



MEDIA KIT

VILLAS

2025





ITS ELEGANCE AND  
TIMELESSNESS HAVE KEPT  
**VILLAS** ON THE MARKET FOR  
50 YEARS AND MADE IT THE  
BENCHMARK IN ITS SECTOR.



*The VILLAS mission statement: to discover the talents and trends of tomorrow for our homes. **Innovation**, modernity and eloquence are the three words that encapsulate the VILLAS concept.*

*VILLAS is also a mine of information for professionals on the lookout for exciting new ideas to present to their clients. With our new Travel and Patrimony sections, VILLAS also whisks you away to dream destinations and shares with you a wealth of useful tips that will help you protect your assets and invest intelligently. VILLAS is available in three languages!*

## KEY FIGURES

25  
Journalists,  
photographers

248  
Pages

40  
Topics

4  
issue in  
2024

2  
editions  
FR-EN & NL-EN

40 000  
copies

6  
COUNTRIES



BELGIUM  
27000



FRANCE  
3000



THE NETHERLANDS  
5000



LUXEMBOURG  
1000



SWITZERLAND  
4000

## OUR READERSHIP

Readership with a high buying power, architects,  
interior decorators, designers...

65%  
Women

35%  
Men

Aged between 35 and 65 years old



60%  
Live in  
large cities



58%  
Belong to social  
groups and have  
higher education



83%  
Consider advertising  
as a source  
of inspiration



83%  
Consume a luxury  
brand at least twice  
a year



65%  
Are  
homeowners



32%  
Own  
second homes

# IN EACH ISSUE

## ARCHITECTURE

*Is the very **foundation** of what VILLAS stands for. The purity of lines, perspectives and materials, above all VILLAS extols modernity when selecting the architects and architecture it showcases.*

# IN EACH ISSUE

## ART

*And the way it fits into our lifestyle, is part of the VILLAS lifeblood. The art in our home defines its **ultimate** personality. Art is the only trace of our passage on earth. Art is creation.*





# IN EACH ISSUE

## DESIGNER

*VILLAS puts its heart and soul,  
and a dash of glee, into finding  
the **best talents** out there!*

# IN EACH ISSUE

## TRAVEL

*VILLAS presents hotels and off-beat destinations, shares its ideas and reports on the experiences enjoyed by the team on its many **travels** over the year.*





# IN EACH ISSUE

## PATRIMONY

*VILLAS takes a natural interest in exploring ways of protecting your assets and **investing** in property and furniture.*



# IN EACH ISSUE

## THEMES

*From the kitchen to the bathroom, from fabrics, noble materials and wood to hi-tech, every year VILLAS **unearths** new themes and trends.*



© Amaury Laparra





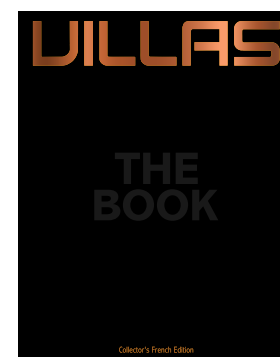
# EDITORIAL CALENDAR

	MATERIAL DEADLINE	RELEASE DATE
<b>N°121</b> MARCH - APRIL	03/02/2025	14/03/2025
<b>N°122</b> JULY - AUGUST	02/05/2025	13/06/2025
<b>N°123</b> SEPTEMBER - OCTOBER	04/08/2025	12/09/2025
<b>N°124</b> DECEMBER - JANUARY	03/11/2025	12/12/2025



# COLLECTOR ISSUE

*Every year, the December issue is presented in the form of a **COLLECTOR** edition, with a different cover and new layout, unveiled in the course of a prestigious event!*





# RATES

(VAT excl.)

## PREMIUM

Double cover 2: 10.530 €  
Double cover 3: 7.930 €  
Cover 4: 12.800 €  
Colophon side: 4.030 €  
Summary side: 4.030 €

## STANDARDS

Double page: 6.640 €  
Single page: 3.500 €

## OTHER FORMATS

### BOUND INSERTS

### LOOSE INSERTS

On demand

### PUBLI

Double page:  
provided by the client: 5.000 €  
provided by us: 5.000 €  
(+ 300 € technical charges): 5.300 €

Single page:  
provided by the client: 3.500 €  
provided by us: 3.500 €  
(+ 150 € technical charges): 3.650 €

### LOCAL EDITION

1/1 advertisement page  
or a publi 1 version  
provided by the client: 2.400 €  
provided by us: 2.400 €  
(+ 150 € technical charges): 2.550 €

### DELIVERY OF MATERIAL

Guillaume Pinet  
studio@villasdecoration.com

# SIZES

## STANDARDS

Double page:  
460 mm x 300 mm + (5 mm bleed)  
Single page:  
230 mm x 300 mm + (5 mm bleed)

### Page set-up:

Double page: Max 440 mm x 280 mm  
Single page: Max 210 mm x 280 mm

## DIRECTORY EDITION

Double page:  
350 mm x 223 mm + (5 mm bleed)  
Single page:  
175 mm x 223 mm + (5 mm bleed)

### Page set-up:

Double page: Max 330 mm x 203 mm  
Single page: Max 155 mm x 203 mm

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# DIGITAL RATES

## 2025



Desktop: 728 x 90 pixels

### INSERT

1 insert a month  
on the VILLAS website.

Format:  
Desktop: 728 x 90 pixels  
Mobile: 300 x 250 pixels

**1.275 € VAT excl./month**  
(Including technical charges  
250 € VAT excl.)



### BRANDED CONTENT ARTICLE

Between 650 and 800 words,  
depending on SEO writing  
standards. Images provided  
by the client.

**1.785 € VAT excl.**  
(Including technical charges  
250 € VAT excl.)  
Option: integrated video  
500 € VAT excl.



POST



STORY

### SOCIAL MEDIA

Story + post  
on Instagram  
and/on Facebook.

**765 € VAT excl.**





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