

MEDIA KIT

UILLAS

2026

2026



© Gevers Anderson



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



© Andrea Ferrari

*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

28
Journalists,
photographers

248
Pages

40
Topics

4
issue in
2025

2
editions
FR-EN & NL-EN

75 000
copies

12
COUNTRIES

BELGIUM - 18€ / CANADA - 30,95\$CA / FRANCE - 18€
GERMANY - 24€ / GD LUXEMBOURG - 18€ / GREECE - 21€
ITALY - 20€ NETHERLANDS - 18€ / SPAIN - 20€
SWITZERLAND - 24CHF / UNITED KINGDOM - 20£ / USA - 33,95\$

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

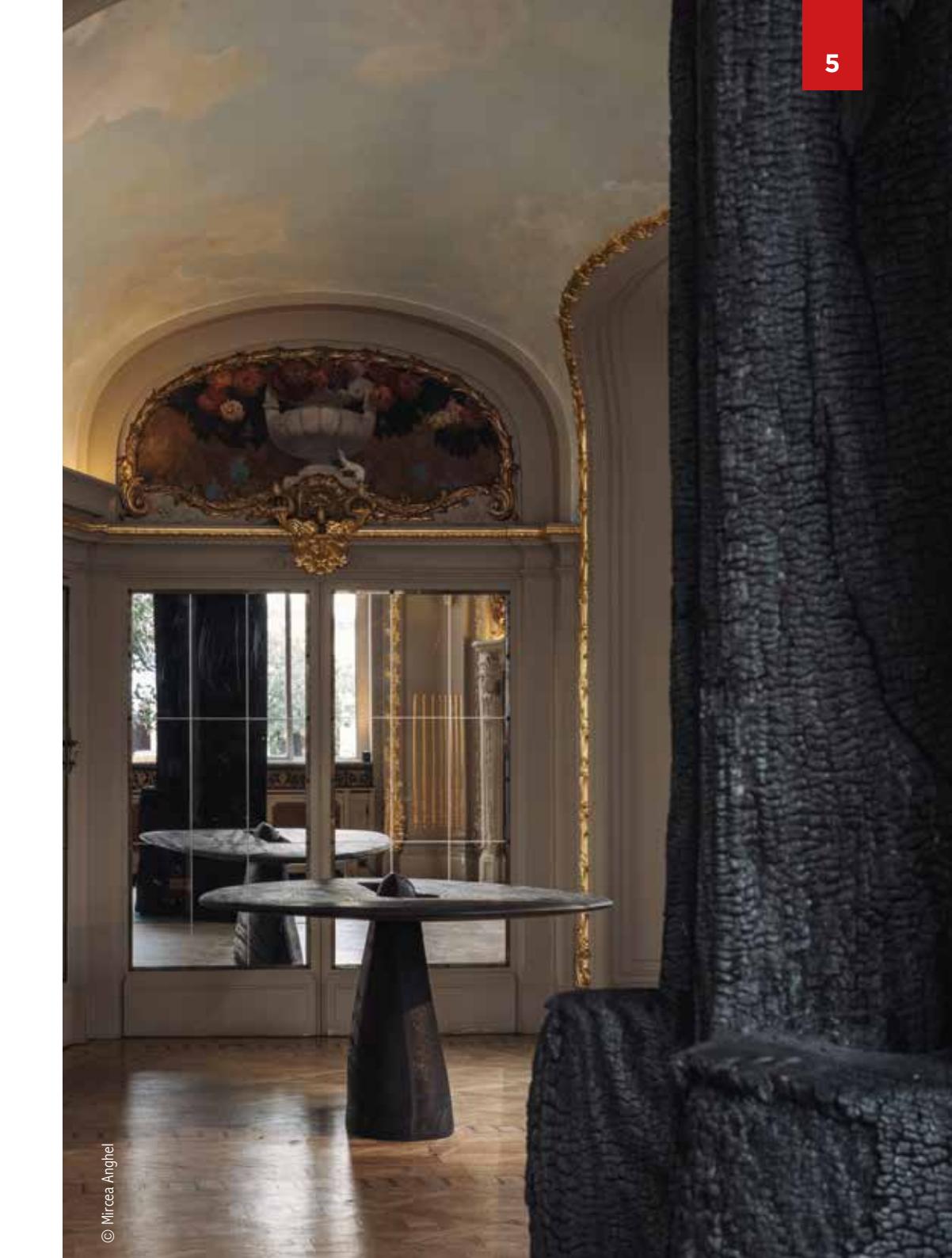
*Is the very **foundation** of what VILLAS stands for. The purity of lines, perspectives and materials, above all VILLAS extols modernity when selecting the architects and architecture it showcases.*



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

BEAUTY & LIFESTYLE

True beauty today goes beyond appearances - it's felt, lived, and shared.

