

RESIDENCE

THE ART OF DECORATING

MEDIA KIT 2026

The most unique and high-quality magazine where interior, art, design, luxury and travel come together.





RESIDENCE

Residence has been the magazine where interior design, art, luxury, and travel come together for 38 years. We inspire with refined home features, design trends, and exclusive interviews with leading designers and artists. In addition, we take our readers to stylish destinations worldwide and share unique accommodations and cultural highlights in Residence Traveller. With up-to-date listings in the high-end real estate segment, Residence is the ultimate platform for elegant living, timeless design, and international lifestyle.

TARGET AUDIENCE

Residence reaches a style-conscious and cosmopolitan audience (30+), highly educated and passionate about interiors, art, travel, and craftsmanship. Our readers are tastemakers and professionals such as architects, stylists, and decorators. The majority are women (60%), but men (40%) also find inspiration in Residence.



WHAT MAKES US UNIQUE

Leader in interior, design, art, and travel

—

Recognition among international brands and
design enthusiasts

—

Eclectic styles with a distinctive, unique identity

—

High-end standards and a luxurious look and feel

—

High-quality, creative content with attention
to craftsmanship

—

Residence is kept and cherished like a salon book

—

Editorial team that collaborates with partners to
create bespoke branded content

—

Each issue offers relevant commercial opportunities

—

An active market player: maximum visibility for your brand



FACTS & FIGURES

MAGAZINE

Publication frequency:
8 times a year.

Circulation: 25,000

Subscribers: 6,500

Reach*: 90,000+

**Residence readers in
Netherlands and Belgium*

DIGITAL PUBLICATION

All subscribers also receive
Residence digitally.

LOOSE COPY PRICE

€ 9,75

WEBSITE

(PER MONTH)

Unique visitors: 25.000 +

Pageviews: 50.000 +

INSTAGRAM 📷

Loyal followers: 35.000

FACEBOOK 📘

Loyal followers: 14.000

NIEUWSBRIEF

Newsletter subscribers
receive a digital newsletter
every month.

RESIDENCE & TRAVELLER – CROSSMEDIA



Residence & Traveller offer a wide range of cross-media opportunities to connect brands with a high-end audience. Through print, digital, social media, and events we deliver visibility, brand experience, and long-term value.

- Print magazine
- Residence.nl
- Social media
- Newsletter
- Events
- Tailor-made media





THEMES 2026

ISSUE 1 | A WARM HOME | 18 DECEMBER 2025

Special: Dress your home! Warm fabrics, bold wallpapers, characterful paint, and atmospheric lighting. From cozy living rooms to luxurious bedrooms and bathrooms full of comfort.

Shopping: Rest & Relax

ISSUE 2 | TRIBUTE TO CRAFTSMANSHIP | 26 FEBRUARY 2026

Special: The kitchen as the heart of your home. A place to live, gather, cook, and enjoy. From exclusive appliances and window treatments to beautifully set tables.

Shopping: Kitchen Helpers

ISSUE 3 | LET'S GO OUTSIDE | 2 APRIL 2026

Special: Outdoor living. Life moves outside. Choose the most beautiful furniture and accessories, greenhouses and outdoor kitchens, pools, and garden houses for the garden of your dreams.

Shopping: For Balcony & Terrace

ISSUE 4 | THE POWER OF COLOR | 13 MAY 2026

Special: Paint, wallpaper & fabrics. Boldly and lovingly presenting the colors that enrich your life. From richly upholstered furniture to colorful accessories, lamps, and art that bring your home to life.

Shopping: Color Your Garden

ISSUE 5 | SOUTHERN CHARM | 25 JUNE 2026

Special: Sunshine! The garden as an extension of your home. Lounge by the pool, enjoy stunning shade solutions, terracotta at home, and a conservatory as a second living room.

