

VALK



VALK MAGAZINE

media kit

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a gift for guests

A Gift for Guests

Featuring contemporary themes and surprising perspectives, it feels like a gift for hotel guests. They can lose themselves in a variety of background stories, shopping experiences, and contemporary photo reports.

A new edition is available in the hotels each season



Spring



Summer

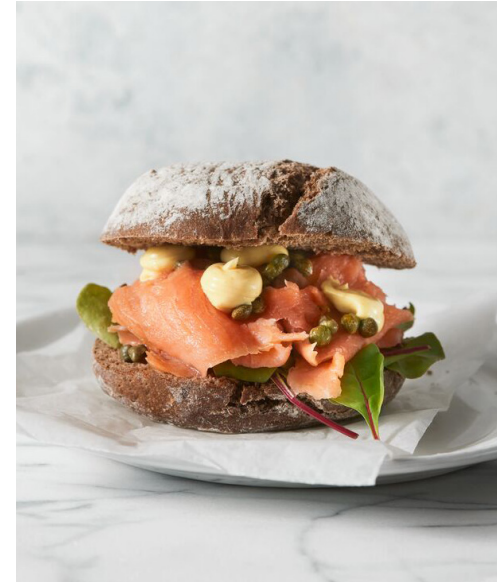


Autumn



Winter

Welcome to Valk Magazine



Valk Magazine, filled with inspiring imagery, awaits our guests on arrival at the hotel and their room. Its luxurious look and feel, in both visuals and editorial content, aligns perfectly with today's Instagrammable style and helps create a relaxed atmosphere. Van der Valk stands for comfort, hospitality, and a strong sense of family. The guest, whether travelling for business or leisure, is always our top priority, with a focus on personal service and a carefree stay. The magazine inspires readers to return, book another Van der Valk hotel or plan a business meeting at one of our hotels.

Hospitality at the highest level

At Van der Valk, we strive to
make everyone feel at home
in a welcoming atmosphere,
with the very best service.



Target Audience



Van der Valk hotels welcome a wide range of guests: families, couples, seniors, families, groups of friends, and business travellers. Valk Magazine's readers enjoy life, whether they are 8 or 88, and appreciate the atmosphere and hospitality at Van der Valk, for both business and leisure. A visit to Van der Valk inspires, whether it's a high tea, a weekend in a bustling city, or a retreat in a wooded area. The hotels are also perfect for enjoying a delicious cup of coffee or making use of beautiful, quiet workspaces.

In short: Van der Valk hotels are for everyone.

pillars Pillars



Hotel



Family



Culinary



Lifestyle

Valk Magazine offers an exclusive insight into our beautiful hotels, from luxurious interiors and extensive facilities to the most enjoyable activities both within and around the hotels. We also feature interviews with members of the Van der Valk family. In the culinary section, we showcase exquisite dishes and give our chefs a voice. Additionally, we share inspiring interviews and provide shopping tips across the areas of living, travel, beauty, and fashion.

Hotel Productions



In each edition, we highlight five hotel productions:

1. **New in Town:** focuses on the interior design of (new) hotels.
2. **Weekend in a hotel:** focuses on all the different facilities of a specific hotel.
3. **Highlighted:** focuses on a particular aspect of the hotel.
4. **City trip:** focuses on the city nearest to the hotel.
5. **Environment:** focuses on the area surrounding the hotel.