VILLAS delves into this world where formulations and fragrances become means of expression and a way of life. In this *Beauty & Lifestyle* feature, we explore the point where aesthetics and well-being meet. Each founder, each brand, each spa offers its own vision of self-care : exceptional *fragrances*, innovative *cosmetics*, exclusive spas, niche addresses.

*In these pages, discover how beauty invites itself into our *daily routine* and elevates moments, how cultivating it turns self-care into an art in its own right.*

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.*



© Anaury Laparra

EDITORIAL CALENDAR

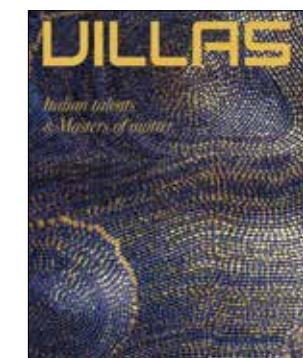
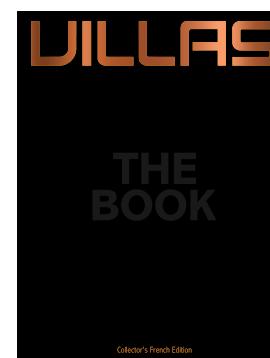
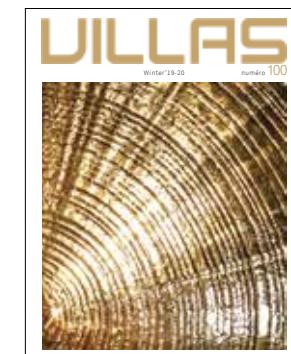
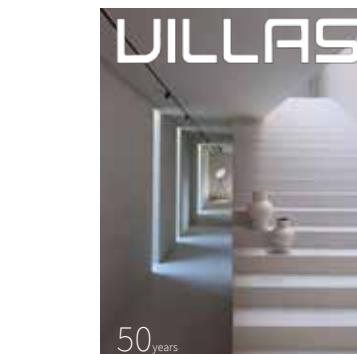
	MATERIAL DEADLINE	RELEASE DATE
Nº125 MARCH - APRIL KITCHEN - OUTDOOR (part 1) GARDEN - SEAT - TRAVEL	02/02/2026	13/03/2026
Nº126 JULY - AUGUST KNOKKE special BATHROOM - OUTDOOR (part 2) - COVERING	04/05/2026	12/06/2026
Nº127 SEPTEMBER - OCTOBER LIGHTING - OFFICE - CARPET DINING ROOM/KITCHEN	03/08/2026	11/09/2026
Nº128 DECEMBER - JANUARY COLLECTOR	02/11/2026	11/12/2026

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!*



© Flos, SuperWire Formafantasma



RATES

(VAT excl.)

INTERNATIONAL BRANDS

PREMIUM

Double cover 2: 13.162 €

Double cover 3: 9.912 €

Cover 4: 16.000 €

Colophon side: 5.037 €

Summary side: 5.037 €

STANDARDS

Double page: 8.300 €

Single page: 4.375 €

OTHER FORMATS

BOUND INSERTS

LOOSE INSERTS

On demand

PUBLI

Double page:

provided by the client: 5.000 €

provided by us: 5.000 €

(+ 400 € technical charges): 5.300 €

Single page:

provided by the client: 3.500 €

provided by us: 3.500 €

(+ 200 € 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 €

NATIONAL BRANDS

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 €

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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© &Tradition, Thorvald Dining Table

DIGITAL RATES

2026



© Humbert & Poyet, Iosun Palace, Seoul © Francis Arnal



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/or Facebook.

765 € VAT excl.



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