


AVANT GARDE

English: Avantgarde.nl/sales



obg

Press Kit
2026



For me, Avant Garde has never been just a medium. It is a conviction — a desire to do things differently. To step off existing paths and create new ones. To think ahead, especially when the world leans back.

It is the choice not to move with the crowd, but to lead. To connect creativity, journalism and aesthetics into something you don't only read, but feel. Avant Garde stands for daring, for renewal, for showing what becomes possible when you refuse to fall back into the safety of the middle.

I believe a title is only relevant when it sets something in motion — when it starts a conversation, when it opens a new perspective. That is why Avant Garde is not a product; it is an attitude. A mentality. A continuous search for innovation in a world longing for originality.

That is my compass. And it will remain so — every single day.

*Estadun
van
Schalk*



01

INTRODUCTION

This document provides a comprehensive overview of the platform, its audience, the commercial opportunities, and the strength of cross-media collaboration with Avant Garde.

QUALITY, CREATIVITY AND VALUE CREATION

Since its relaunch in October 2025, Avant Garde has grown into a high-end media brand operating at the intersection of fashion, art, design, culture, luxury lifestyle and travel. Partners choose Avant Garde not for mass reach, but for its selective, stylish and content-driven approach that aligns with the upper segment of the market. This media kit is created to give commercial partners insight into how Avant Garde operates, what sets it apart, who the audience is, the impact that can be achieved, and the forms of collaboration available. The title follows a clear curatorial philosophy: only brands that fit the editorial and aesthetic DNA are admitted to the platform. This selective approach strengthens credibility, quality and audience trust — essential for brands seeking more than visibility alone.

A circulation of 41,500 copies, the integration of print with digital and social channels, strong presence in the Netherlands and Flanders, high-end photography and editorial quality, and signature events — including the Avant Garde Jewelry & Watch Fair — make the platform powerful, versatile and distinctive. Every partnership is tailor-made, developed with care, and executed visually at the highest level.

Credibility, Quality and Audience Trust — an Essential Foundation for Brands that Seek More than Visibility Alone.





02 ABOUT US

TEAM

Behind Avant Garde stands a multidisciplinary team driven by a shared belief: that quality, craftsmanship and originality are the foundations of a strong media brand. The team consists of experienced editors, creatives, strategists and specialists who operate at an international level within their field. This combination of expertise and vision is what positions Avant Garde uniquely in the market.

- **Publisher — Floris Müller**
- **Editor-in-Chief — Bastiaan van Schaik**
- **Managing Editor — Sophie van der Meer**
- **Art Director — Leonie Berkenbosch**
- **Commercial Director — Saskia van Gulick**
- **Head of Fashion — Lieve Gerrits**
- **Head of Art — Roderick van der Lee**
- **Head of Spirits — Albert van Beeck Calkoen**
- **Head of Eyewear — Dick van der Niet**
- **Sales Manager — Jorien de Jongste**

INNOVATING FOR 16 YEARS

Avant Garde is published by PBQ Media BV, a publishing house positioned at the heart of the Dutch and Flemish premium media landscape. PBQ Media develops titles that are content-driven, visually compelling and culturally relevant.

Diverse Brands United by A
Journalistic Sharpness and
n Media and Publishing

The publishing house does not focus on mass reach, but on building brands that matter to selective, influential and highly educated audiences. PBQ Media is known for its diverse portfolio of titles. Little Bernie is the luxury children's travel guide produced in partnership with premium hotels, transport companies and travel organisations, aimed at families who value quality and culture. The project will expand into other European cities in the coming years. PBQ Media also developed titles such as Numéro Netherlands, Bernie Magazine, Dirty Science and The International Correspondent — diverse brands driven by aesthetics, journalistic sharpness and a forward-thinking vision on media and publishing. Avant Garde is a natural evolution within this strategy: a mature, visually rich and culturally in-depth platform that connects fashion reporting, art, design, interviews, photography, literature, travel and lifestyle. The platform caters to an audience that chooses quality over quantity, and that appreciates media crafted with intention and care. The critical and independent character of Avant Garde enhances the credibility of the brand — and with it, the trustworthiness of all commercial collaborations within this universe.



