

Guess Who's Back?

AVANT GARDE

mediakit 2025

AVANT GARDE

With decades of experience, Avant Garde curates content that reflects the evolving demands of today's discerning audience. Where quality is paramount and consumers seek more than just trends, Avant Garde offers a unique platform for brands looking to engage with an audience that values depth, authenticity, and distinctiveness. This media kit outlines how a partnership with us can elevate your brand, positioning it within a curated, creative, and culturally conscious context.



CORE VALUES

Curating Quality
Creative Innovation
Critical Approach
Timeless Inspiration

INNOVATION ROOTED IN TRADITION

Avant Garde is a brand dedicated to creating exclusive, high-quality content across fashion, design, art, lifestyle, and travel. With a rich history as a pioneering fashion and art magazine developed in the 1970s, we now bring a fresh, contemporary interpretation of this iconic name.

Rooted in the drive for innovation that defined the early years of Avant Garde, we are focused on responding to the evolving needs of social media and content consumption.

A black and white photograph of a person's neck and shoulder. The lighting is dramatic, with strong highlights on the skin and deep shadows. The person's head is tilted slightly to the left, and their shoulder is visible on the right side of the frame. The text "AVANT GARDE" is overlaid in the center.

AVANT GARDE

01

THE SHIFTING LANDSCAPE OF
CONTENT CONSUMPTION

Demand for quality, relevance, and creativity

In today's world, content is not just consumed — it is experienced. Audiences are increasingly seeking for intellectual stimulation, creative inspiration and content that is aligned with their personal values. Avant Garde understands this shift and positions itself as a curator — using deep knowledge, creativity, and experience to deliver content that resonates. For brands, this means an opportunity to collaborate on content that not only captures attention but also builds long-lasting connections.



02

A CURATORIAL APPROACH TO CONTENT

Crafting meaningful, intelligent narratives

At Avant Garde every article, image, and video is crafted with purpose, drawing on years of expertise in the creative industries. We take a thoughtful approach to what we share with our audience — nothing is arbitrary, and everything is designed to inspire. This is the power of curation: we filter through the noise to deliver content that has value, resonates with the audience, and positions your brand as a thought leader in its field.



03

ALIGNING WITH BRANDS:
STRATEGIC COLLABORATION

Positioning your brand through creative,
high-quality media

Brands thrive by telling stories that reflect their values, engage their audiences, and spark meaningful conversations. This is where Avant Garde comes in. Through strategic partnerships, we provide opportunities to align with original and intelligently crafted content. We enjoy working with brands that are looking to go beyond the traditional marketing approach and are ready to engage with their audiences in a more meaningful and impactful way. Our collaborations are not just about visibility; they are about positioning your brand within a larger cultural and creative context, one that enhances meaningful impressions.



04

THE POWER OF A GLOBAL,
CURATED NETWORK

A worldwide reach with a carefully
cultivated audience

Our curated community consists of individuals who value quality over quantity and are looking for content that resonates with them on a deeper level. From our platforms to our print magazine and activations, we offer a variety of ways for brands to reach their target audiences. Our distribution spans across key international markets, ensuring that our content — and your brand — is positioned in the most relevant cultural and geographic contexts.



AVANT GARDE



AVANT GARDE'S MEDIA REACH

Connecting Brands Across Multiple Platforms

Avant Garde offers a multi-faceted media strategy that enables brands to reach an affluent and discerning audience across digital, print, and experiential platforms. Whether through daily social media content, premium print publications, or activations, Avant Garde provides brands with unique opportunities for meaningful engagement.

Digital Content

Instagram, Threads, TikTok, YouTube, Linktree, Online platform and digital kiosks

Print Publications

Flagship bookstores, retail outlets, supermarkets

Activations

High-end hotels, luxury venues, cultural institutions

DIGITAL PLATFORMS



Avant Garde utilizes several leading digital platforms to distribute exclusive, high-quality content.

Social Media

Daily content, including videos, photography, articles, and podcasts, keeping our audience engaged with fresh, creative material across all channels.

Avantgarde.nl

Our premium online platform featuring exclusive e-commerce services such as pre-sales for the print magazine, merchandise, and curated best-of collections. It also offers deeper content on existing themes, enriching the audience experience.

Digital editions

The digital version of Avant Garde is available via Boutiquemags and Readly, ensuring our global audience has access to our content.

