

Numéro^v

NETHERLANDS





VISION

We believe in a community fueled by young and established creatives who find freedom in being themselves.

MISSION

Providing a never-ending energetic platform that voices a new sense of self.

Numéro^v
AT THE PLACE



CORE VALUES

Creativity
Boldness
Authenticity
Gender fluidity
Progressiveness

Numéro

N
NETHERLANDS

ro

∇

**We stand for more diversity, inclusivity
and acceptance in our society.**

In mathematics the universal quantifier symbol "∇" means "for all".

This is what *Numéro Netherlands* lives by.

Our magazine is for all and everyone.

Freedom of self-expression and standing for what we believe in,
without compromise and interference,
are essential in a multifaceted world.

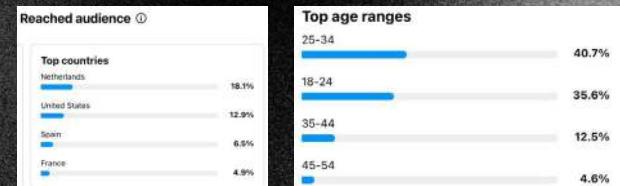
Numéro
NETHERLANDS

TARGET AUDIENCE

THE NEW EXPRESSIONISTS

The new expressionists seek to be inspired all the time, experience things from different walks of life, and activate all their senses. They are open-minded and eager to learn and experience new things. They value authenticity and move through life with a bold spirit.

As advocates for intersectional equality, we are well aware that our target demographic is not defined by gender. We are here to represent all genders, however, the data is still presented in the traditional gender binary. Nevertheless, we are extremely proud that we have found a balance between the demands of men, women, and beyond. We hope to show in the future that we are there for everybody, statistically speaking.



Gender



LUXURY, FASHION, ART:

EXPLORATION AND SUBLIMATION

Numéro explores a unique vision of luxury at the crossroads between prestige and cutting-edge magazines.

Numéro Netherlands offers a young graphic and visual luxury language by elevating every creative field with an avant-garde approach.

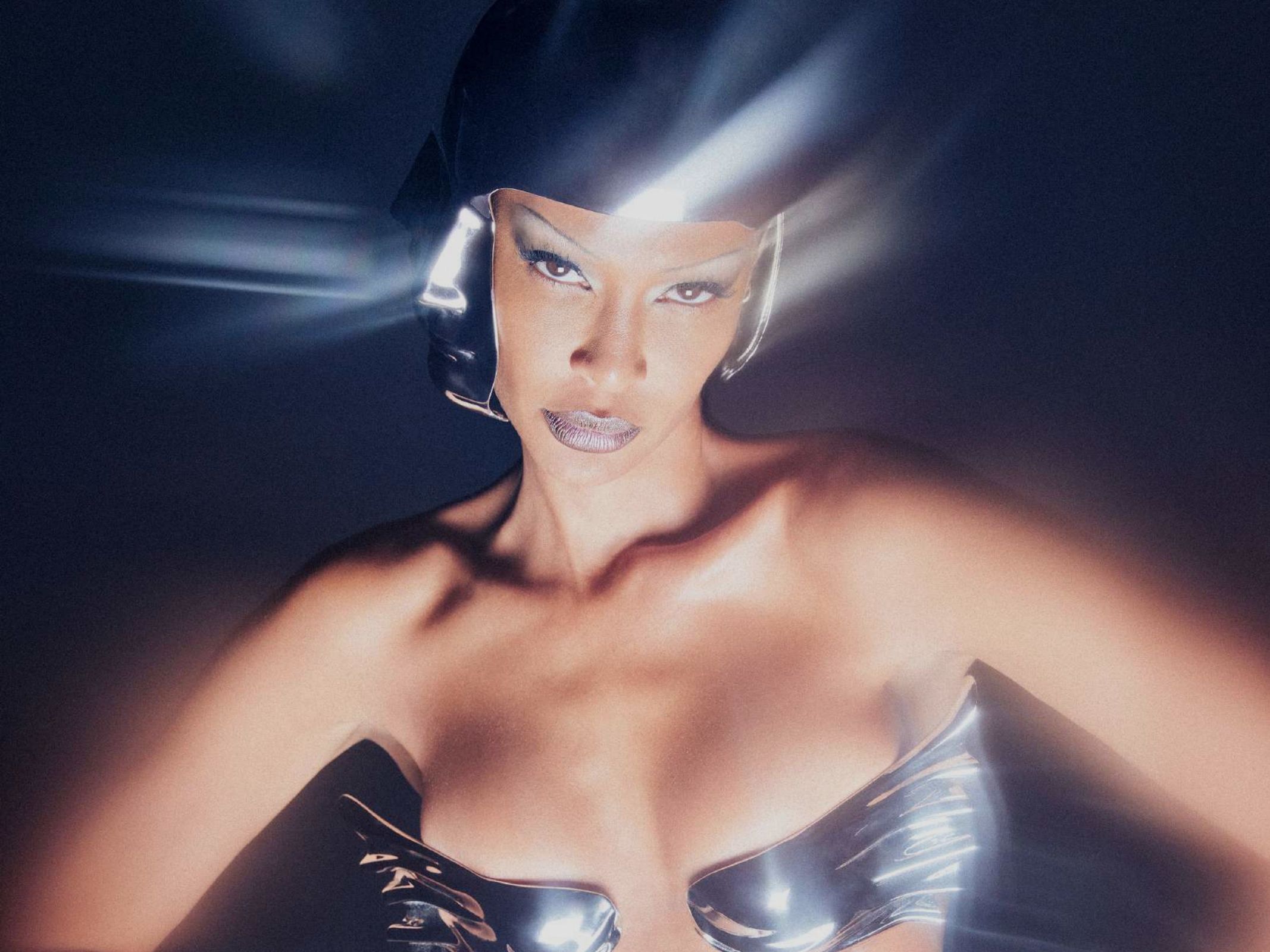
Each issue is an experiment of accumulated styles, passions and cultures brought to you in an innovative way.

Numéro Netherlands connects brands to the pillars of our industry, such as art, culture, design, music, and contemporary aesthetic codes.

**A UNIQUE BRAND AND SETTING
FOR YOUR CAMPAIGN.**

Numéro^v
© THE FLORIAN





INNOVATIVE BRAND

Paris
Berlin
Netherlands
Tokyo
China
Brazil
Thailand



Founded in France, Numéro has extended its brand internationally. Numéro Netherlands was the first Dutch magazine that reflected the Dutch progressive culture. Over the years we have grown into a progressive international magazine with an audience from all over the world, setting us apart from other magazines out there.

Numéro Netherlands portrays the Dutch culture on a global level. This culture is based on its direct and inclusive, progressive laws. We aim to be as forward-thinking as the Dutch culture. We are proud of the fact that we are able to create all of our own content, both in print and digital.

CULTURE

Inspired by the vivid Dutch culture, and driven by its talented people. Numéro Netherlands introduces a Dutch progressive way of living to the rest of the world.

Numéro Netherlands is always looking for new creative talent. It presents a combination of Dutch and international fashion, culture and art to the world in a new and edgy way. Showcasing the incredible expertise in design, music, and art the world offers.

Since issue 6, released in 2022, Numéro Netherlands is written entirely in English and is being sold throughout the world in multiple online and physical boutiques. In the Netherlands, the focus of distribution is mainly on physical stores such as AKO, ATHENAEUM, and BRUNA. However, we are currently selling through our own online channels and different other online stores.

TOPICS

Numéro Netherlands seeks the finest standards, not just in fashion. Furthermore, the writing vividly portrays the world we live in on a high content level. Sophisticated authors and talented journalists analyze and describe art, literature, movies, and music, as well as fashion, design, and travel subjects.

The writing, like the rest of the magazine, depicts our lives in this fast-paced world. It is a bold guide for modern people with sharp minds and demanding lifestyles. Driven, thrilling, and fashionable. Numéro Netherlands seeks to guide the next generation of talents and provide insights into what's trending in the fashion and creative industry.

Numéro Netherlands, which has an international following, brings style and content to all aspects of a 21st-century contemporary person's life through a sophisticated and diverse angle of articles, features and high fashion editorial stories, as well as advertisements and interviews with artists, designers and models.



FASHION
BEAUTY
ART &
DESIGN
CULTURE
MOTION &
SOUND
TRAVEL
EVENTS
GADGETS
LIFESTYLE





FASHION

At its core, Numéro Netherlands is a fashion magazine. However, throughout our platform, we focus on a multitude of subjects. We are very proud to make and shoot our own content, which makes the stories uniquely Numéro Netherlands. We stay true to our own Numéro Netherlands fashion DNA, which is a unique balance of sophisticated, raw, unapologetic and in-your-face energy.

We work on exclusive stories, which consist of brand-focused, beauty-focused, still-life, haute couture, talent-focused editorials and many more. As a multi-media magazine, we are also creating a lot of digital content that you can find on our social and digital channels. Fashion is and will always be one of the most important pillars in all that we do.

ACCESSORIES

Your outfit will never be complete unless you add the right accessories. As a result, accessories are an important element of our repertoire.

We have a dedicated section, where we speak to local and international fashion designers offering a full shopping page for bags, shoes, eyewear, and other accessories. In every new issue, we shoot the IT items of the season in still-life photographs, as well as in main fashion editorials.





BEAUTY

Another unmissable part is the beauty category. Beauty is the combination of qualities, such as shape, color, or form, that pleases the aesthetic senses. It is also an essential element of any complete appearance.

In each issue, one of the many highlights is our captivating beauty-focused editorials, thoughtfully tailored for both men and women. We pride ourselves on cultivating exclusive beauty collaborations with renowned brands, such as Armani Beauty, Givenchy Beauty, Chanel Beauty, Starskin, Le Labo, Aesop, Valentino Beauty, and an impressive array of others in the industry. But our dedication to beauty doesn't stop there. We also offer exciting opportunities for joint ventures, inviting brands to join us in hosting memorable beauty events.

Over time, we have successfully organized dinners, parties, and product launches together with beauty brands, which have proven to be exceptional platforms for expanding brand awareness within our extensive network.

MUSIC

Music is one of the main topics on our website, where we interview musicians, write festival and event reports, and share new music. For every issue, we work with at least two musicians on special collaborations, such as editorial shoots and interviews.

We have collaborated with artists like Demi Lovato, Wiz Khalifa, Lost Frequencies, Usher, Don Diablo, Avril Lavigne, Les Twins, London Grammar, Nina Kraviz, Major Lazer, Vic Mensa and Charlotte de Witte, among others. We collaborate on special projects with festivals, such as Tomorrowland, Awakenings, Lowlands, Mysteryland and many more.

In 2021 we have even partnered up with Amsterdam Dance Events to celebrate our second anniversary together with Moose Knuckles at W Amsterdam. At every launch party of a new magazine, the music headliners are the first things we arrange. Without a doubt, you can say that music is always at the top of our minds.



FILM

A woman with dark hair pulled back, wearing a black strapless dress and long black gloves, looks directly at the camera with a serious expression. She is positioned in front of a large, bright white circular light source against a dark background.

One topic that can not be missed within Numéro Netherlands is film. In every issue, we feature multiple actors and actresses from across the globe on the covers and in editorials with interviews. Each month we feature talents from the film industry as digital cover releases and we do smaller film features online and on social media.

ART

Art runs through our DNA, seamlessly blending with fashion to reveal new dimensions of creativity and expression within our publication. Embracing art as an integral part of culture, Numéro Netherlands serves as a platform for connecting people with artistic sensations and discovering emerging talents that can shape their world.

Our commitment to the art world comes alive through our collaborations with artists and museums, curating exclusive content ranging from editorial shoots and interviews to immersive museum experiences and beyond. We take pride in our involvement with esteemed events like the NOCK NOCK art fair, the year's most anticipated art and design showcase.

Throughout our journey, we've had the honor of working alongside exceptional artists, including Prune Nourry, Bllék le Rat, Ari Versluis, Studio Irma, Joseph Klibansky, David LaChapelle and many more. Our partnerships extend to renowned museums like Voorlinden, Nxt, Stedelijk Museum, Van Gogh Museum, FOAM and Moco Museum, among others.