Shopping: Waterproof



THEMES 2026

ISSUE 6 | DESIGN & DESIGNERS | 20 AUGUST 2026

Special: Bed & Bath. True relaxation happens in your own bedroom and bathroom. Residence selects the finest beds and most beautiful linens, subtle lighting, and indulgent accessories.
Shopping: Home Spa

ISSUE 7 | ART | 1 OCTOBER 2026

Special: PAN Amsterdam. Art gives your home personality. Residence introduces you to artists and framers, galleries and museums, and gets your art heart racing.
Shopping: At Home with Art

ISSUE 8 | FOOD & FLAIR | 5 NOVEMBER 2026

Special: Chef in your own kitchen. Craftsmanship and customization, tiles and natural stone, thoughtfully designed kitchens, and appliances to create culinary masterpieces.
Shopping: Dinner Party

ISSUE 1 | WINTER LIVING | 17 DECEMBER 2026

Special: Bed, Bath & Spa. Bathing and sleeping, a new style. Comfort and luxury in bed and bathroom to create your own winter retreat.
Shopping: Hotel Chic



PRINT DEADLINES

ISSUE 1 | A WARM HOME | 18 DECEMBER 2025

Material for specials/advertorials: 13 November 2025

Advertisements: 20 November 2025

Published together with Traveller 1

ISSUE 2 | TRIBUTE TO CRAFTSMANSHIP 26 FEBRUARY 2026

Material for specials/advertorials: 22 January 2026

Advertisements: 29 January 2026

ISSUE 3 | LET'S GO OUTSIDE | 2 APRIL 2026

Material for specials/advertorials: 26 February 2026

Advertisements: 5 March 2026

Published together with Traveller 2

ISSUE 4 | THE POWER OF COLOR | 13 MAY 2026

Material for specials/advertorials: 8 April 2026

Advertisements: 15 April 2026



ISSUE 5 | SOUTHERN CHARM | 25 JUNE 2026

Material for specials/advertorials: 20 May 2026

Advertisements: 27 May 2026

Published together with Traveller 3

ISSUE 6 | DESIGN & DESIGNERS | 20 AUGUST 2026

Material for specials/advertorials: 16 July 2026

Advertisements: 23 July 2026

ISSUE 7 | ART | 1 OCTOBER 2026

Material for specials/advertorials: 27 August 2026

Advertisements: 3 September 2026

Published together with Traveller 4

ISSUE 8 | FOOD & FLAIR | 5 NOVEMBER 2026

Material for specials/advertorials: 1 October 2026

Advertisements: 8 October 2026

ISSUE 1 | WINTER LIVING | 17 DECEMBER 2026

Advertisements: 19 November 2026

Material for specials/advertorials: 12 November 2026

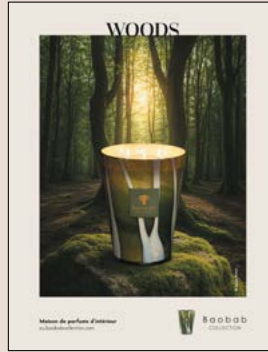
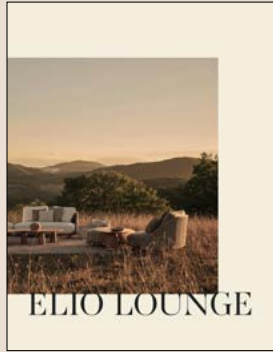
Published together with Traveller 1

RATES – PRINT

2/1 page



Advertisement



RATES – PRINT

1/1 page	€ 5,450
1/1 page, cover 3	€ 5,600
1/1 page, cover 4	€ 6,100
2/1 spread	€ 9,740
2/1 opening spread	€ 10,960

Advertorial/Special

1/1 page	€ 2,250
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Highlight



Special



Advertisement



Highlight (product placement)

1x product	€ 600
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RATES – ONLINE

BRANDED CONTENT

Online advertorial	€ 1,050
Production	€ 950

Branded shopping page	€ 2,000
Extra item	€ 500

Instagram post	€ 750
Production	€ 250

Instagram story	€ 750
Production	€ 250

Newsletter item	€ 500
Production	€ 150

Dedicated newsletter	€ 1,250
Production	€ 250

PACKAGES

Branded Content Package (article + banner + social + newsletter)	€ 3,000
Brand of the Week (article + category banner + social + newsletter)	€ 2,500



SOCIAL ADS/DARK POSTS

Instagram:	€ 500 – € 1,500
Facebook:	€ 500 – € 1,500

BANNERS (CROSS-DEVICE, PER MONTH)

Homepage banner	€ 1,750
Homepage banner 2x	€ 2,250
Category page banner	€ 1,350
Category page banner 2x	€ 1,850



COMMERCIAL OPPORTUNITIES: BRANDED CONTENT

With bespoke branded content – from luxury advertorials in magazines to digital storytelling and cross-media activations – we help our partners integrate seamlessly with both editorial and commercial content. This way, we create maximum visibility and measurable impact.