PRINT, DIGITAL, SOCIAL AND LIVE EXPERIENCES

PLATFORM

Avant Garde is built around a multimedia structure in which four channels connect seamlessly: print, digital, social and live events. Together, these domains form an ecosystem that is consistent, distinctive and effective for brands targeting a high-end audience.



03

The print edition forms the core of Avant Garde. Twice a year, a 360+ page issue is released featuring fashion, art, design, literature, culture and travel through carefully curated themes. Produced with high-end materials and a luxurious visual finish, the magazine is a collectible object that readers keep, share and return to — ensuring long-term visibility for partners.

The digital platform offers depth and continuity. Longreads, interviews, dossiers and branded content are published on avantgarde.nl, complemented by multimedia and commercial formats that align with the tone and aesthetics of print.

Through Instagram, TikTok, LinkedIn and YouTube, Avant Garde builds an engaged community with photography, reportage, video series, playlists and branded formats — always presented with a refined and luxurious visual language.

Live events complete the brand experience: launches, salons, partner evenings and — from 2026 onward — the Avant Garde Jewelry & Watch Fair bring brands and audience together in a premium setting with focused attention on hospitality, atmosphere and visual experience.

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KEY FIGURES

A Selective, Affluent and Taste-Driven Community



PRINT

- Circulation per issue: 41,500
- Issues per year: 2
- Readers per issue: 100,000+
- Average shelf life: 4 months
- Pages: 360 + 4
- Format: 230 x 297 mm

DIGITAL

- Unique monthly visitors: 25,000-40,000
- Pageviews per month: 70,000-120,000
- Average longread reading time: 3-6 minutes

SOCIAL MEDIA

- Total combined reach: 100,000+
- Instagram: 45-60k
- TikTok: 20-35k
- LinkedIn: 15-25k
- YouTube: 5-10k
- Apple Music playlists: 3-6K monthly listeners

EVENTS

- Launch events: 2 per year
- Average attendance: 250-400 guests
- Meet-ups: 4-6 per year





Avant Garde creates high-end live experiences that reflect the brand's identity: stylish, selective and content-driven. For brands that value hospitality and personal interaction, these moments are essential.



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MULTIMEDIA APPROACH



A • FULLY INTEGRATED CAMPAIGN

Avant Garde's multi-channel model is designed to maximise campaign impact within an audience that deliberately chooses quality. It consists of four integrated components — print, digital, social and events — each with its own role and strength.



Print offers a long-lasting, tangible and visually strong context for brands. Its scale, premium production and thematic structure make the magazine ideal for campaigns that combine storytelling, photography, product positioning and brand identity. Because the magazine is kept and revisited, print within Avant Garde remains visible far longer than in mass-market titles. The digital environment offers speed, relevance and depth. Articles remain discoverable over time and are frequently shared within a professional audience that values substance.

Commercial content is integrated into the editorial style of the platform, ensuring credibility and relevance. Social media drives reach and engagement. The audience actively interacts with reels, photography series, behind-the-scenes content and branded video. Together with Avant Garde, brands can develop short-form formats aligned with the platform's refined visual language. Events create direct connection between brand and audience. Avant Garde produces high-end live experiences that reflect its identity:

stylish, selective and content-driven. For brands that value hospitality and personal interaction, these moments are essential. The strength of this model lies in cohesion: campaigns are cross-media, yet never fragmented. Everything aligns — in style, tone and rhythm.



**INTEGRATED
CREATIVE
PARTNERSHIPS WITH
SUBSTANCE, STYLE
AND STRATEGIC
VALUE**

07
SALES

FOR

Collaborations with Avant Garde are developed with great care and a strong focus on creative quality. The commercial team works with partners on concepts that are not only visible, but meaningful. Brands are approached not as advertisers, but as creative partners contributing to an aesthetic and editorial experience within the platform.

The approach is bespoke: every project begins with insight into brand identity, audience and positioning. From there, a concept is developed that is strong editorially, visually and commercially. Execution may include fashion features, photographic productions, editorials, branded video formats, interview series, events, cover collaborations and cross-media storytelling. This way of working resonates with an audience that expects quality and is not influenced by generic campaigns.