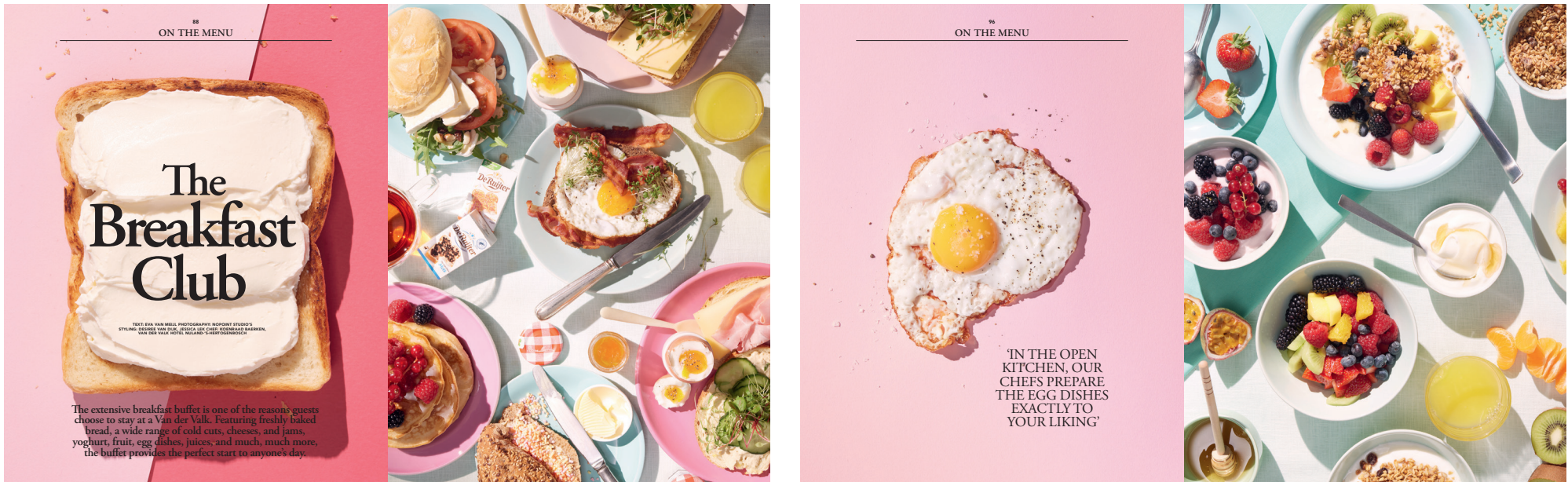
family productions

Family Productions



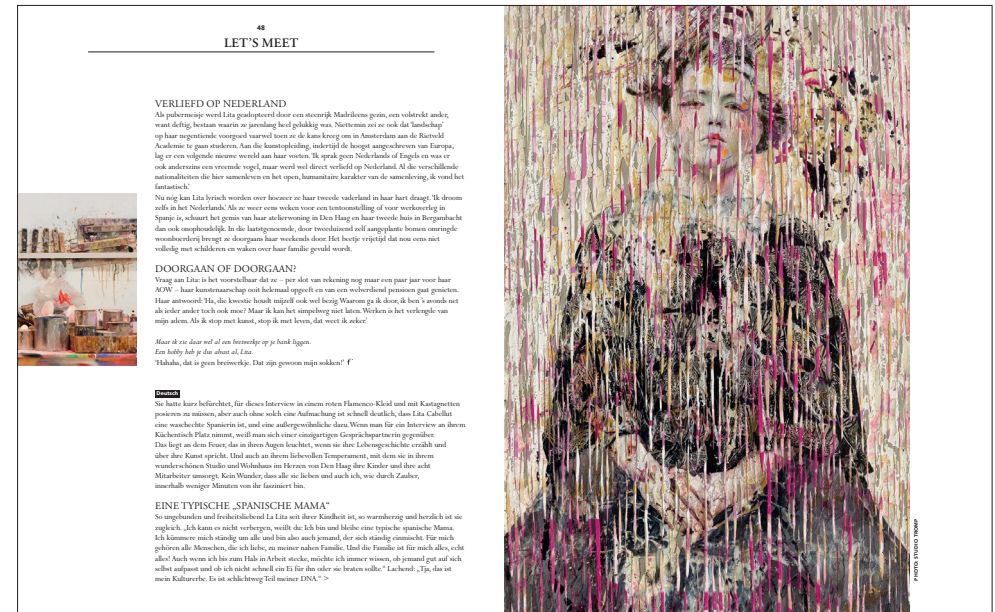
A personal story of one of the Valk families is told in each edition of Valk Magazine. Running a hotel is, of course, hard work, but what does the family actually do to relax?

Culinary Productions



Our culinary productions are always linked to the menus of the hotels' restaurants. For example, we may highlight a seasonal vegetable or a specific product, such as bread, chocolate or potatoes. Each edition also naturally focuses on drinks – from wine to cocktails, mocktails or flavoured water.

Lifestyle Productions



In the lifestyle productions, we feature candid interviews with inspiring personalities. In each edition, we also give the floor to various employees to share their experiences and talk about their role within the family-run business Van der Valk.

Valk Magazine Themes 2025-2026



Family | Winter



Crispy | Spring



Spicy | Summer



Shiny | Autumn

Commercial Opportunities



Advertising in Valk Magazine can take many forms.
In addition to traditional advertising pages, there are ample opportunities
for editorial content, branded content, competitions, and more.
We would be delighted to explore ideas with you!
(Rates available upon request)

Commercial Opportunities

Branded content



Valk Magazine & Ronnefeldt



Valk Magazine & Lekker fris

Commercial Opportunities

Valk Favourites & Shopping



Valk Magazine also offers opportunities to extend collaborations through editorial coverage in sections such as Shopping and/or Valk Favourites.

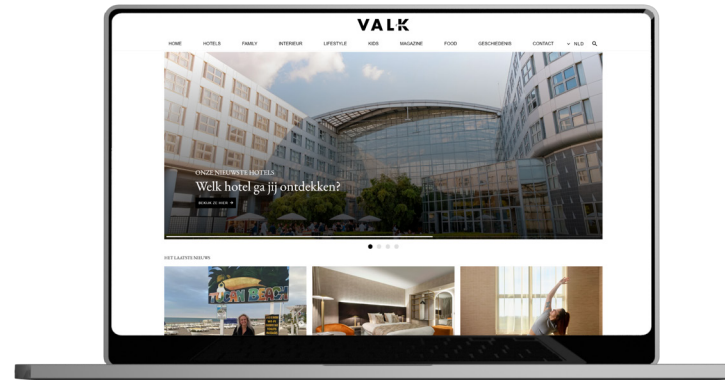
The selection of advertisers featured in these sections is determined by the editorial team of Valk Magazine.