Masterclass Menno Kroon

COMMERCIAL OPPORTUNITIES: MASTERCLASS & EVENTS

We organize exclusive masterclasses in collaboration with partners at unique locations. Here, readers meet leading professionals, while advertisers are presented naturally to a style-conscious audience.

Residence is also present at events such as PAN Amsterdam, TEFAF, and BRAFA, and always provides extensive coverage of international design fairs, including Salone del Mobile, Maison et Objet, Dutch Design Week, and 3 Days of Design.

Our Top Locations section, both in print and on www.toplocations.nl/toplocations, we carefully showcase the latest villas and apartments offered by top-tier real estate agents – places where quality, style, and craftsmanship come together. In an engaged and style-conscious audience, Top Locations offers a unique opportunity to give a villa or apartment visibility among those interested in and passionate about high-end living.





RESIDENCE LAYOUT IN MAGAZINE

Full page:	€ 1,900
Half page:	€ 1,20
Double-page advertorial*:	€ 3,200
Four-page home feature*:	€ 4,950

** Layout by the editorial team in the look
& feel of Residence*

OWN LAYOUT IN MAGAZINE

Full page:	€ 2,300
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ONLINE RATE

Listing per property:	€ 150
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The online listing includes:

- Online visibility until the property is sold
- Free listing in the “New on Residence.nl” section
- Visibility to active and passive high-end property seekers

For more information, please contact Carina Vollers

Phone: +31 20 758 1000

Email: info@residence.nl

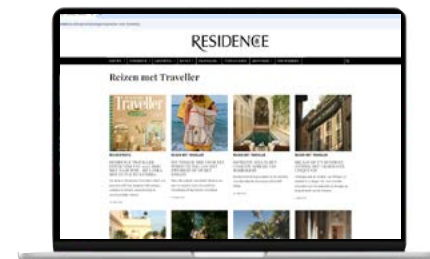


COMMERCIAL OPPORTUNITIES: TRAVELLER

Residence Traveller presents the finest hotels, villas, and hideaways: from hotspots to hidden gems. With features full of inspiring interiors and exclusive addresses, the magazine serves as a guide for the seasoned traveler.

Residence Traveller is published four times in 2026 (April, June, October, December), together with Residence and is also available separately. Each edition highlights a destination and, in addition to travel features, includes a selection of unique holiday homes.

With 38 years of expertise in interiors, Residence Traveller combines style, service, and inspiration – while also offering extensive opportunities for branded content both in print and online.





PRINT RATES

Full page:	€ 4,500
Full page, cover 3:	€ 4,750
Full page, cover 4:	€ 5,000
Double-page spread:	€ 8,500
Double-page opening spread:	€ 9,500

ADVERTORIAL / SPECIAL

Each issue offers space for carefully selected partners that align with the theme.

Full page:	€ 2,250
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ONLINE RATES

See previously mentioned online rates.

PUBLICATION DATES IN 2025, 2026

Traveller 1: 18 December 2025 (with Residence 1)

Traveller 2: 2 April (with Residence 3)

Traveller 3: 25 June (with Residence 5)

Traveller 4: 1 October (with Residence 7)

Traveller 1: 17 December (with Residence 1, 2027)

Delivery of advertising material no later than 4 weeks before publication. Material for custom publication in consultation.



SUBMISSION SPECIFICATIONS ADVERTISEMENTS

- Submit advertisements in 300dpi / CMYK / cPDF + crop marks.
- Print profile cover positions: ISO-Coated v2
- Print profile inside pages: ISO-Coated v2 300%
- Format: 230 x 297 mm (w x h)
- Bleed: 5 mm all around
- Spreads (2/1) must be supplied as 2 single pages.

Please clearly indicate in the PDF file name whether it is a left or right page.

Note: Due to the binding, 3 mm in the gutter of the inside pages is not visible. Any images placed in these non-visible areas should overlap. Apply 5 mm bleed here as well.

*For questions, please contact Residence Media
+31 (0)20 758 1000*



SEND MATERIAL TO

advertising@residence.nl

TECHNICAL SPECIFICATIONS

- Printing method: rotary offset
- Inside pages: 90 gsm wood-free coated silk paper
- Cover: 200 gsm wood-free coated silk paper, outside finished with glossy UV varnish
- Magazine format: 230 x 297 mm (w x h)
- Bleed: 5 mm on all sides
- Binding: perfect bound (adhesive binding)
- Standard size: 170 pages
- Print run: 25,000 copies



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QR-CODE

Scan the digital version of the
Residence media kit here