TRAVEL

Our international allure is confirmed by our love for travel and new cultures, exploring local cuisine and events abroad. We work on special collaborations and reviews with hotels, such as W Hotels, Mandarin Oriental, Hoxton Hotels, Pillow Hotels, Soho House, Club Med and Bvlgari Hotels. We have also partnered with Emirates Airlines.

At Numéro Netherlands, we love to share our travel experiences through engaging reports on hotels, hotspots and more. With documentary shoots both abroad and locally, we align locations with each issue's theme. Offering full collaborations, we present our stories online, in print and across our social media channels, igniting a strong sense of wanderlust and sharing with a diverse audience. Our captivating reports on hotels, hotspots and more, along with documentary shoots worldwide, ensure an inspiring journey of shared discovery.

HAUTE CUISINE

In each issue, we have a haute cuisine section as we believe that cuisine is also a form of art. We collaborate on stories such as interviews with top chefs, hotspots section and restaurant reviews.

So far we had the pleasure of working with some of the best restaurants in the world, such as Yamazato, Hisa Denk, The Duchess, Rijks, Moments, Taiko, Izakaya, Mr. Porter and many more.





BIANNUAL PRINT



When founded in 2019, Numéro Netherlands came out with two issues. One Numéro Netherlands and one Numéro Netherlands Homme. Starting with the Third issue, we have combined both magazines into one genderfluid print magazine with more pages.

The tenth issue of Numéro Netherlands will be published in April 2024.

OUR PLAN

Target market:	The Netherlands, Belgium, UK, USA, FRANCE, SPAIN
Price:	9.99 EUR NL & BE, 14.99 EUR international
Quantity per issue:	20.000 copies
Promotion:	Social Media, Website, Advertising, In stores, Poster campaign, Window campaign at Athenaeum Amsterdam
Product:	Numéro Magazine
Distribution:	Bookstores and magazine outlets throughout The Netherlands and certain designated stores in Belgium, selected hotels, boutiques, museums and airports, subscriptions, partners, online. From 2020 sold also internationally in selected stores as well as online via BoutiqueMags.com.
Publications:	2 Issues per year (Spring/Summer - Fall/Winter)
Launch:	Numéro Netherlands: Fall 2019 Numéro Homme Netherlands: Fall 2019

SPECIAL PROJECTS

WINDOW CAMPAIGN



Window campaign at Athenaeum in Amsterdam with each new issue release.

We plan to organize several events per year in collaboration with brands, museums and galleries.

EVENTS

NUMÉRO X LEVENSLANG 9TH ISSUE LAUNCH CELEBRATION

On October 18th, NUMÉRO NL celebrated its 4th year anniversary and the launch of the 9th print issue, titled “RESONANCE,” in partnership with Amsterdam Dance Event (ADE).

The event unfolded at Amsterdam’s renowned techno venue, LEVENSLANG, and featured electrifying performances by DION VISSER, GRACE DAHL, and the legendary techno icon and our cover star ADAM BEYER.



PARTNER EVENTS

NUMÉRO X NARS - “NARSISSIST” LUNCH



Numéro Netherlands and NARS joined forces to host a delightful celebratory lunch, marking the highly anticipated launch of the new NARS Afterglow collection. The exquisite event unfolded at the elegant Pillows Hotel Maurits at the Park with an exclusive guest list, which included influencers and makeup artists. It was an intimate gathering of industry insiders and beauty enthusiasts.

The event served as a platform for networking, collaboration and inspiration, as attendees exchanged thoughts and ideas about the NARS iconic products.

PARTNER EVENTS

NUMÉRO X HUGO STORE OPENING EVENT



In the heart of Amsterdam, just days before the city's iconic Amsterdam Dance Event (ADE), an event unfolded that set the tone for the week-long electronic music festivities. Numéro NL partnered with the renowned fashion brand **HUGO** to create a memorable prelude to the ADE celebrations. HUGO's flagship store served as the stage for a night of excitement, including a surprise performance by the electronic music star MOCHAKK.



PARTNER EVENTS

NUMÉRO NETHERLANDS X TIFFANY & CO



In early September, Numéro had the privilege of hosting an event in collaboration with Tiffany & Co. This partnership paid homage to the essence of timeless elegance, a sentiment that profoundly resonates with both our Numéro team and the iconic brand itself.

Surrounded by our beloved friends and collaborators, “BREAKFAST AT TIFFANY’S” honored the brand’s heritage as well as its latest offerings. We marked this occasion while enjoying the tunes curated by Numéro’s very own music editor, JOIAH.

The event took place amidst the splendid backdrop of PILLOWS MAURITZ HOTEL garden, a long-time partner of our magazine.

*For case studies please reach out to: timi@numeronetherlands.nl

PARTNER EVENTS

NUMÉRO NETHERLANDS X YSL BEAUTY



In September, Numéro Netherlands had the distinct honor of co-hosting an event in collaboration with YSL Beauty, marking the launch of the exquisite new fragrance, MYSLF.

This partnership paid homage to the very essence of modern beauty, a sentiment that resonated deeply with our entire Numéro team and the iconic YSL Beauty brand.



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PARTNER EVENTS

NUMÉRO NETHERLANDS X NOCK NOCK ART FAIR



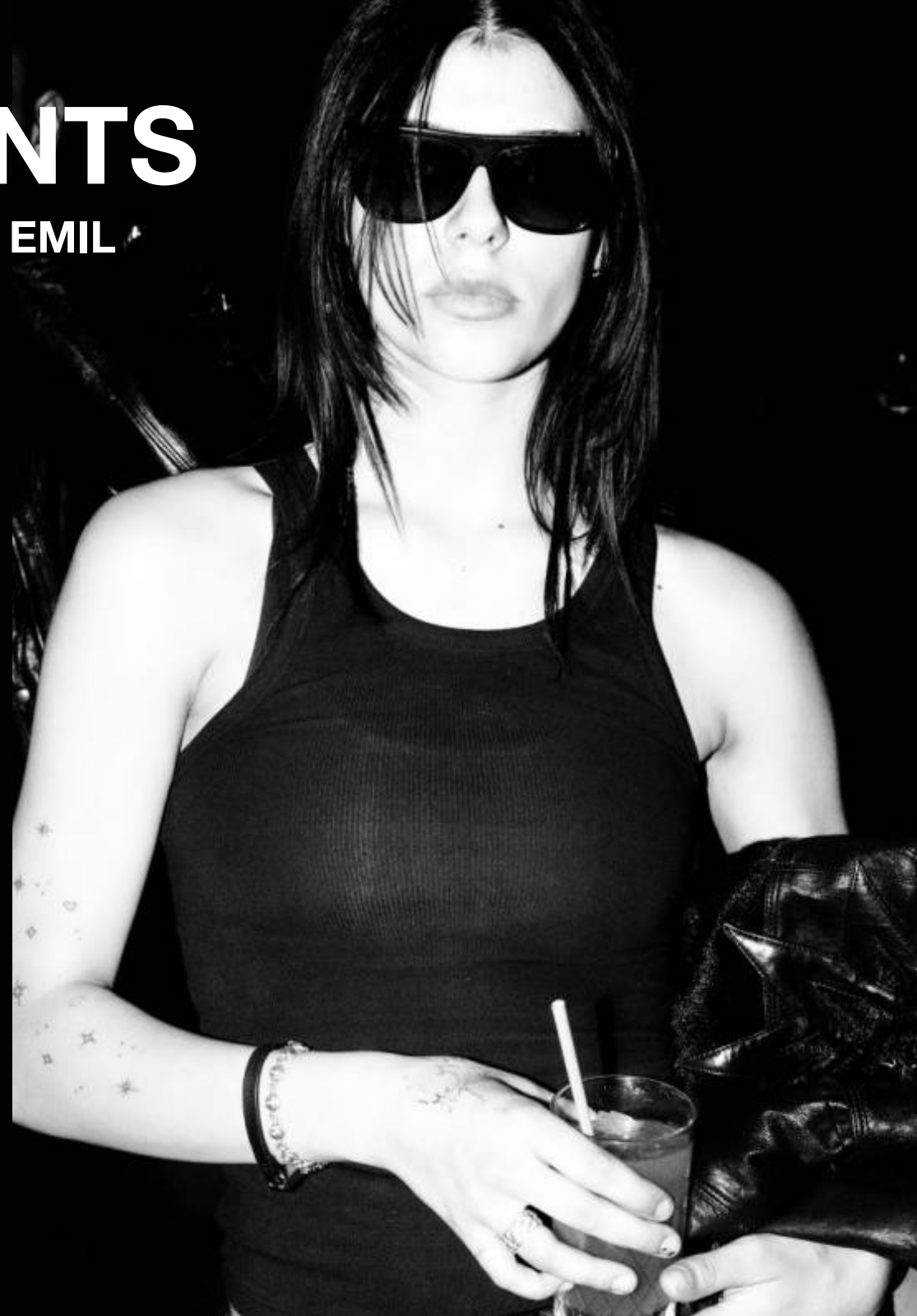
Last July, the third edition of the NOCK NOCK art fair took place at the Hallen studios in Amsterdam. Numéro Netherlands partnered with NOCK NOCK to create a VIP guest list, bringing together a diverse group of young individuals eager for inspiration. Our shared vision recognizes the significance of fashion and design in the art world. 60 artists showcased their latest art and design pieces, and the event featured daily presentations of 60 affordable works in collaboration with emerging fashion designers.



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PARTNER EVENTS

NUMÉRO NETHERLANDS X HELIOT EMIL



HELIOT EMIL joined forces with Numéro NL Magazine to co-host two exclusive events at Soho House Paris on June 22nd, during Men's Paris Fashion Week. The event showcased Heliot Emil and Numéro NL's commitment to collaboration and innovation, once again fusing fashion and music together to create an unforgettable experience.

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PARTNER EVENTS

OFFICIAL MEDIA PARTNER INTERNATIONAL YOUNG PATRONS GALA



Numéro partnered up with The International Young Patrons Gala (IYPG) to be a media partner for their event. The International Young Patrons Gala (IYPG) is the cultural event of the year for young people. The evening brings young people together to celebrate the Dutch National Opera & Ballet's various art forms.



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SPECIAL PROJECTS

POSTER CAMPAIGNS



With the launch of each issue, we spread posters across the city of Amsterdam, teasing people with the thrilling covers of our latest edition. It's our way of creating excitement and anticipation for the new issue throughout the urban landscape.

SPECIAL PROJECTS

NUMÉRO NETHERLANDS X TWOJEYS

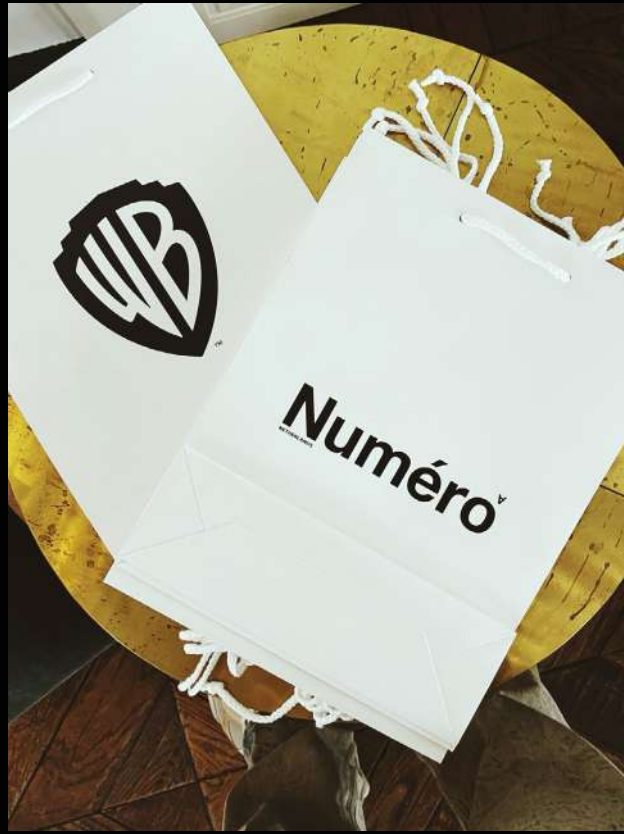


Numéro Netherlands collaborated with TwoJeys to create a one-of-a-kind necklace, worn by Lucky Daye with his cover shoot for Issue 6. This unique jewelry piece features gold and silver beads of diverse shapes, meticulously crafted and perfectly balanced with a stunning centerpiece stone, aligning perfectly with the theme of Issue 6: Balance.

