





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

issues in 2025

edition **PT-EN**

10000

2 COUNTRIES





OUR READERSHIP

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

65%

35%

Women

Men

Aged between 35 and 65 years old



60 % Live in



58 %
Belong to socia groups and have higher educatio



83 %
Consider advertising as a source of inspiration



83 % Consume a luxury orand 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.

UILLAS

IN EACH ISSUE

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! **UILLAS**

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.



MEDIA KIT PORTUGAL 2025



EDITORIAL CALENDAR

MATERIAL DEADLINE

RELEASE DATE

14/03/2025 10/04/2025

N°1 APRIL

OUTDOOR - KITCHEN - BEDDING

N°2

09/08/2025 06/09/2025

SEPTEMBRE

LIGHTING - BATHROOM - INTERIOR MATERIALS







RATES

(VAT excl.)

SIZES

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 €

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





1 insert a month on the VILLAS website.

Format:

INSERT

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.



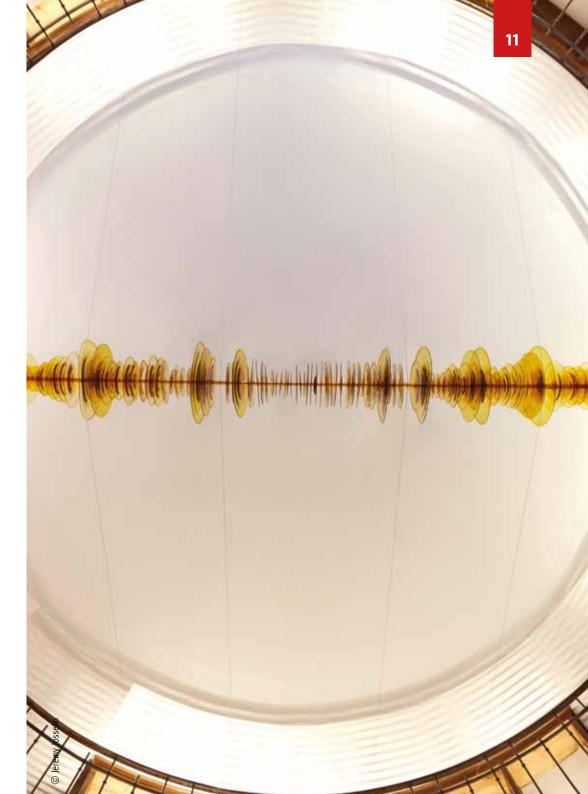




SOCIAL MEDIA

Story + post on Instagram and/on Facebook.

765€ VAT excl.







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