Projects within Avant Garde are distinctive, carefully crafted and guided by a clear curatorial vision. Examples such as the coffee-cocktail campaign (De'Longhi), the Ole Lynggaard feature and the conceptual fashion shoot with priests show how creativity and aesthetics can drive brand elevation. Collaborations are executed by Avant Garde's editorial, creative and commercial team, supported by photographers, illustrators, filmmakers and stylists operating at an international level. The bar is set high — ensuring every project leaves a lasting impact.



JEWELRY & WATCH FAIR 2026

In 2026, Avant Garde will launch the first edition of the Avant Garde Jewelry & Watch Fair — a luxurious, carefully curated boutique fair that brings together leading watch and jewellery brands with collectors, retailers, media and high-end consumers. The fair will take place in Amsterdam and will feature a premium visual and architectural design aligned with the Avant Garde aesthetic.

Brands will have multiple presentation options: standard booths, premium pavilions, bespoke spaces and shared vitrines. All stands will be equipped with high-quality display cases, lighting and signage. Commercial activations are supported by social coverage, branded content, video interviews and hospitality elements.

With 750-1,000 visitors, 150-300 professionals and 10-15 exhibiting brands, the fair offers a selective and distinctly high-quality platform. From 2027 onward, the fair will alternate annually between Amsterdam and Antwerp, establishing a continuous luxury hub within the Benelux.

THE COVER-MODEL



A luxury, meticulously curated boutique fair that brings together top watch and jewellery brands in an exclusive, refined setting



The cover of Avant Garde is a prestigious placement awarded only to partners who align with the aesthetic and editorial DNA of the magazine.

In collaboration with an established photographer, artist or emerging talent, a fully original cover is created that appears directly behind the official front cover — forming a diptych with maximum visual and commercial impact.

Each cover is developed through a carefully curated process. Together with the

Avant Garde team, the concept is defined, the photographer selected, the production executed and the design refined. This approach results in covers that stand out for their quality and creativity.

The AI cover “Arabica” by photographer Bastiaan Woudt demonstrates how commercial and artistic objectives can

reinforce one another.

Cover partnerships are strictly limited and granted only to brands that fit the premium segment and align with the editorial direction of the magazine.



ne cover is always developed through a carefully curated process. Together with the Avant Garde team, the concept is defined, the photographer selected, the production organised and the design executed.





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PRICING

PRINT ADVERTISING

• 2/1 Spread	€11,000
• 1/1 Pagina	€9,000
• 1/1 Cover 3	€10,250
• 1/1 Cover 4	€14,500
• Gatefold 2/1 + 2/1	€32,000
• Insert	On request
• Magazine Seal	On request
• Content creation	On request

DIGITAL & SOCIAL

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

EVENTS

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

All rates are excluding VAT.

Issue 2, Year 2 — Spring/Summer 2026: On sale: Friday 10 April 2026
Material deadline: Monday 6 April 2026 | In circulation until: September 2026

Issue 3, Year 2 — Autumn/Winter 2026: On sale: Friday 9 October 2026
Material deadline: Monday 5 October 2026 | In circulation until: March 2027



2026

ELANWU



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SPECS

PRINT

ADVERTISEMENTS — 2/1 SPREAD
Format: 250 mm x 320 mm
Bleed: 3 mm on all sides
Resolution: 300 dpi (CMYK colour mode)
File format: PDF (preferably with embedded fonts)
Material deadline: Minimum 4 weeks prior to publication date

SPECIAL FORMATS (GATEFOLDS, INSERTS, ETC.)

Size & specifications: Custom; details available on request
Material: High-quality paper recommended
Material deadline: Minimum 6 weeks prior to publication date

INSERTS / SUPPLEMENTS

Format: Depending on insert type (details on request)
Paper weight: Recommended 120–160 gsm
File format: PDF (preferably with embedded fonts)
Material deadline: Minimum 6 weeks prior to publication date

SOCIAL MEDIA

SOCIAL MEDIA CONTENT

Images: JPEG or PNG
Recommended resolution —
Instagram feed: 1080 x 1080 px
Stories & TikTok: 1920 x 1080 px
Videos: MP4 or MOV
Max duration: 60 sec (Instagram), 90 sec (TikTok)
Audio for podcasts: MP3 or WAV (bitrate 128 kbps or higher)
Text limit: Max. 150 characters (for X/Twitter)
Hashtags: Max. 5 brand- or campaign-focused hashtags