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SPECIAL PROJECTS

NUMERO X WARNER BROS & MERCH



PRINT COLLABORATIONS

DIOR



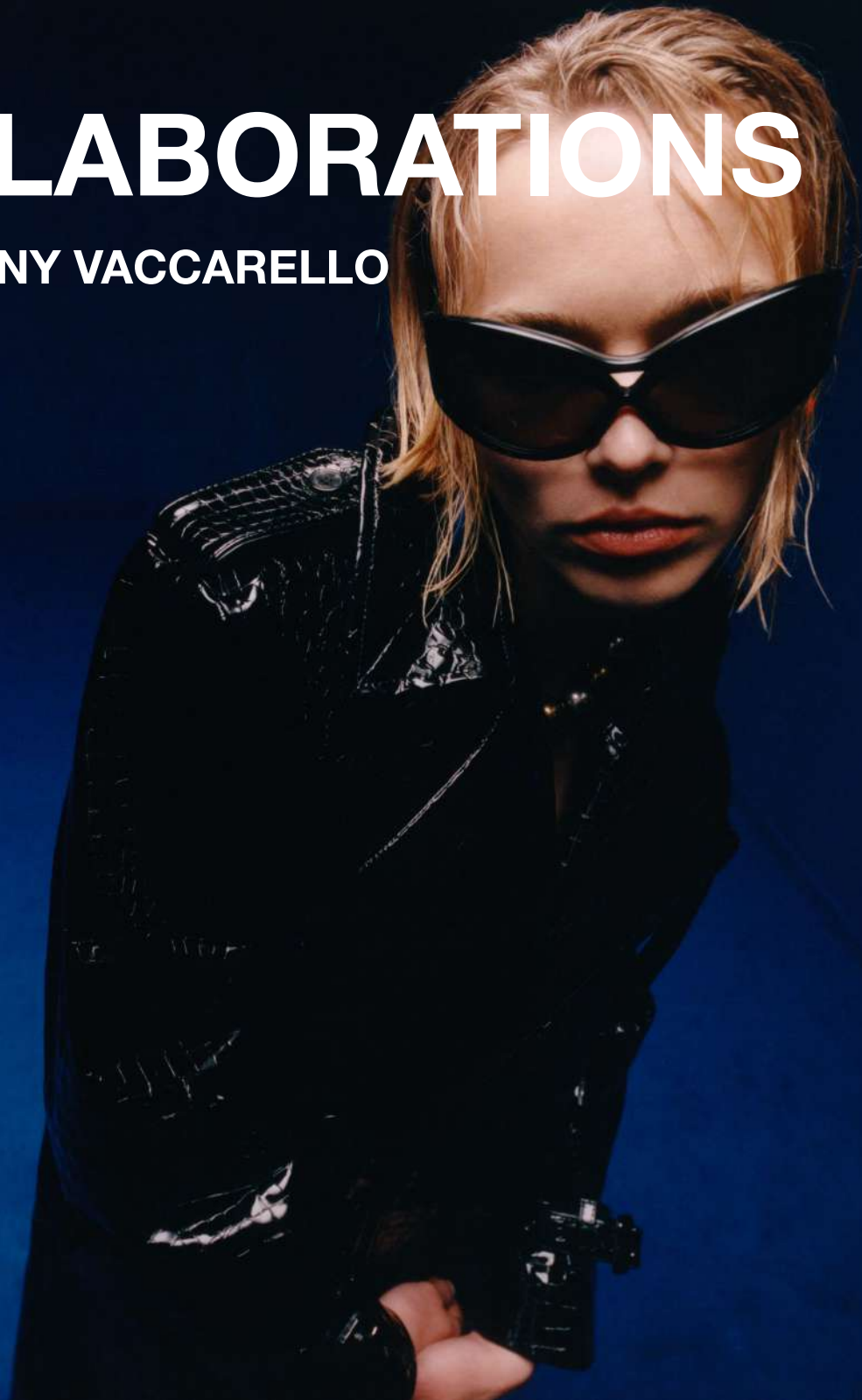
In every issue, we feature stories in collaboration with brands. This series features talent Cherif Douamba dressed in Full Dior.

PRINT COLLABORATIONS

SAINT LAURENT BY ANTHONY VACCARELLO

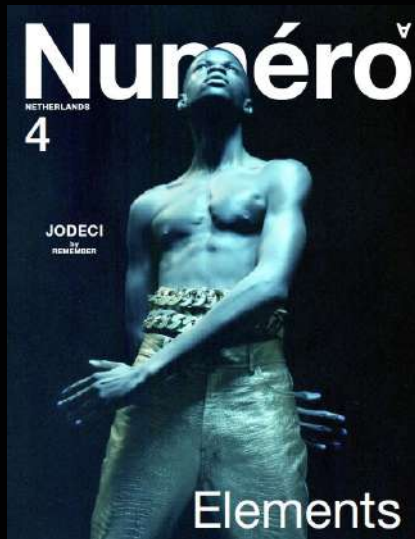


In every issue, we feature stories in collaboration with brands. This series showcases talent Puck Schrover dressed in Full Saint Laurent.



PRINT COLLABORATIONS

GIVENCHY SPECIAL



In each issue, we collaborate with brands to create captivating stories. This series, photographed by Remember, showcases an exclusive collection of looks from GIVENCHY.

PRINT COLLABORATIONS

ACNE SPECIAL - INNER LANDSCAPES



In each issue, we collaborate with brands to create captivating stories. This series, photographed by Axel Swan, showcases an exclusive collection of looks from ACNE.



PRINT COLLABORATIONS

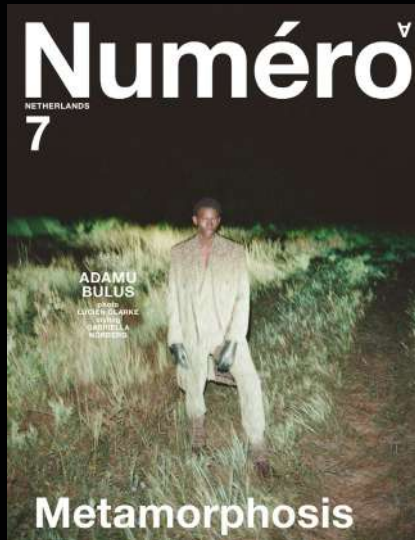
LOUIS VUITTON SPECIAL - ALTON MASON



In every issue, we feature stories in collaboration with brands. This series features talent Alton Mason dressed in LOUIS VUITTON.

PRINT COLLABORATIONS

BOTTEGA VENETA SPECIAL - ADAMU BULUS



In every issue, we feature stories in collaboration with brands. This series features talent Adumu Bulus dressed in BOTTEGA VENETA.

PRINT COLLABORATIONS

LOEWE SPECIAL - NAJWA NIMRI



In every issue, we feature stories in collaboration with brands. This series features talent Najwa Nimri dressed in LOEWE.

DIGITAL COLLABORATIONS

BALMAIN HAIR



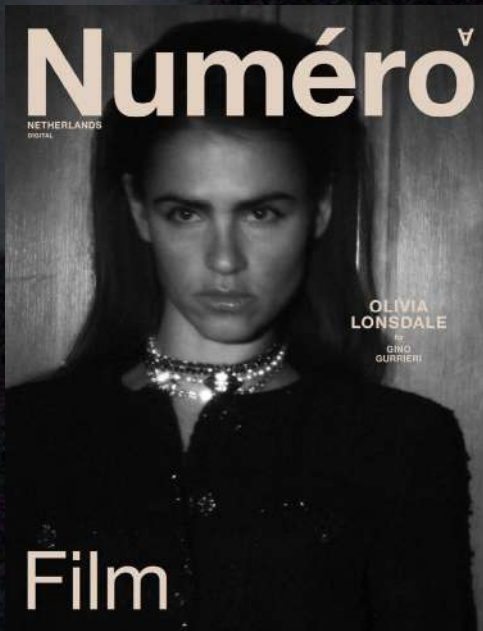
Numéro
NETHERLANDS

We also collaborate with brands on digital platforms or socials. This is a video shot in collab with Balmain Hair.

<https://www.instagram.com/p/CcFwx8g5Bt/W>

DIGITAL COLLABORATIONS

OLIVIA LONSDALE - CHANEL



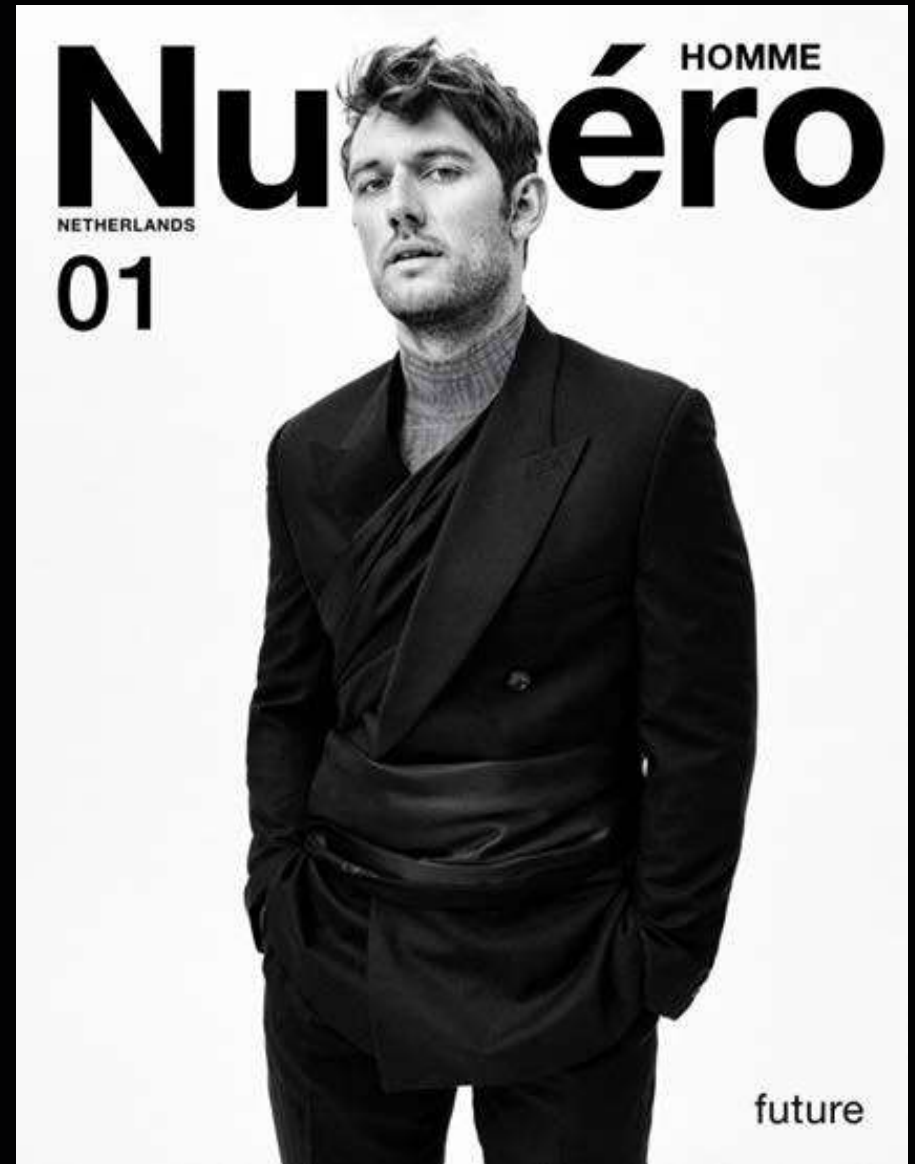
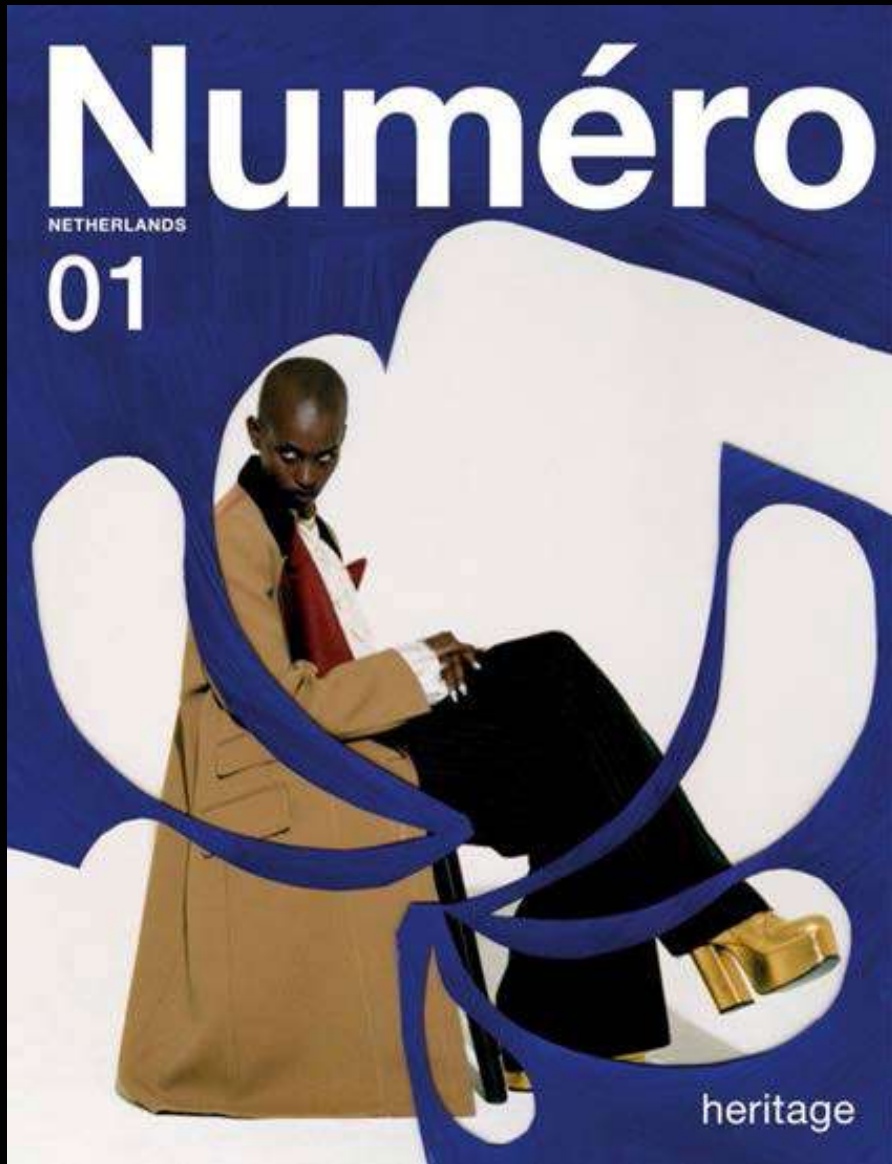
Numéro Netherlands
PROUDLY PRESENTS

