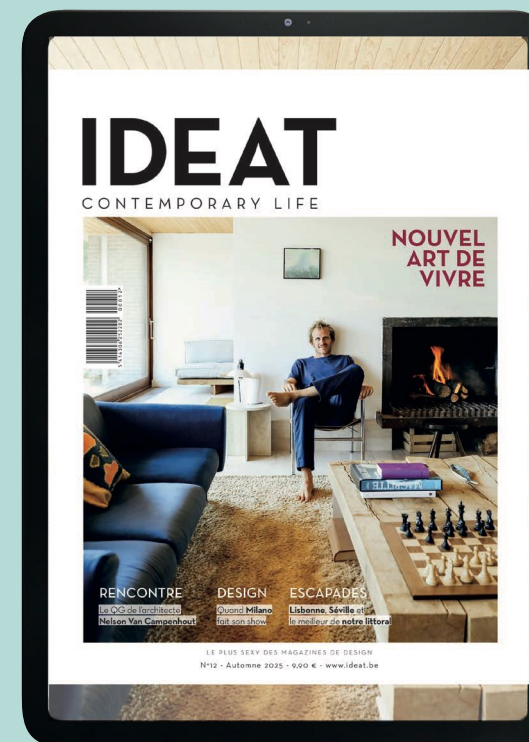
DIGITAL: the cornerstone of our brand

IDEAT.BE/FR AND /NL: OUR EXCLUSIVE CONTENT EXTENDED ONTO THE WEB AND MUCH MORE...

- › A dedicated URL per language and a freemium model to showcase our high-quality information
- › Reinforcing our strategy to make **IDEAT** Benelux the digital reference in the world of design in Belgium, The Netherlands, and Luxembourg
- › Even more interior design, architecture and product news with **IDEAT PRO**
Coverage of Benelux and international events and destinations

@IDEAT_BENELUX: THE MAGAZINE'S GO-TO PLATFORM FOR OUR B2B AND B2C COMMUNITY

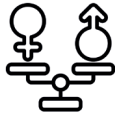
- › Strengthening our high-quality audience and visibility on Instagram and other networks (Facebook, LinkedIn, TikTok) with exclusive content made for these platforms
- › Inspirations, live contents, snacking contents, real-time interactions and tips to share
- › Videos and Reels: a significant rise in quantity and quality.
Developed by our creative studio around our signature formats like **#IDEATPICKS**



OUR READERSHIP

Open minded & cultured
Passionate & loyal end-customers
Prescriber & influential

1/3 B2B and 2/3 B2C

 **58%** women **42%** men

 between **30** and **59** years old

 **60%** live in big cities in the Benelux (Belgium, The Netherlands, Luxembourg) and abroad

 **58%** belong to the upper social groups and have completed higher education

 **83%** consider advertising as a source of inspiration just as much as the content

 **86%** regularly consume products and services from luxury brands

 **69%** are homeowners **22%** own second homes



FOUR PRINT ISSUES IN 2026

		MATERIAL DEADLINE	RELEASE DATE
IDEAT BENELUX N°14 SPRING 2026 EDITION	OUTDOOR DESIGN SPECIAL ARCHITECTURE & LANDSCAPE (GUEST ARCHITECTS) NEW OUTDOOR 2026 PRODUCTS [PREVIEW] SWIMMING POOLS & OUTDOOR COVERINGS GREEN MOBILITY (CARS, ETC.) REAL ESTATE/SECOND HOMES + COLLECTIBLE DESIGN IN BENELUX	27.02.2026	2.04.2026
IDEAT BENELUX N°15 SUMMER 2026 EDITION	HOSPITALITY & TRAVEL HOSPITALITY & B2B SPECIAL IN EUROPE (GUEST INSIDERS) NEW OUTDOOR & INTERIOR 2026 PRODUCTS [PT.I] OFFICE AND WORKPLACE FURNITURE BACK TO SCHOOL PREVIEW + PARIS, COLOGNE & MILAN FAIRS	04.06.2026	07.07.2026
IDEAT BENELUX N°16 AUTUMN 2026 EDITION	INTERIOR DESIGN SPECIAL BENELUX GUEST INTERIOR DESIGNERS NEW INTERIOR 2026 PRODUCTS INTERIOR COVERINGS (PAINT, WALLPAPER, ETC.) REAL ESTATE/MAIN RESIDENCES + DOSSIERS: HIGH-END KITCHENS & APPLIANCES, FIREPLACES & OPEN FIRES	27.08.2026	29.09.2026
IDEAT BENELUX N°17 WINTER 2026-2027 EDITION	LUXE & TRAVEL SPECIAL FINEST & UPCOMING HOT SPOTS SELECTED BY IDEAT JEWELRY & WATCHES YATCHING IN FOCUS + DOSSIERS: BEDDING & BEDROOMS, BATHROOMS & CERAMIC/TECHNIC TILES, HIGH-TECH & AI PRODUCTS	19.11.2026	22.12.2026

