

TROUWPLANNEN
Jaarmagazine

Media Kit
Trouwplannen Annual Magazine 2026

TROUWPLANNEN.NL

About us

How wonderful that you have the media kit for the Trouwplannen Annual Magazine in front of you! We are Amy & Mike, the proud owners of the online wedding platform **Trouwplannen.nl** and **One Fine Wedding Day**, the largest wedding fair in the Netherlands.

And... naturally, we are married ourselves. We wish every couple a wedding just as beautiful as the one we had. Driven by this passion, we help couples find the best wedding suppliers and provide them with plenty of wedding inspiration and tips to make their wedding unforgettable.

We do this by inspiring them with the online wedding platform Trouwplannen.nl, the One Fine Wedding Day wedding fair, and the Trouwplannen Annual Magazine.



The TROUWPLANNEN *Annual magazine*



About the TROUWPLANNEN *Annual magazine*

The **Trouwplannen Annual Magazine** is an inspiring and luxurious wedding magazine for couples planning their wedding and looking for the perfect suppliers to make their wedding unforgettable. It is the annual magazine for couples getting married!

The Trouwplannen Annual Magazine has a print run of **8,000 copies** and is **distributed exclusively at two editions of One Fine Wedding Day**, the largest wedding fair in the Netherlands, where we welcome more than **6,000 visitors annually**. It is **personally handed out to all couples visiting One Fine Wedding Day**.

Additionally, the magazine is available via our online wedding platform **Trouwplannen.nl**, which is visited by **150,000 visitors annually**.

Due to the magazine's luxurious appearance, the Trouwplannen Annual Magazine is a keepsake that couples will cherish for a long time and refer to multiple times during their preparations.

Specifications:

- **Published:** Once a year
- **Circulation: 8,000 copies**
- **Retail price:** € 9.95
- **Format:** 230 x 300 mm (extra large format, slightly wider than A4)
- **Appearance:** luxury magazine (collector's edition) with high-quality paper
- **Publication date:** annually in October



Distribution & reach

One Fine Wedding Day:

The Trouwplannen Annual Magazine is **distributed exclusively at One Fine Wedding Day**, the largest wedding fair in the Netherlands. Upon entry, the magazine is **personally handed to all couples visiting One Fine Wedding Day**. This ensures the magazine goes **directly into the hands of couples** who are in the process of planning their wedding. In total, more than 6,000 visitors attend One Fine Wedding Day (3,000 visitors per edition). The Trouwplannen Annual Magazine is also **the only wedding magazine given to couples at One Fine Wedding Day**.

The Trouwplannen Annual Magazine is distributed twice at One Fine Wedding Day during our:

- **Autumn Edition:** October 17 & 18, 2026
- **Spring Edition:** February 27 & 28, 2027

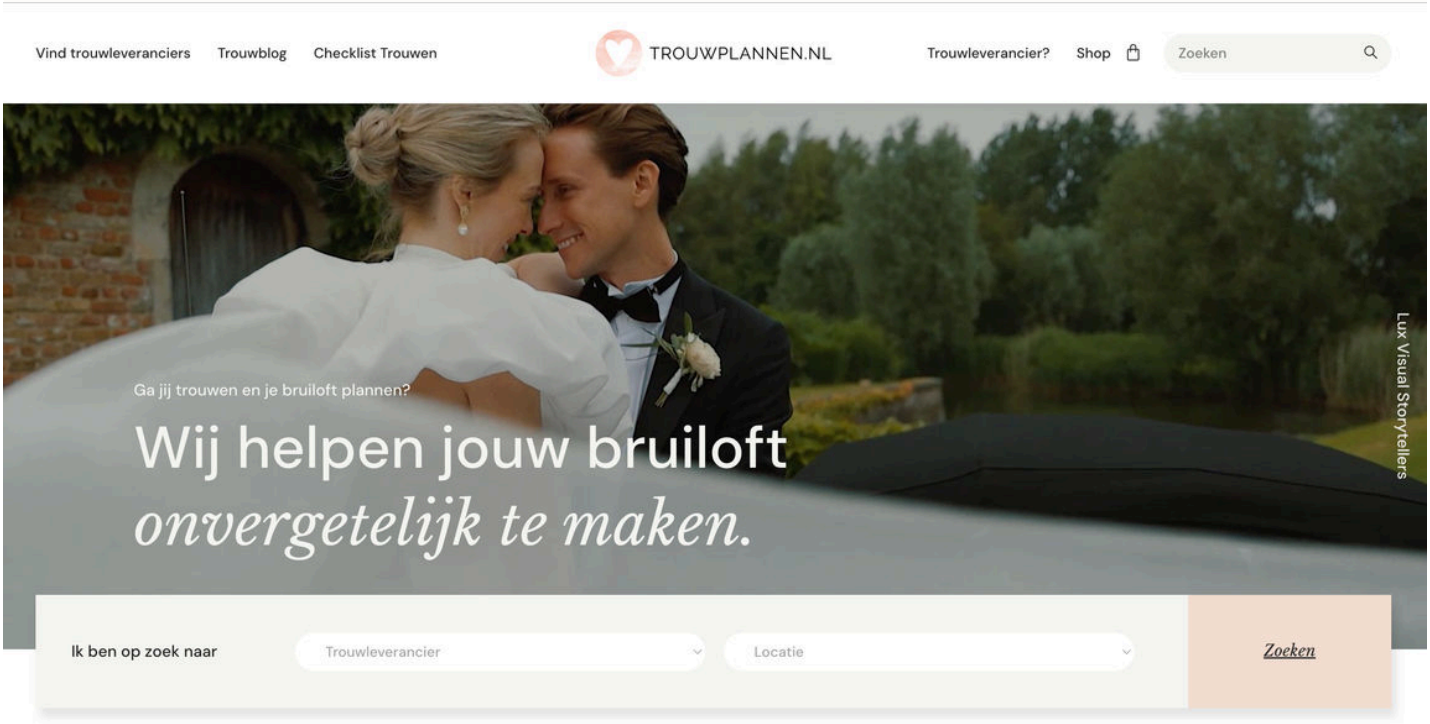
More than **6,000 visitors** per year
Visitors who are in the process of planning their wedding
Personally handed over upon entry. The magazine goes directly into the hands of future bridal couples visiting the One Fine Wedding Day fairs
The only wedding magazine distributed at One Fine Wedding Day
Ticket sales, ensuring the fair is **visited only by genuinely interested bridal couples** who are fully immersed in their wedding planning. The magazine is given away for free with a One Fine Wedding Day ticket.



