



JFK #65
TIM HOFMAN
BY
JASPER RENS
VAN ES

Profile JFK

FOR GREAT MEN

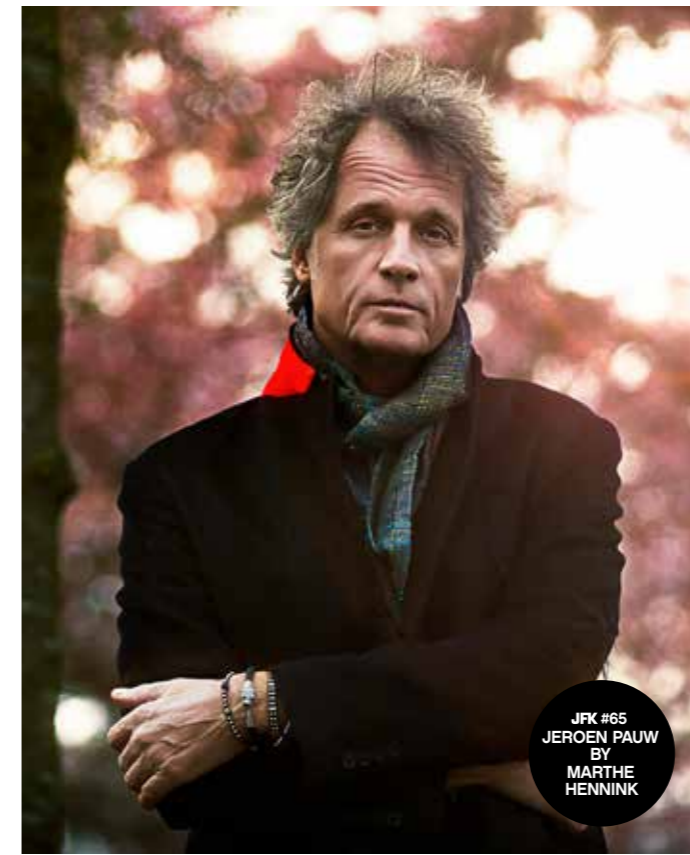
Sharp. Stylish. Luxurious. Authentic. Edgy. Top-quality journalism. Superb photography. Leading fashion forecasts. Stylish design. International image. Trendy covers. Packed with content.

In the last eleven years, JFK has become the Dutch leading men's lifestyle glossy magazine. With contents and an image, both different from the rest: sassier, spunkier, trendier, more original, with broader appeal and more journalistic content, but always accessible.

JFK offers brand advertisers the opportunity to create custom-made solutions.

Creation of editorial content: Produced by the magazine and website editorial teams.

Events partnerships: JFK Greatest Man Gala, launch parties, expos, music and sports events.



JFK #65
JEROEN PAUW
BY
MARTHE
HENNINK

Target group

Sex: male
Age: 20 - 50
Standard of living category: A/B1
Education: higher professional/University education, with a good job or his own business, actively engaged in society
Relationship status: single, cohabiting
Interests: see reader profile



JFK
SHELLY STERK
BY
ANDY TAN

Reader profile

The JFK man:

- is highly educated. He enjoys his job and has good career prospects
- has his own individual style and want to see the latest fashion trends at a glance
- is intelligent and has a wide range of interests
- enjoys to travel and has an international outlook. He wants to have seen everything, preferably before anyone else. Early adopter kind of guy.
- and understands what it takes to make life that little bit better
- enjoys reading about interesting personalities at home and abroad
- plays sport regularly and is well groomed, but never over the top
- has a sense of humour and perspective
- is interested in fashion, cars, travel, watches and gadgets



JANDINO BY LINDA STULIC



SERGIO HERMAN BY ALEK

CARS BY
GIJS SPIERINGS

SPORT BY
RUUD BAAN

SPECIALS BY
RUUD BAAN

FASHION BY
RENE KRAMERS

WATCHES BY
KYLA ELAINE



JFK facts & figures

FOR GREAT MEN

Tariffs

1/1 page € 6,000

2/1 page € 10,400

These tariffs include a full colour supplement. All prices quoted are exclusive of VAT.

Discount

2 placements 3%

3 placements 5%

4 placements 6%

More than 4 placements discount by arrangement

Note: this discount applies only to advertisements that are actually placed.

Special positioning

Special positioning can be agreed in advance. For these, the following supplement applies to the gross price:

Cover 2 and page 3:

50% supplement

Cover 3: 50% supplement

Cover 4: 50% supplement

Preferential positioning:

15% supplement

Information

For special adverts, inserts, advertorials, shopping features, events and other special partnership options, please contact the sales department.

Technical data

Format: 210 x 274 mm

Paper inside pages:

100 grams matt, wood-free

Cover: 300 grams MC

Finishing: without bonding brochure format

Execution: full colour

Page area: 210 x 274 mm

1/1 page with bleed edges:

216 x 280 (incl. 3 mm cut-off)

2/1 page with bleed edges:

426 x 280 (incl. 3 mm cut-off)

Supply format

Advertisements must be delivered digitally in certified PDF format. It is highly recommended to



include a colour proof.

Submit to:
info@jfkmagazine.nl

It is the customer's responsibility to ensure correct page layout, in accordance with our specifications. Any costs incurred for the submission of advertising materials not suitable for printing will be charged at cost price.

General information

Title: JFK

Editor in chief:

Willem Baars

Publisher: JFK Media B.V.

Paasheuvelweg 1 (6th floor)

1105 BE Amsterdam

The Netherlands

T: +31 20 760 12 18

E: info@jfkmagazine.nl

W: www.jfk.men

Published: 6 x per year

No. of pages: 192 on average

Average circulation:

20-30,000 copies

Sales

Daphne Boer

T: +31 63 835 77 00

E: Daphne@jfkmagazine.nl

Distributed via individual sales in all the best bookshops and department stores in the Netherlands, paid subscriptions, and via exclusive advertisers.

Consumer

Individual copies: € 6.95

One-year subscription:

€ 34.95

JFK can also arrange corporate subscriptions on request. For larger quantities (min. 500 copies), JFK can create your own cover.

Cancellation deadline

At least 2 months prior to publication (contractual agreements apply). Cancellations must be in writing (by post/ email to the account manager).

JFK Publication dates 2018

JFK #69

March 1st 2018

Theme: Fashion and accessories

Material deadline:

February 12th 2018

JFK #70

April 19th 2018

Theme: Style & Watches

Material deadline:

April 2th 2018

JFK #71

June 21st 2018

Theme: Summer style special

Material deadline:

June 4th 2018

JFK #72

August 16th 2018

Theme: Fashion & Cars

Material deadline:

July 30th 2018

JFK #73

October 11th 2018 Theme:

Greatest Man & Winter sports special **Material deadline: September 24th 2018**

JFK Greatest Man Gala
October 6th 2018

JFK #74

December 13th 2018

Theme: Watches **Material deadline: November 26th 2018**



The general terms and conditions apply to all JFK Media B.V. promotions, quotes and agreements.