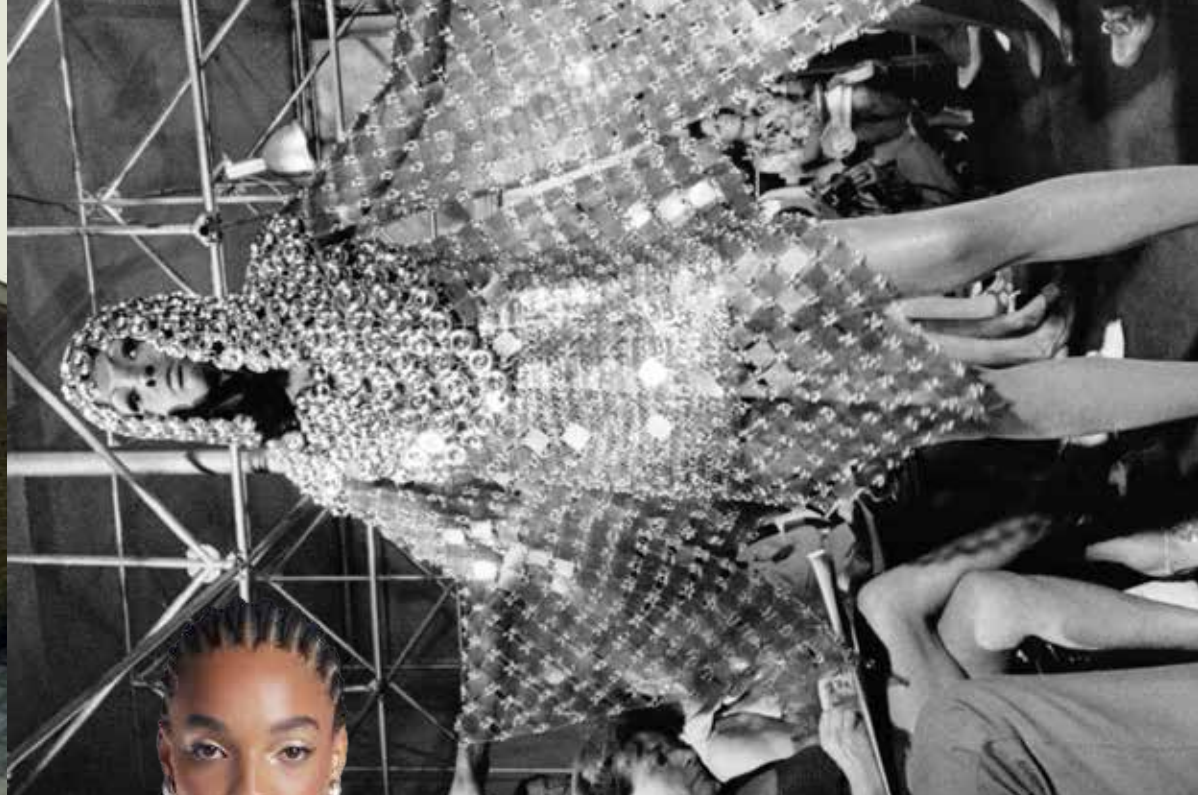
ONLINE

Articles: Word document or Google Docs
Images: High-resolution JPEG/PNG (minimum 1200 px width)
Videos: MP4 or MOV (max file size: 200 MB)
Submission deadline: Minimum 3 weeks in advance

EVENTS

Logo: High-resolution PNG (transparent background) or vector file (AI, EPS)
Banners & flyers: 300 dpi (PDF format recommended for print)
Social media assets: JPEG/PNG (minimum 1200 px width for Instagram)
Videos: MP4 or MOV (max file size 200 MB)
Submission deadline: Minimum 3 weeks in advance





10 CONTACT

We need to talk



Avant Garde collaborates exclusively with partners who are quality-driven and aligned with the editorial and aesthetic direction of the platform. For new partnerships, we take time to thoroughly understand a brand's objectives. Based on this, we develop proposals that are visually strong, editorially convincing and strategically sound. We welcome exploratory conversations, strategic discussions, creative sessions or detailed briefing presentations. Whether it concerns a campaign, an advertorial, a fashion production, a cover, a cross-media strategy or a specialised event, our team builds a proposal tailored to the brand's ambitions.

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