Trouwplannen.nl:

- In addition to distribution at One Fine Wedding Day, the Trouwplannen Annual Magazine is of course **available via our online wedding platform Trouwplannen.nl**. Here, the magazine is sold throughout the year for €9.95 per copy, including free shipping. This is while stocks last.

150,000 website visitors annually on Trouwplannen.nl
Couples looking for inspiration and wedding suppliers
Updated website since June 2025
Increased online visibility



Your company in the TROUWPLANNEN *Annual magazine*

Why advertise in the Trouwplannen Annual Magazine?

- With an advertisement in the Trouwplannen Annual Magazine, **you reach couples who are planning their wedding and actively looking for wedding suppliers.** This makes you visible to your target audience.

- With an advertisement in the Trouwplannen Annual Magazine, **you get noticed by all couples visiting One Fine Wedding Day**. The Trouwplannen Annual Magazine is **exclusively available at One Fine Wedding Day** and is distributed free of charge and **personally handed over to all couples visiting One Fine Wedding Day**. The Trouwplannen Annual Magazine is the only wedding magazine distributed at One Fine Wedding Day. Reach more than 6,000 visitors to One Fine Wedding Day.

- Are you also a participant in One Fine Wedding Day? With an advertisement in the Trouwplannen Annual Magazine, **you gain extra visibility after the fair for all couples who visited One Fine Wedding Day**.

- The Trouwplannen Annual Magazine is **available online via Trouwplannen.nl.** Every year, **150,000 visitors visit our wedding platform Trouwplannen.nl** to find inspiration and search for cool wedding suppliers for their wedding.

- The Trouwplannen Annual Magazine is an annual publication that is **released only once a year.** With an advertisement in the Trouwplannen Annual Magazine, you are **visible to 8,000 couples for an entire year**. Compared to advertising in other wedding magazines, **you only need to advertise once instead of four times a year (seasonal publications) to reach interested couples for a whole year.**

- **Long-lasting visibility:** due to its luxurious appearance, the magazine is often kept for months and viewed regularly by couples. It is a luxury collector's item.

Your spot in the
TROUWPLANNEN
Annual magazine

We offer various advertisements in the Trouwplannen Annual Magazine, allowing you as a wedding supplier to secure a great spot and be seen by thousands of cool couples.

Because the **magazine is published only once a year**, space is limited and **it is first come, first served**. So don't wait too long and reserve your favorite advertising spot in our latest edition of the Trouwplannen Annual Magazine quickly.





This is an example of the size of the placement and what an advertisement might look like.