We also collaborate with brands on digital platforms and socials. This project was a digital collaboration with actress Olivia Lonsdale, dressed in full looks of Chanel and styled and captured by Gino Gurrieri.

<https://www.numeromag.nl/in-conversation-with-olivia-lonsdale/>

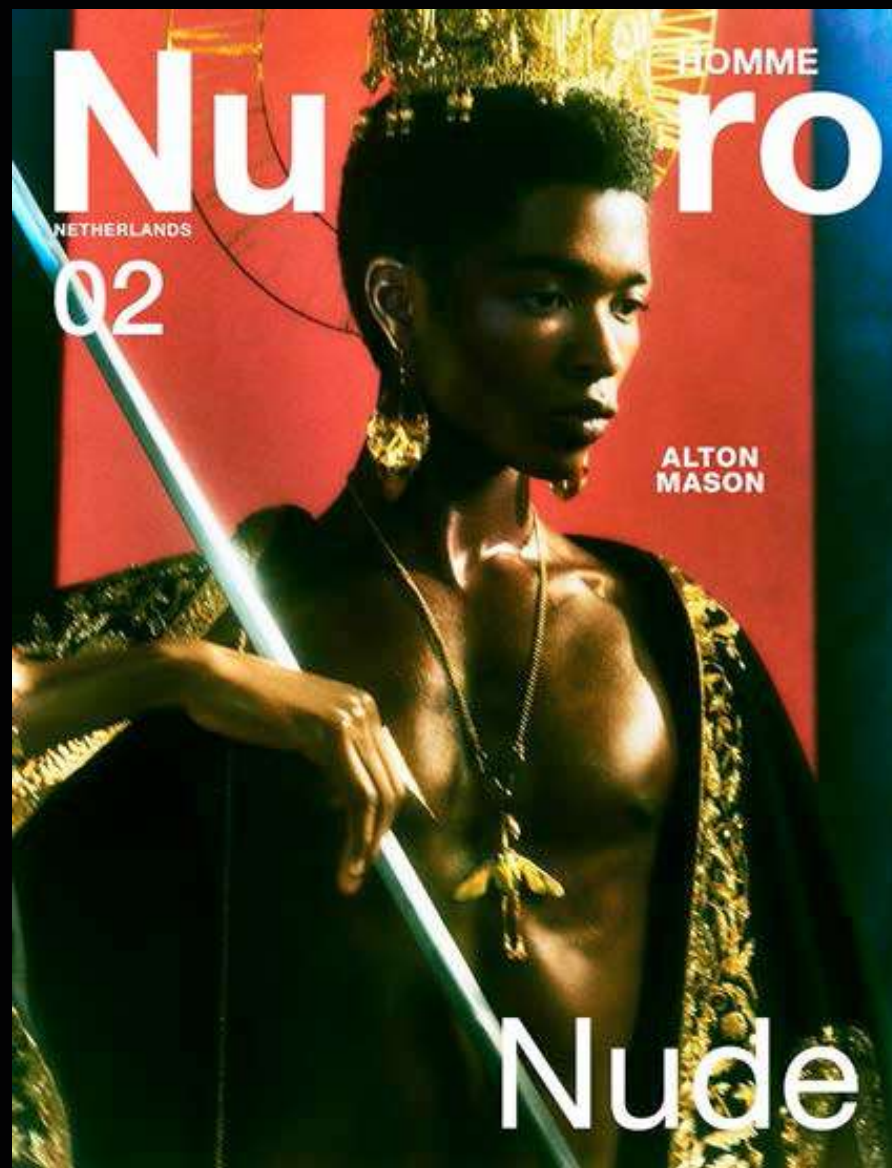
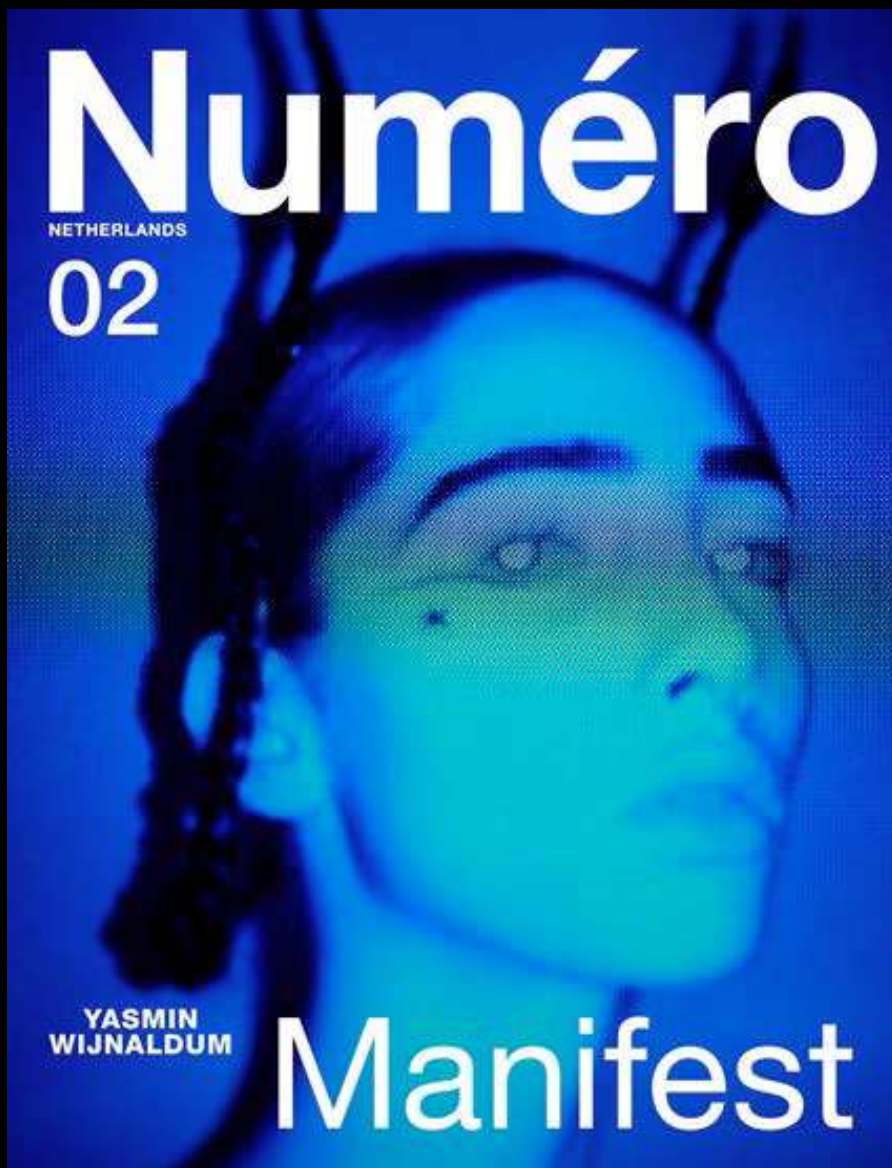
FIRST ISSUE COVERS