PRINT RATES IN 2026

BENELUX & INTERNATIONAL

STANDARD

Single page: €7,900

Double page: €14,000

PREMIUM

Double opening: €22,000

Double 2 (C2+P3): €21,000

Gatefold 3 pages: €31,000

Gatefold 4 pages: €42,250

4th cover: €14,350

3rd cover: €9,750

Contributors' side (PP1, left): €13,150

Colophon side (PP2, right): €12,500

Contents side (PP3, right): €11,500

INSERTIONS

2 pages: €3,200

4 pages: €4,200

6 pages: €4,600

8 pages: €5,000

12 pages: €5,250

PARTNER EVENT, BRANDED CONTENT & NATIVE ADVERSITING

Formats: 1/1, 2/1 etc.

+ technical costs upon quote

Please contact us for more information

LOCAL

STANDARD

Single page: €4,500

Double page: €8,000

PREMIUM

Double opening: €11,900

Double 2 (C2+P3): €11,300

Gatefold 3 pages: €16,700

Gatefold 4 pages: €22,800

4th cover: €8,000

3rd cover: €5,500

Contributors' side (PP1, left): €7,200

Colophon side (PP2, right): €6,750

Contents side (PP3, right): €6,250

INSERTIONS

2 pages: €3,200

4 pages: €4,200

6 pages: €4,600

8 pages: €5,000

12 pages: €5,250

PARTNER EVENT, BRANDED CONTENT & NATIVE ADVERSITING

Formats: 1/1, 2/1 etc.

+ technical costs upon quote

Please contact us for more information

SIZES

Double page:

Single simple:

1/2 page H:

1/2 page V:

1/4 page:

+ 5 mm extra for false cut all round each edge

430 mm x 275 mm

215 mm x 275 mm

215 mm x 137 mm

107 mm x 275 mm

107 mm x 137 mm



DIGITAL RATES IN 2026

SOCIAL MEDIA

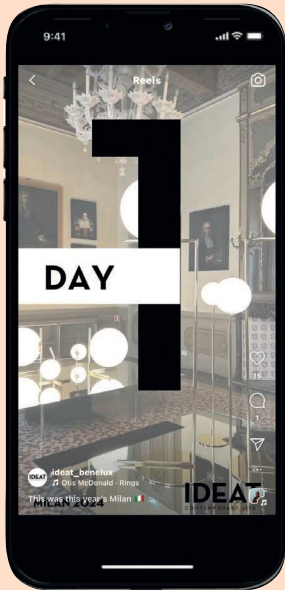
INSTAGRAM POST

Media value: €1,000 + boost



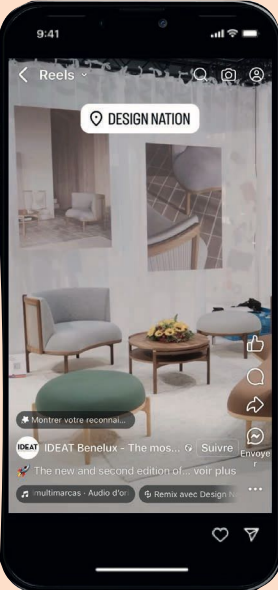
INSTAGRAM STORY

Media value: €750 + boost

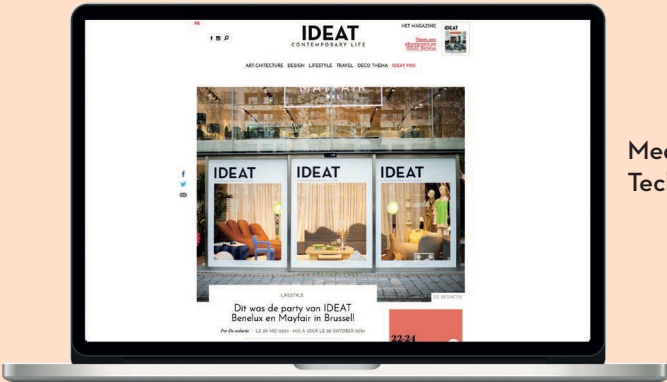


FACEBOOK POST

Media value: €1,000 + boost



NATIVE WEB ARTICLE



Media value: € 2,000
Technical costs: € 500



IDEAT BENELUX N°7 © DENEE KEMPS