Cross-media



Print

Circulation: 70,000 copies
Reader reach: 320,000 - 350,000



Valklife.com

19,000 visitors per month



Socials

Instagram 5.100 followers
TikTok 35,200 followers,
1,300,000 likes;
top video: 1,700,000 views

Cross-media

VALKLIFE.COM

Valklife.com is an online lifestyle platform that immerses you in the versatile world of Van der Valk. It offers a wealth of inspiration, from shopping tips to lifestyle articles, blogs, columns, and podcasts, as well as exclusive interviews with members of the Van der Valk family. Valk Life is also active on social media, including TikTok and Instagram. Our online platform contains content in line with the magazine, including offers and background stories.

SOCIAL MEDIA

Quick, concise content: Top 10 tips (around a Van der Valk Hotel, recipes for the latest dishes, or last-minute weekend hotel suggestions).

Video content includes reels or other motion-picture formats.

VALK MAGAZINE

The magazine is the heart of the lifestyle platform: the ultimate gift that creates a me-time moment. It provides space for in-depth articles.

USE OF QR CODES

Various QR codes are placed throughout the magazine. Simply scanning them with your smartphone takes readers directly to online content.



**Scan this
code to access
your exclusive
reader offer.**

valk **Valk Magazine Rate Card**

GENERAL INFORMATION

Title	Valk Magazine
Category	Lifestyle
Publication	4 times a year
Circulation	70,000
Subscription price	€ 6,25 per quarter in the Netherlands € 25 per year in Belgium, Germany, France, Spain.
Publisher	Valk Magazine & Media

ADVERTISING RATES

	1x	4x
1/1 page in full colour	€ 5,000,-	€ 4,250,-
2/1 page in full colour	€ 9,500,-	€ 8,500,-
Advertorial price negotiable		

CONTENTS OF ADVERTISING PACKAGE

Full colour advertisement in Valk Magazine. Exposure www.valklife.com
1x per year product placement. Prices on request.

TERMS AND CONDITIONS

Prices do not include BTW. If advertising material is not provided according to the correct specifications, additional costs may be passed on. A fixed place cannot be guaranteed.

ADDITIONAL CHARGES FOR SPECIFIC PAGES

Surcharge covers 2 or 3	50%
Surcharge specific page	30%

FORMAT

Column width	
2/1 page	420 x 263 mm (bleed all around 3 mm) (wxh)
1/1 page	210 x 263 mm (bleed all around 3 mm) (wxh)
Type area	
2/1 page	380 x 228 mm (wxh)
1/1 page	173 x 228 mm (wxh)

SUPPLIED MATERIAL

Digital	As a separate page (with 3 mm bleed all around)
Certified PDF	Profile cover: PSO Coated V3 51 L Profile interior: PSO Coated V3 51 L
Resolution	300 dpi (CMYK)
Cancellation	Two months before the deadline for printing
Send	Email or WeTransfer
Address	info@publicaties.valk.com

CONTACT

Valk Magazine & Media
To Jelly Laeven
Handelsweg 23 A, 5683 PS Best
j.laeven@publicaties.valk.com, 0031 - (0)6 29560605

READERSHIP REACH PER QUARTER:

Approximately 350,000 readers per edition. Potential reader reach:
+2 million per edition. 110 hotels in the Netherlands, Belgium,
Germany, France, Spain and the Caribbean Netherlands.

**The rates are indexed by 2% every year.*

Valklife.com Rate Card

GENERAL INFORMATION

Advertisements are available on a monthly basis.

ADVERTISING RATES

Leaderboard banner	€ 500 per month (max 4 spots)
Advertorial	€ 350 in the look and feel of Valklife, based on a clear briefing & provided images
Banners	€ 350
Valk Favourites	€ 375

TERMS AND CONDITIONS

Prices do not include VAT. If advertising material is not supplied in accordance with the correct specifications, additional costs may apply. A fixed position cannot be guaranteed.

FORMAT

Submission of images

File JPEG image

Specifications:

Ratio banner 2100 x 900 pixels (21:9)

Ratio carousel 2100 x 900 pixels (21:9)

Advertorial Maximum word count: 900

Header image: 2100 x 900 pixels

Category display image: 800 x 900 pixels

Article block with URL to advertorial: 800 x 600 pixels

VALK FAVOURITES

Image specification 800 x 600 pixels

SUPPLIED MATERIAL

Cancellation No later than two months before deadline

Send Email or WeTransfer

E-mail address info@valklife.com

CONTACT

Valk Magazine & Media

To: Madeline Lantain

Handelsweg 23 A

5683 PS Best

Email: info@valklife.com

Tel: 0031 - (0)641202361



Will we see you soon at Van der Valk?