HERITAGE & FUTURE



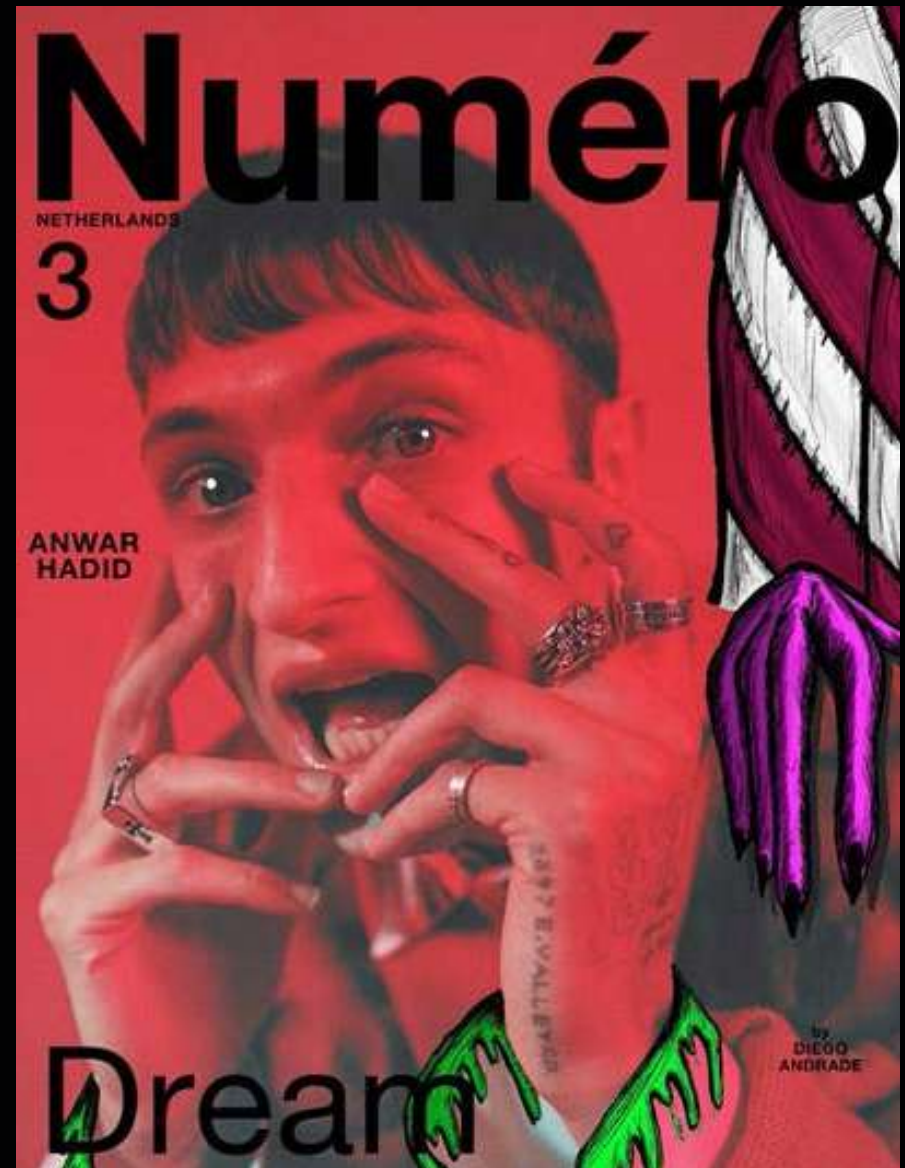
SECOND ISSUE COVERS

MANIFEST & NUDE



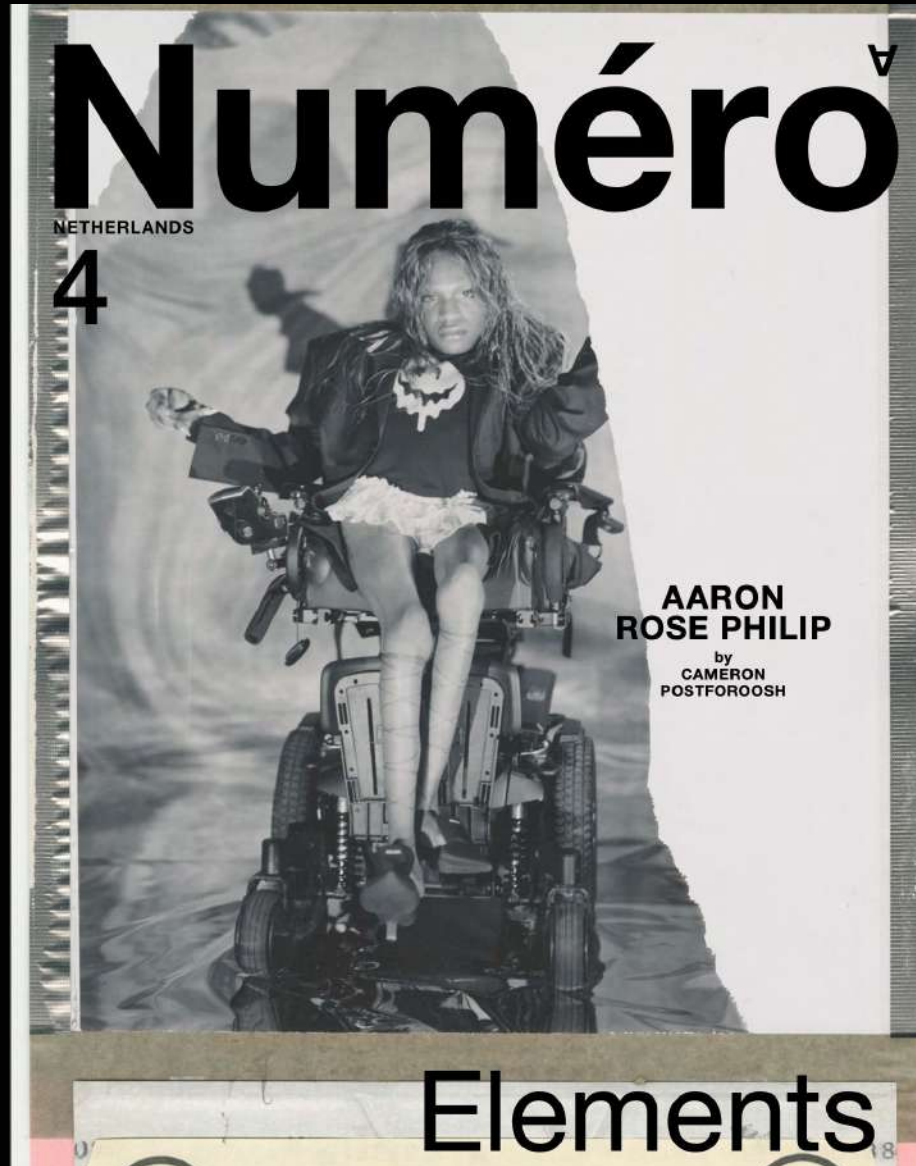
THIRD ISSUE COVERS

DREAM



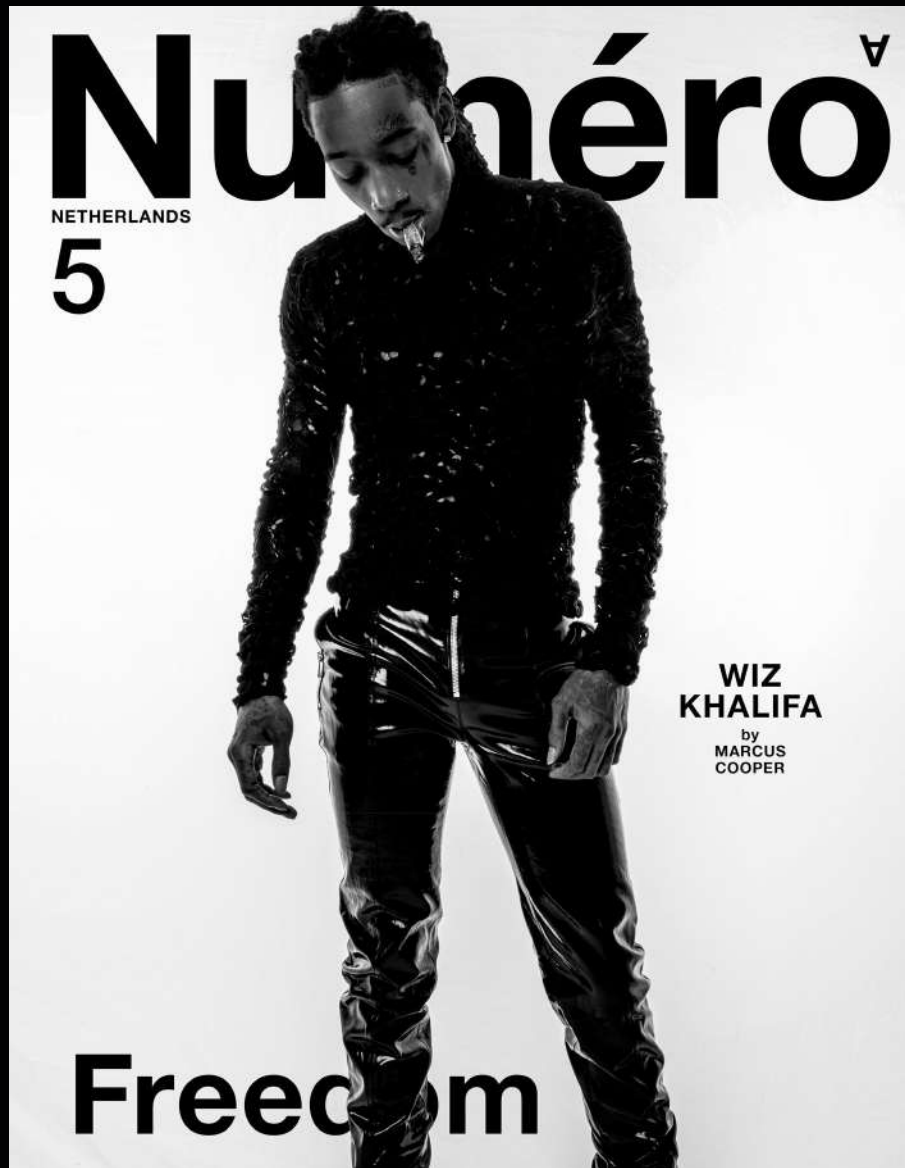
FOURTH ISSUE COVERS

ELEMENTS



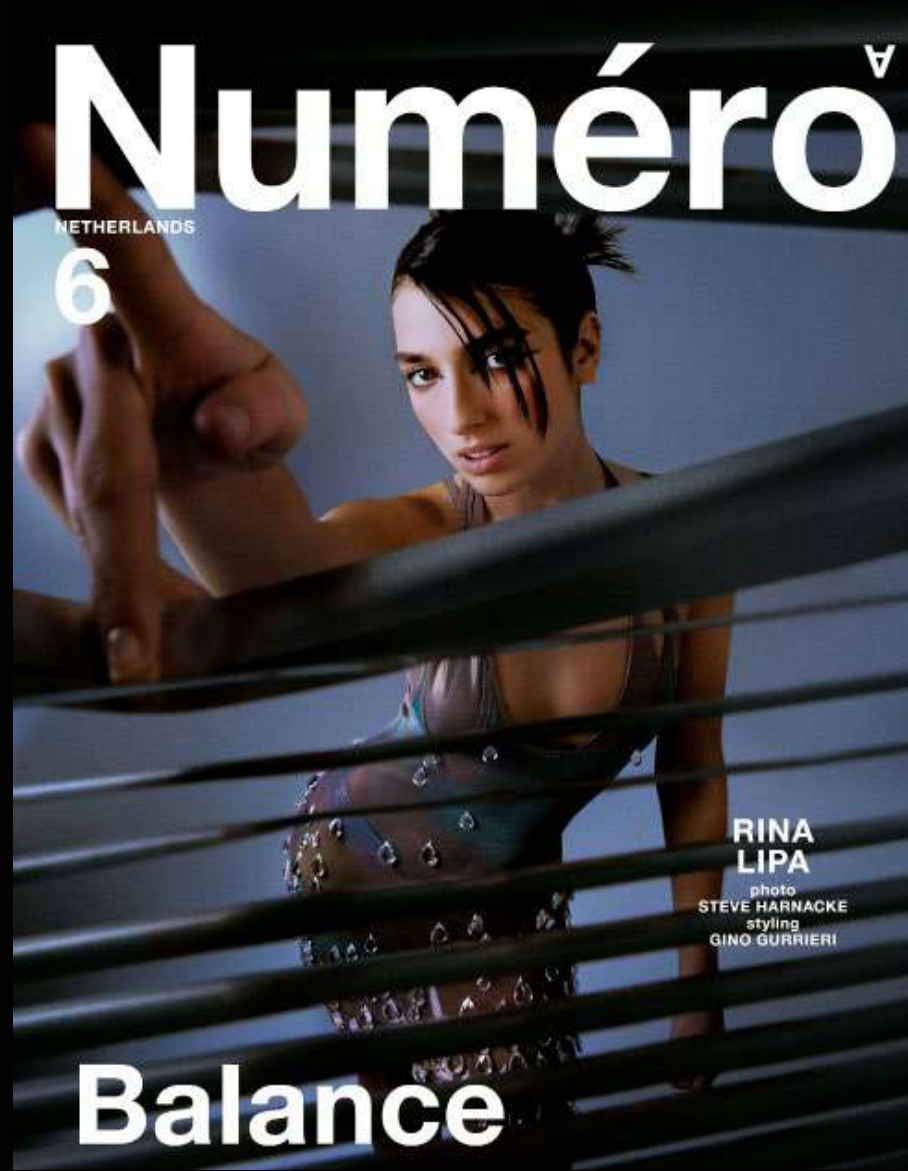
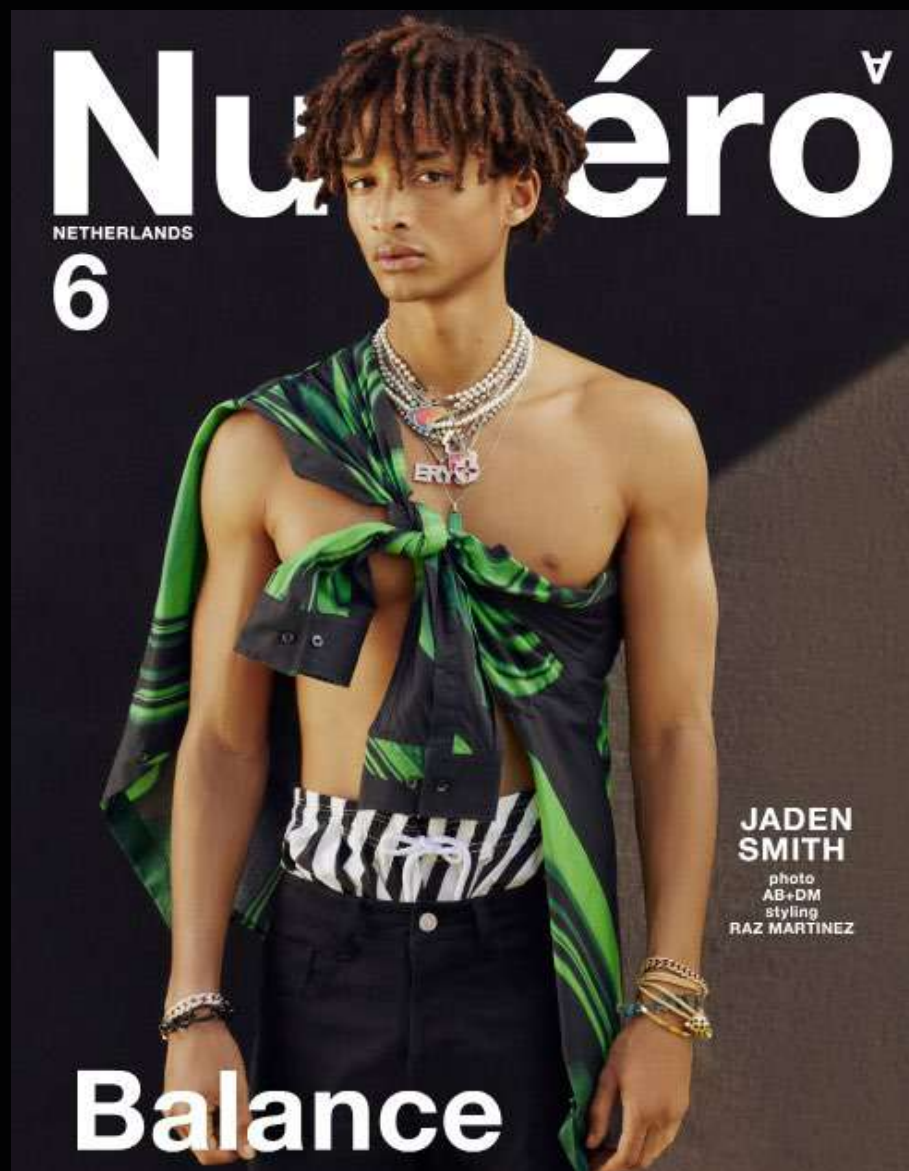
FIFTH ISSUE COVERS