PRINT PUBLICATIONS



Avant Garde's print magazine remains a key part of our media offering, with global distribution and a biannual publication schedule, making each issue an exclusive release. The print magazine is published twice a year.



Whitecirt Ltd

International distribution to flagship bookstores in major cities worldwide.

Betapress

Available across the Netherlands and Belgium in bookstores, magazine shops, and supermarkets.

Global Availability

Sold at high-end locations and other prestigious cultural institutions.

ACTIVATIONS AND EXPERIENTIAL MEDIA



Avant Garde organizes activations that create unforgettable experiences, providing brands with unique opportunities to engage with influential individuals.

Product-Specific or Themed Activations

Focused on particular products or themes, offering deep resonance with targeted audiences.

Launch Events

Celebrating new issues of the print magazine or product collaborations, these events serve as high-profile occasions for brand visibility.

Tie-ins to Major Events

Special events aligned with major cultural happenings or significant milestones, offering brands access to culturally relevant moments.

Pop-Up Events

Short-term events that focus on content creation, providing an engaging experience directly aligned with Avant Garde's editorial vision.



AVANT
GARDE

TARGET AUDIENCES



Avant Garde reaches a diverse set of audiences, each of whom values identity, creativity and social responsibility.

Luxury Seekers

Invest in high-end, exclusive products and experiences, looking for premium, in-depth content that resonates with their affluent lifestyle. Luxury seekers appreciate the finer things and are drawn to content that reflects sophistication and exclusivity.

Influencers

Digital natives who are deeply embedded in the digital landscape, who are always on the pulse of the latest trends and gravitate towards brands that champion sustainability and social responsibility. For Influencers, it's about more than just what's on-trend—it's about aligning with brands that reflect their values.

Creative Professionals

High-end investors in art, fashion, and design, seeking depth and visual inspiration. Creative professionals are individuals who have a strong appreciation for innovation and sophistication in all things creative.

Knowledge Seekers

These individuals are deeply interested in cultural and educational experiences, as well as exclusive art and design. They prefer content that is intellectually stimulating and thought-provoking, seeking narratives that offer both depth and enrichment.

COLLABORATING WITH AVANT GARDE

Tailored partnerships
for meaningful brand
positioning

A partnership with Avant Garde means working with a media partner that truly understands the intricacies of creative content and its role in brand positioning. We offer bespoke services that are designed to meet your brand's specific needs and objectives, whether you are looking to engage with a highly targeted audience, create original storytelling, or build long-term cultural relevance.

Our approach is consultative and collaborative, ensuring that every piece of content we produce together serves to elevate your brand and connect with the right audience in a meaningful way. By working with us, you gain access to a platform that stands out in a crowded media landscape, offering your brand the opportunity to be a part of something that is distinctive, creative, and intellectually compelling.

A stylized painting of a woman with long dark hair, wearing a teal and red garment, with the text 'AVANT GARDE' overlaid in white.

AVANT GARDE

BRAND POSITIONING OPPORTUNITIES

Custom packages to meet your needs

Avant Garde focuses on customized proposals tailored to meet the specific needs, marketing goals, and creative expectations of our partners. Each offer is designed to align perfectly with your objectives, starting at €4,200 excluding VAT. We ensure every strategy delivers impactful, meaningful results that resonate with your brand.

Digital Content & Social Media:

| | |
|--------------------------------|-----------------------------|
| • Sponsored Post (Photo/Video) | €6,525 |
| • Influencer Marketing | €19,425 (3 m./ 3 posts p.m) |
| • Product Placement in Stories | €3,375 (1 story p.w.) |
| • Giveaway/Competition | €6,750 |
| • Sponsored Stories | €3,375 (max 2 p.w) |
| • Affiliate Marketing | €5,625 |
| • Live-Stream Sponsorship | €9,000 |
| • Social Media Takeover | €11,250 |
| • Custom Content Creation | €4,950 |

Print Advertising:

| | |
|----------------------|------------|
| • 2/1 Spread | €10,500 |
| • 1/1 Page | €8,500 |
| • 1/1 Cover 3 | €10,250 |
| • 1/1 Cover 4 | €14,500 |
| • Insert | On request |
| • Magazine Seal | On request |
| • Gatefold 2/1 + 2/1 | €32,000 |
| • Content creation | On request |

Events:

| | |
|-----------------------------|--------------|
| • Shop Opening/Presentation | From €30,000 |
| • Exclusive Sponsor | From €50,000 |
| • Main Sponsor | From €45,000 |
| • Sponsor | From €18,000 |
| • Contributor | On request |

CONTACT

We are always open to discuss how we can work together to create something truly exceptional. If you are ready to take your brand's narrative to the next level, Avant Garde is here to partner with you in shaping a distinct, lasting, and impactful story.

