

MEDIA KIT

# VILLAS

PORTUGAL 2025



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

*For over 50 years, VILLAS Decoration has embodied the very essence of luxury in architecture and interior design, blending **innovation**, modernity, and eloquence. A pioneer in discovering talent, we bring you the latest trends and the most inspiring projects for the future.*

*Today, we are proud to expand our horizons by launching a **new edition** in Portugal, a dynamic and resourceful country, and in Brazil, a land of creativity and enthusiasm. This expansion is a natural progression, enriching our presence in Belgium, France, the Netherlands, and Luxembourg. This new edition will be available in Portuguese-English.*

*VILLAS Decoration is not just a source of inspiration; it's an invitation to journey to **dream destinations**. Dive with us into a world where every page is an ode to discovery!*

# KEY FIGURES

20

Journalists,  
photographers

192

Pages

2

issues in  
2025

1

edition  
PT-EN

10 000

copies

2

COUNTRIES



BRAZIL  
3000



PORTUGAL  
7000

# 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

## THEMES

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



# EDITORIAL CALENDAR

**N°1**  
**APRIL**  
OUTDOOR - KITCHEN - BEDDING

MATERIAL DEADLINE	RELEASE DATE
14/03/2025	10/04/2025

**N°2**  
**SEPTEMBRE**  
LIGHTING - BATHROOM - INTERIOR MATERIALS

09/08/2025	06/09/2025
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# RATES

(VAT excl.)

## PREMIUM

Double cover 2: 8.430 €  
Double cover 3: 6.340 €  
Cover 4: 10.320 €  
Colophon side: 3.230 €  
Summary side: 3.230 €

## STANDARDS

Double page: 5.300 €  
Single page: 2.800 €

## OTHER FORMATS

### BOUND INSERTS

### LOOSE INSERTS

On demand

### PUBLI

Double page:  
provided by the client: 4.000 €  
provided by us: 4.000 €  
(+ 300 € technical charges): 4.300 €

Single page:  
provided by the client: 2.800 €  
provided by us: 2.800 €  
(+ 150 € technical charges): 2.950 €

### LOCAL EDITION

1/1 advertisement page  
or a publi 1 version  
provided by the client: 1.920 €  
provided by us: 1.920 €  
(+ 150 € technical charges): 2.070 €

# 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

## DELIVERY OF MATERIAL

Guillaume Pinet  
studio@villasdecoration.com

# 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.**



## VILLAS

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