FREEDOM



SIXTH ISSUE COVERS

BALANCE



SEVENTH ISSUE COVERS

METAMORPHOSIS



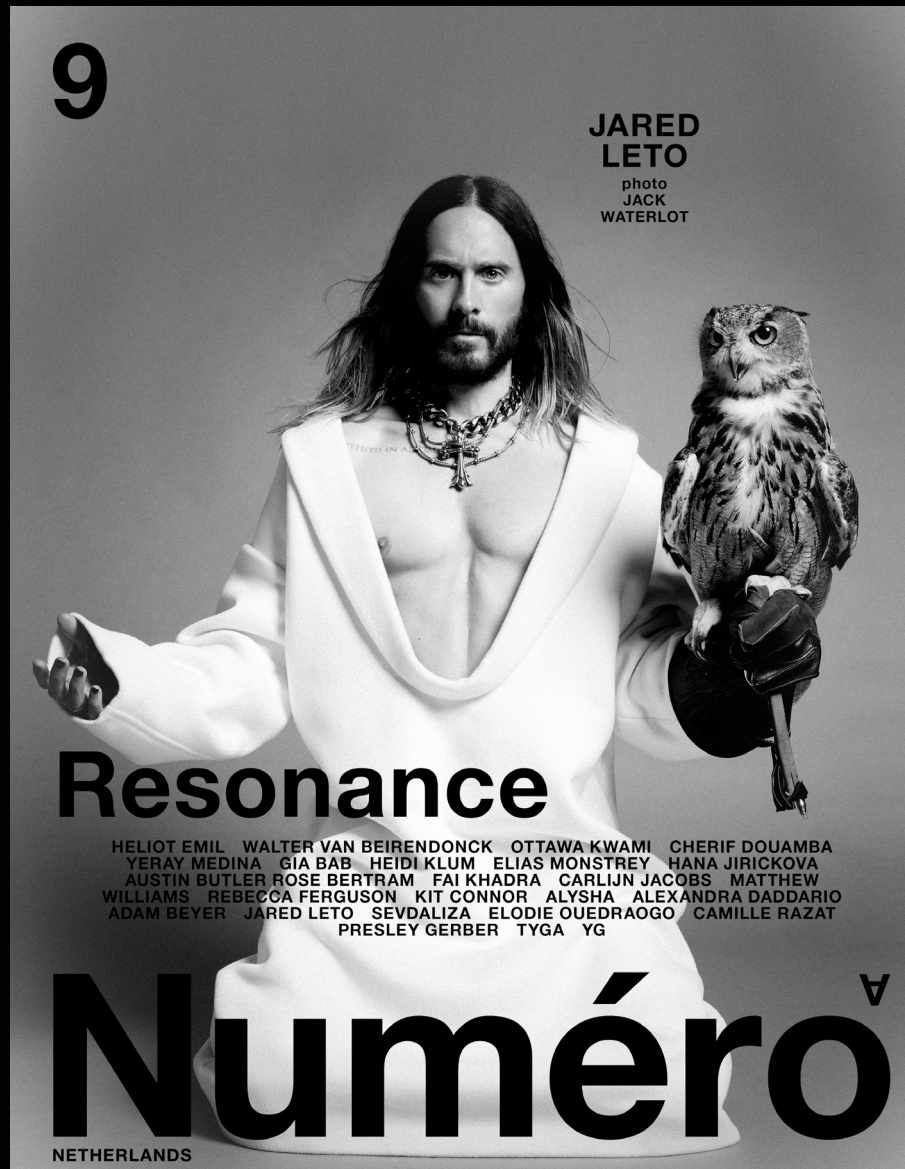
EIGHTH ISSUE COVERS

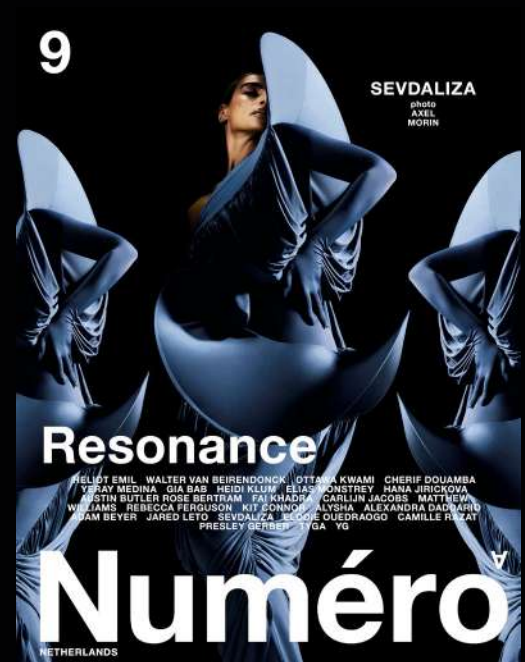
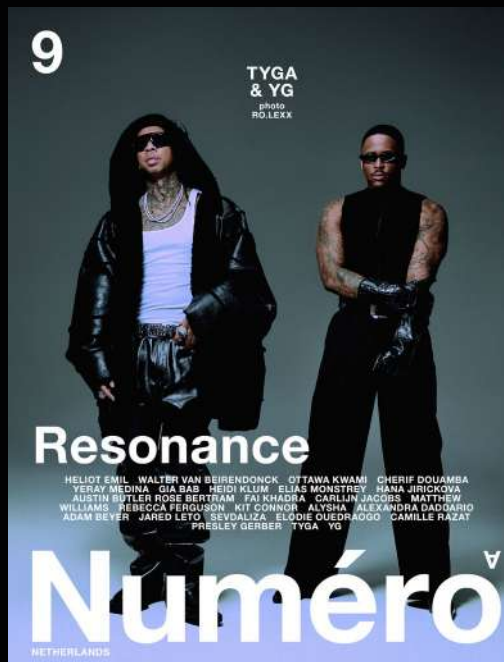
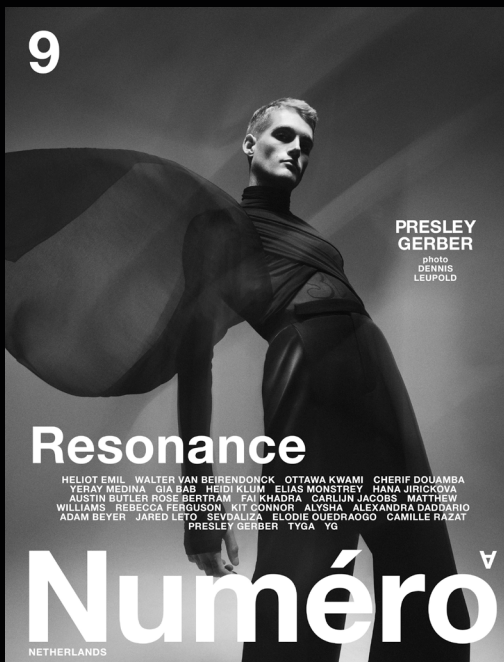
GENESIS

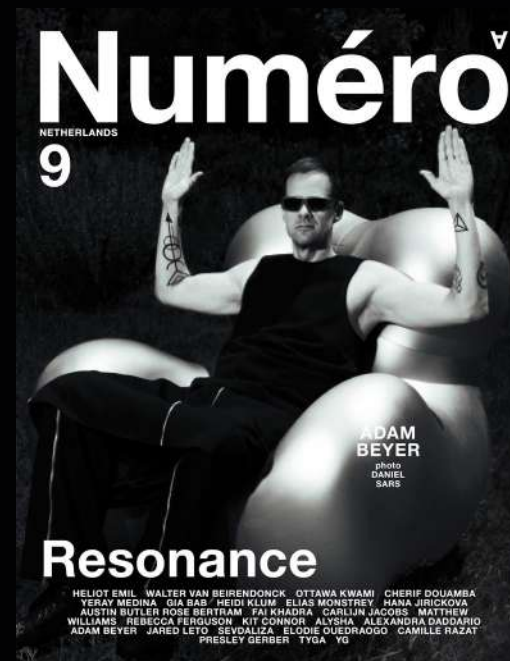
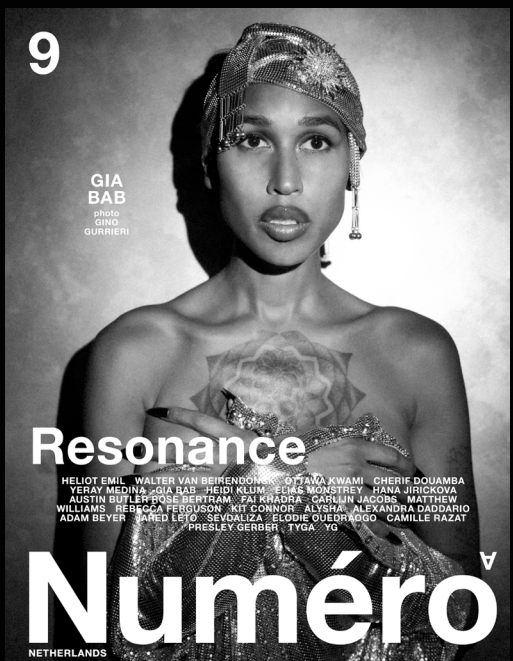