Avantgarde.nl
Instagram @avantgarde
Tiktok @a.v.a.n.t.g.a.r.d.e

For inquiries, please contact:

Floris Müller | Publisher
floris@avantgarde.nl | +31 6 18131214

Bastiaan van Schaik | Editor-in-Chief
bastiaan@avantgarde.nl | +31 6 54646050

Sander Kleinenberg | Digital Director
sander@avantgarde.nl | +31 6 46205171

Avant Garde B.V.
Prinsengracht 806B
1017LH Amsterdam
The Netherlands
RABO NL
REG. 68889119.
VAT NL857634756B02

AVANT GARDE



MAIN EDITORS

| | | | | | |
|-----------------|---|--------------------------------|---|----------------------------------|--|
| Publisher | FLORIS MÜLLER Floris@avantgarde.nl | Head of Eyewear | DICK VAN DER NIET Dick@avantgarde.nl | Head of Music & Entertainment | SANDER KLEINENBERG Sander@avantgarde.nl |
| Editor-in-Chief | BASTIAAN VAN SCHAIK Bastiaan@avantgarde.nl | Head of Art | RODERICK VAN DER LEE Roderick@avantgarde.nl | Head of Food & Drinks | ALBERT VAN BEECK-CALKOEN Albert@avantgarde.nl |
| Head of Digital | SANDER KLEINENBERG Sander@avantgarde.nl | Head of Horlogery & Jewelry | JAPPE CROON Jappe@avantgarde.nl | Head of Travel | FLORIS MÜLLER Floris@avantgarde.nl |
| Art Director | LEONIE BERKENBOSCH Leonie@avantgarde.nl | Head of Interior | BART PIETER LAFORCE Bartpieter@avantgarde.nl | | |
| Head of Fashion | LIEVE GERRITS Lieve@avantgarde.nl | Head of Politics | KEMAL RIJKEN Kemal@avantgarde.nl | | |

SPECS

Digital Media Specifications

Social Media Posts (Instagram, TikTok, YouTube, Twitter)

Image Format: JPEG, PNG (recommended resolution: 1080px x 1080px for Instagram; 1920px x 1080px for Stories & TikTok)

Video Format: MP4, MOV (max duration: 60 seconds for Instagram, 90 seconds for TikTok)

Audio Format for Podcasts: MP3, WAV (bitrate: 128 kbps or higher)

Text: Maximum 150 characters for captions (Twitter)

Hashtags: Up to 5 branded or campaign-specific hashtags

Website content (avantgarde.nl)

Article Submissions: Word document or Google Docs

Image: High-resolution JPEG/PNG (minimum 1200px wide)

Video: MP4 or MOV (maximum file size: 200MB)

Content Deadlines: 2 weeks in advance for articles and visuals, 3 weeks in advance for video content

Print Media Specifications

Full Page Advertisements

Size: 250mm x 320mm

Bleed: 3mm on all sides

Resolution: 300dpi (CMYK color mode)

Format: PDF (preferably with fonts embedded)

Final File Submission: At least 4 weeks prior to print publication date

Special Features (Gatefolds, Inserts, etc.)

Size & Specs: Custom, please inquire for specific details

Material: High-quality paper stock recommended

Final File Submission: At least 6 weeks prior to print publication date

Magazine Inserts

Size: Custom depending on insert (please contact for details)

Paper Weight: 120–160gsm recommended

File Format: PDF (preferably with fonts embedded)

Final File Submission: At least 6 weeks prior to print publication date

Event Promotion Specifications

Event Branding (For Physical or Virtual Activations)

Logo: High-resolution PNG (transparent background) or vector format (AI, EPS)

Banner & Flyers: 300dpi resolution (PDF format preferred for printing)

Social Media: JPEG/PNG (minimum 1200px wide for Instagram)

Videos: MP4 or MOV (max file size 200MB)

Timing for Event Promotion: Materials should be submitted at least 4 weeks prior to the event date for optimal visibility across platforms.