NINTH ISSUE COVERS

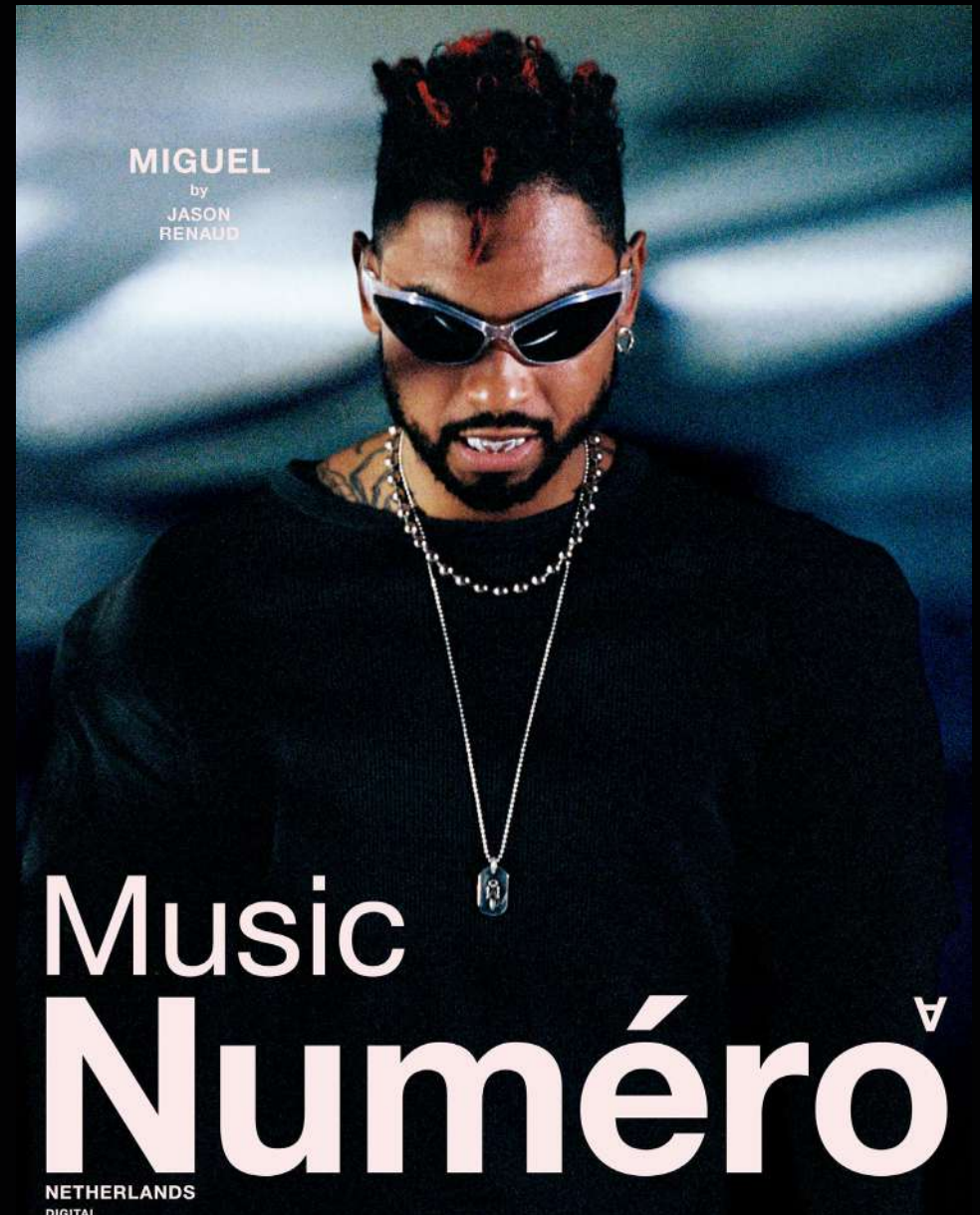
RESONANCE

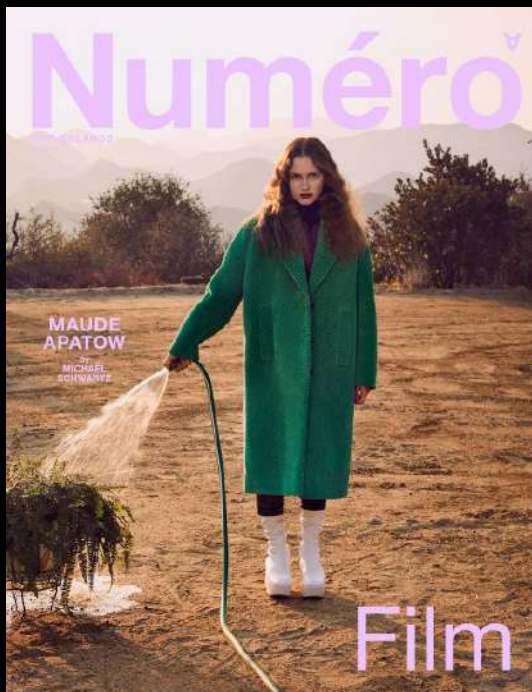
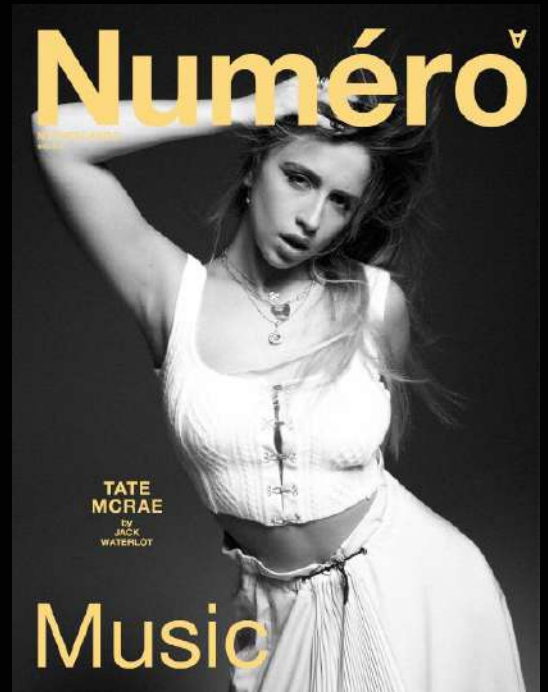
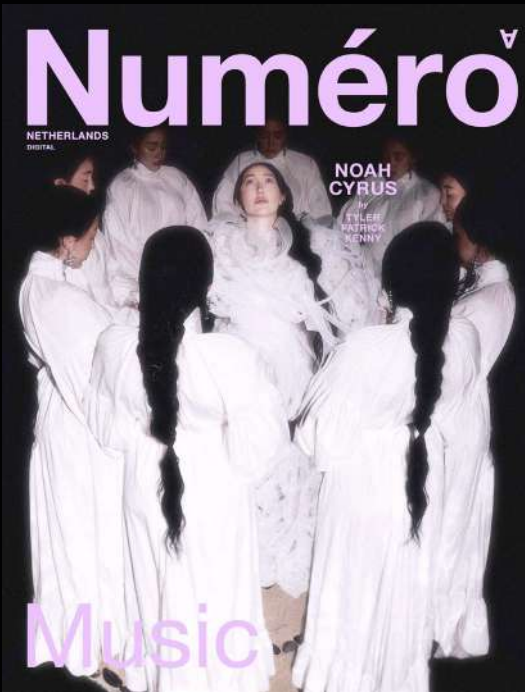


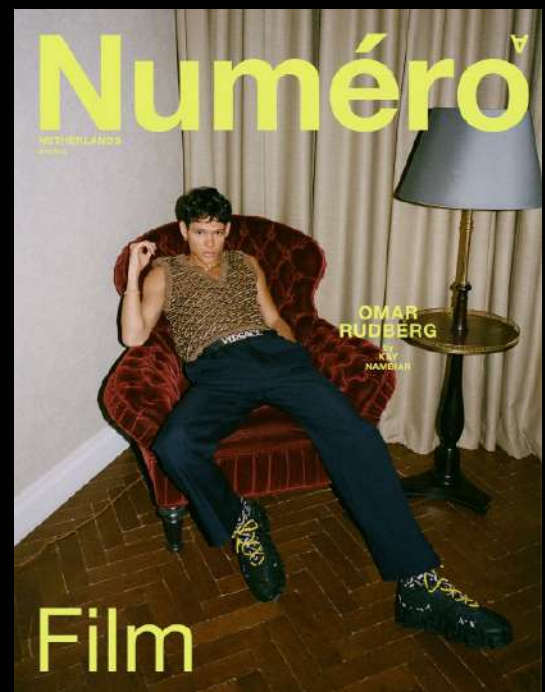
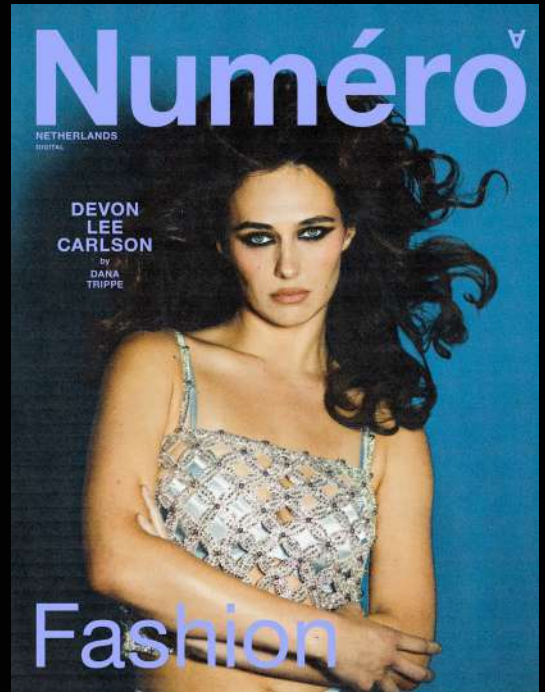
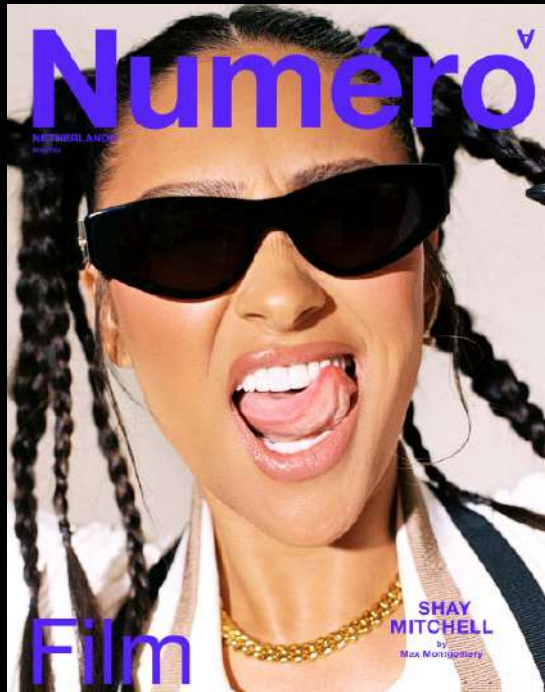
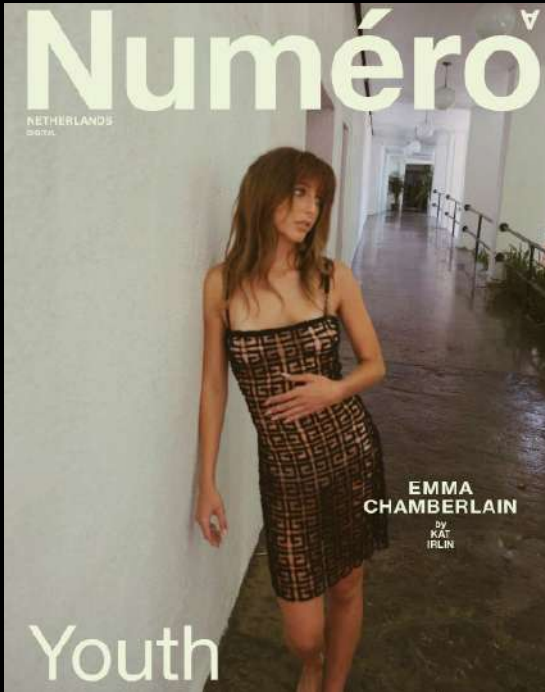




DIGITAL COVERS







OUR TEAM

Editor-in-chief & Creative Director	TIMOTEJ LETONJA
Publisher	FLORIS MÜLLER
Fashion director	GABRIELLA NORBERG
Art director	ARTHUR ROELOFFZEN
Travel / Entertainment editor	JANA LETONJA
Market & USA Fashion editor	RAZIEL MARTINEZ
Fashion editor Netherlands	GINO GURRIERI
Fashion editor	ANANO SHALAMBERIDZE
Fashion editor	MAGDALENA ROE
Photo editor	DANIEL SARS
Music editor	JOIAH LUMINOSA
Brand director	MARIA MOTA
Managing editor	MARIE-PAULINE CESARI

“Creativity is limitless and it is our core and that’s what sets us apart.”

“When we launched, I wanted Numéro Netherlands to be personal. With our core values, such as creativity, inclusivity, relevance and progressiveness we add value to the brand with each of our print and digital issues.”

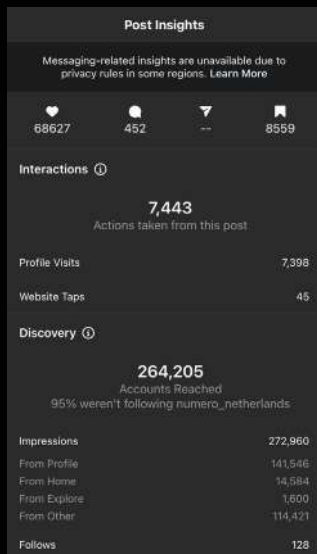
- Timotej Letonja



OUR REACH

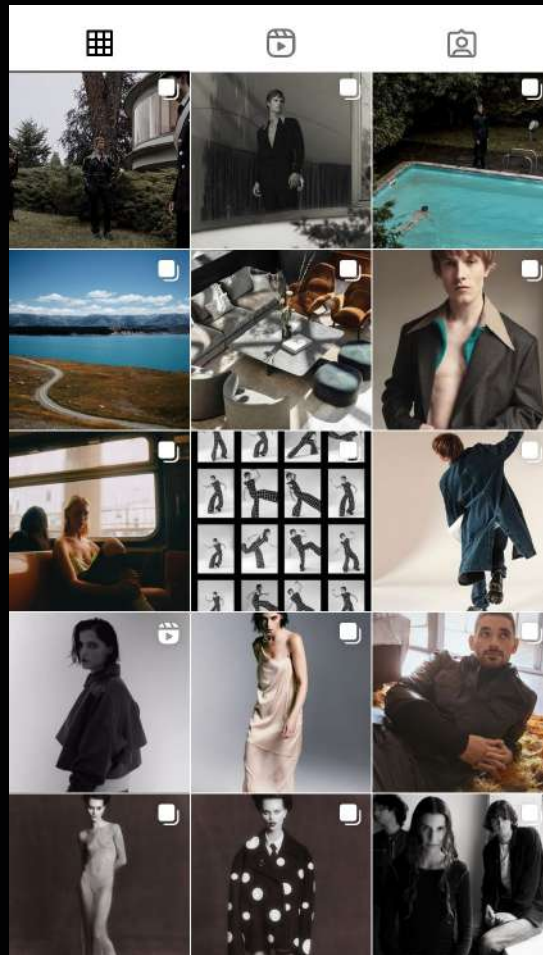


Instagram profile for **numero_netherlands**. The profile features a circular logo with the word "Numéro" in the center. The statistics show 2,303 posts, 83,400 followers, and 751 accounts followed. The bio includes the text "Numéro Netherlands" and "Order the new issue on Boutiquemags.com".



Post Insights for a recent post. The insights show 68,627 likes, 452 comments, and 8,559 shares. The total number of interactions is 7,443. The post was discovered by 264,205 accounts, with 95% of those accounts not following the profile. The total number of impressions is 272,960, broken down by source: Profile (141,546), Home (14,584), Explore (1,600), and Other (114,421). There are 128 follows from this post.

Category	Value	
Post Insights		
Messaging-related insights are unavailable due to privacy rules in some regions. Learn More		
68627	452	8559
Interactions	7,443	
Actions taken from this post		
Profile Visits	7,398	
Website Taps	45	
Discovery		
264,205	Accounts Reached	
95% weren't following numero_netherlands		
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From Other	114,421	
Follows	128	

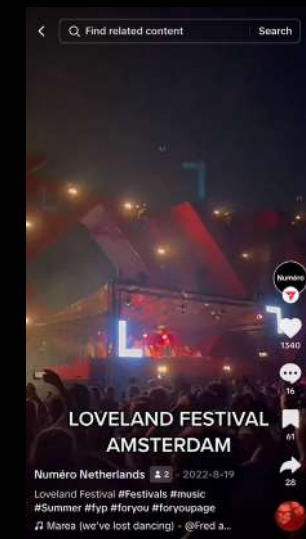
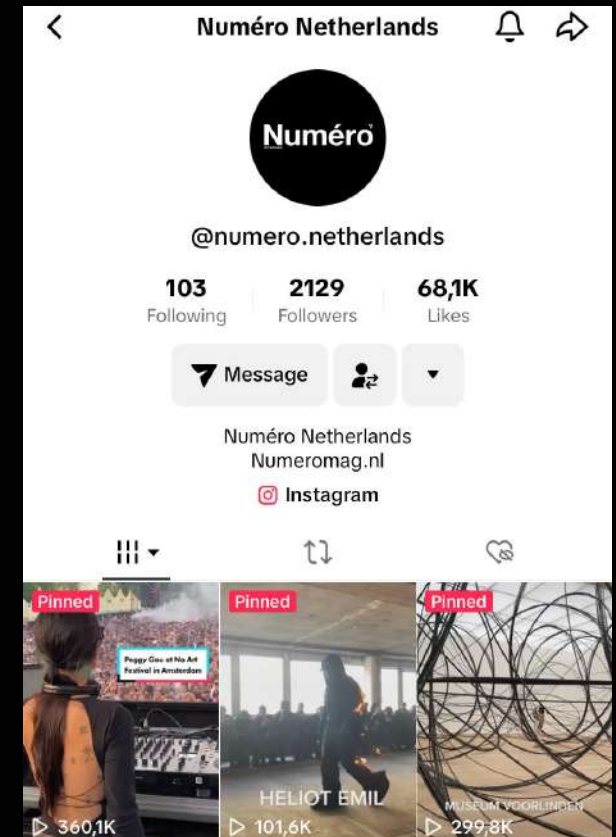


We have a rapidly growing audience on social media with over 83,4k followers and rising. On our website, we have more than 300.000 clicks per month and over 5.000 regular subscribers.

We offer the option to pre-order the magazine via BoutiqueMags. In 2021 we have also launched our own webshop.

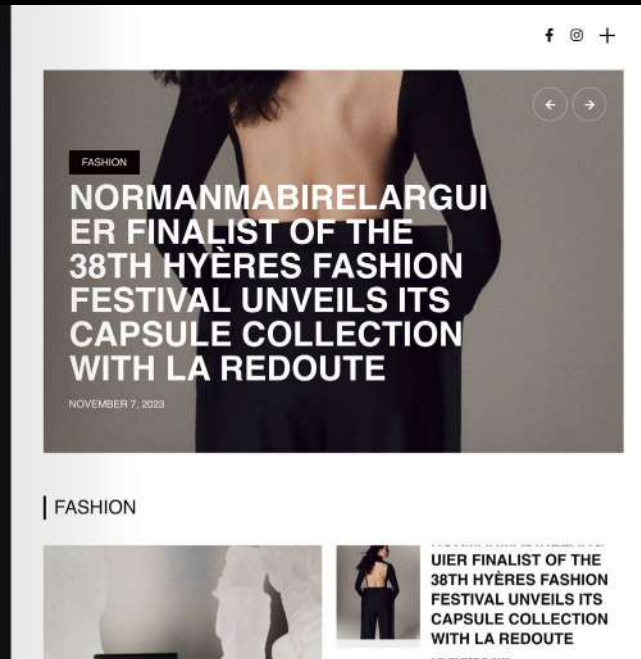
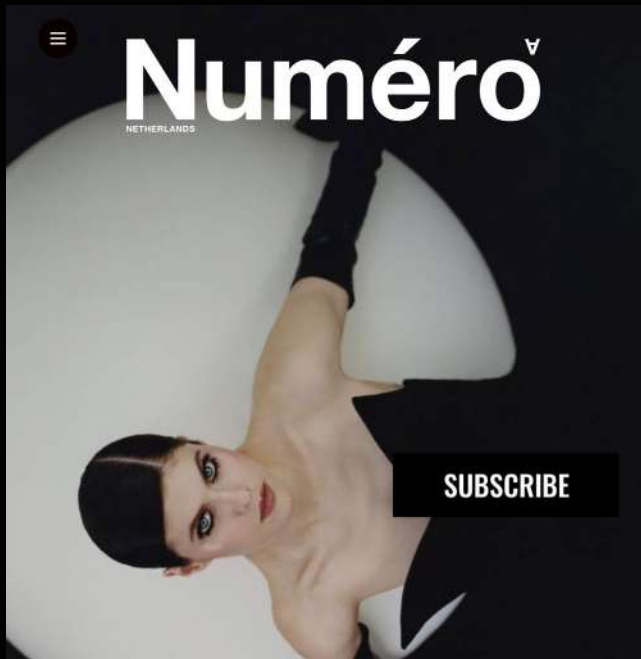
NUMÉRO NETHERLANDS ON TIK TOK

Numéro Netherlands is the only Numéro who has a TikTok account. We are rapidly growing with more streams every post, with posts reaching over 299,8k views. If you look at the other Dutch magazines on TikTok, we stand out. Our TikTok account is a reflection of all the different topics we cover and we share unique behind the scene footage.



DIGITAL

NUMEROMAG.NL



**A FULLY RESPONSIVE DESIGN WEBSITE
ULTRA-GRAPHIC TEMPLATE**

EXCLUSIVE CONTENT

Every week a selection of must-haves of the season, an interactive selection of the best beauty products, interview features, brand awareness, reviews, photo stories and many things more.

EVENTS

We not only cover all our own events and collaborations on our website but also extend our coverage to include a wide range of other exciting happenings, such as events, product launches, fashion weeks and much more.

INTERNATIONAL REACH

With an international reach, our website delivers all features in English, ensuring a seamless experience for our diverse global audience.

UVM
300.000

OUR PRICES AND SPECS

ADVERTISING PLAN

PRINT

Double page spread	20.000 €
Single page	10.000 €
Opening double page spread (ODPS)	25.000 €
Preferential position (facing content, contributors, ...)	12.000 €
Cover 3	10.000 €
Cover 4	16.000 €

COLOR PROFILE

Sizes

The Magazine: 23 x 30 cm
Single page: 23 x 30 cm
Spread or double page: 46 x 30 cm
The bleed AROUND the above is 5 mm.

Cover pages: ISOcoated_v2_eci.icc

Content pages: PSO_LWC_Improved_eci.icc

For bleed advertisements please allow 5 mm on all sides for bleed. All important text and graphics must be placed at least 3 mm from the bleed. For advertisements across the gutter allow 4 mm on both sides. Text on page 6 mm from the gutter. For double-page advertisement inside the front cover to the first content page and last content page to the inside back, cover allow for 5 mm loss due to cover binding. Print area formats on request. Promotions on request.

ONLINE

Stylish advertising opportunities	20.000 €
Tailor-made videos	10.000 €
Bannering	25.000 €
Branded content	12.000 €
Giveaways	
Co-productions	10.000 €
Livestreaming	16.000 €
Newsletters	
Social media (branded contents, IG takeovers, giveaways, influencer collabs, etc.)	

Carousel

Slide show advertorial	1.750 € per week
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Priority Box

Advertorial	1.250 € per 3 days
Advertorial	1.000 €
Facebook advertorial	1.000 €
Instagram Influencers post	2.500 €
Tik Tok post	1.200 €
Social media advertorial	5.000 €

Carousel + Priority Box + Newsletter + Facebook + Instagram Package

Carousel + Priority Box	4.500 € per week
Newsletter (add-on)	2.500 € per week
	450 €

BANNER RATE CARD

Homepage Header	35 € cpm
Billboard	25 € cpm
Medium Rectangle	15 € cpm
Newsletter Medium Rectangle	350 €
High Impact (100 SOV)	
All banner positions	750 € per day



CONNECT WITH US

WEBSITE
INSTAGRAM
FACEBOOK
TIK TOK

numeromag.nl
[numero_netherlands](https://www.instagram.com/numero_netherlands)
[numeronetherlands](https://www.facebook.com/numeronetherlands)
[numero.netherlands](https://www.tiktok.com/@numero.netherlands)

[BOUTIQUE MAGS](#)
[EXACT EDITIONS](#)

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