SILVER

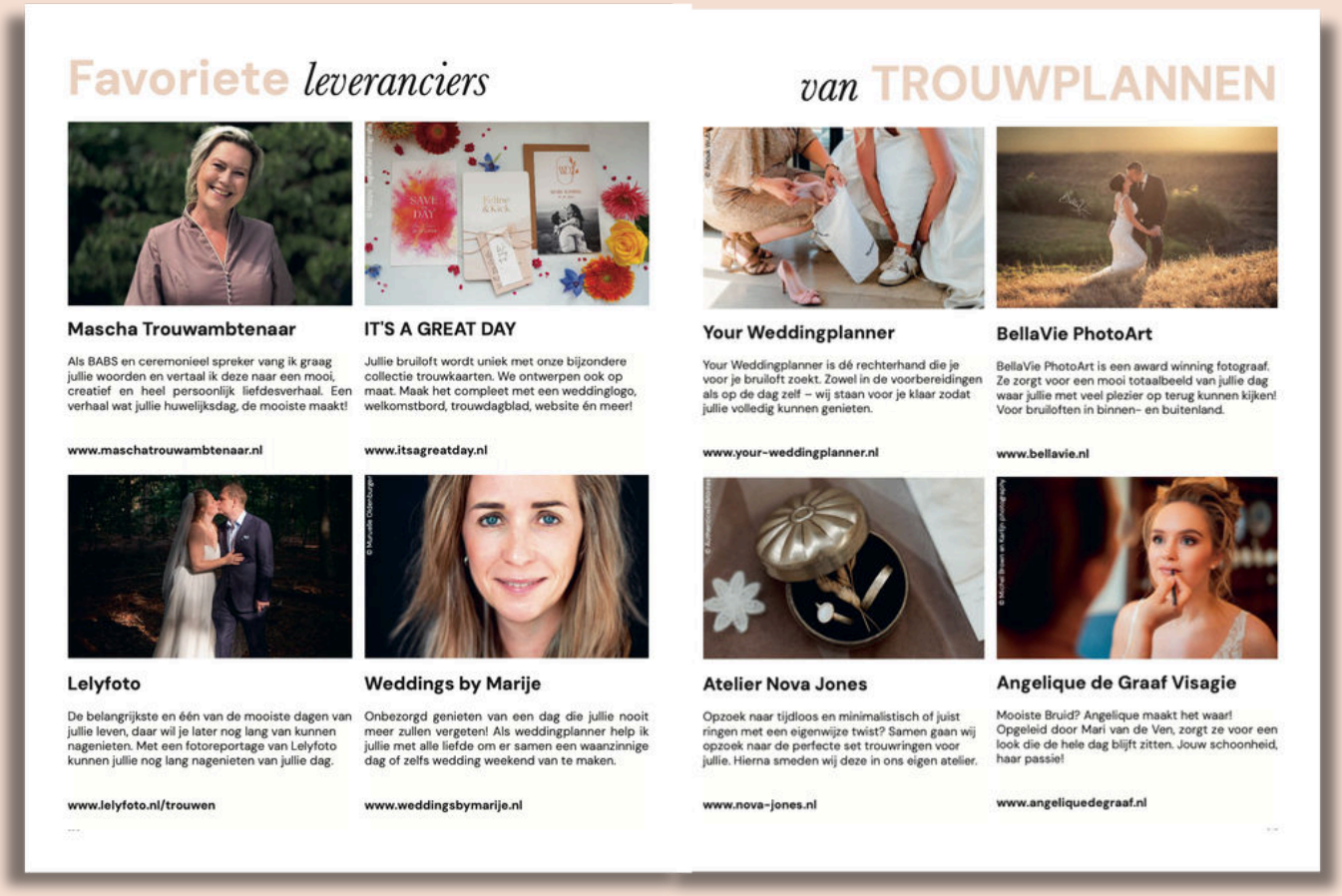
Favorite suppliers

- Your company at Favorite Suppliers
- Short piece of text about your company
- With website URL

€ 225,-

Yes, I want this spot!

Prices exclude VAT



This is an example of the size of the placement and what an advertisement might look like.

GOLD

Favorite suppliers

- Your company at Favorite Suppliers
- A short text about your company
- With website URL

€ 295,-

Yes, I want this spot!

Prices exclude VAT



This is an example of the size of the placement and what an advertisement might look like.

Quarter page

- 1/4 page with your advertisement, may contain text and images
- With your logo/company name
- And website URL

€ 295,-

Yes, I want this spot!

Prices exclude VAT



This is an example of the size of the placement and what an advertisement might look like.

Half page

- Half page with your advertisement, may contain text and images
- With your logo/company name
- And website URL

€ 550,-

Yes, I want this spot!

Prices exclude VAT



This is an example of the size of the placement and what an advertisement might look like.

Full page

- Full page with your advertisement, may contain text and images.
- With your logo/company name
- And website URL

€ 995,-

Yes, I want this spot!

Prices exclude VAT



This is an example of the size of the placement and what an advertisement might look like.

Spread: 2 pages

- 2 full pages with your advertisement, may contain text and images
- With your logo/company name
- And website URL

€ 1.695,-

Yes, I want this spot!

Prices exclude VAT



This is an example of the size of the placement and what an advertisement might look like.

Diamond positions

- Pages 1 & 2: € 2.495,-
- Pages 3 & 4: € 2.195,-
- Last page: € 1.250,-
- Back cover: € 2.999,-

Yes, I want this spot!

Prices exclude VAT

Get your spot in the

TROUWPLANNEN
Annual magazine

We have limited space in the Trouwplannen Annual Magazine, and once **it's full, it's full**. It is an annual magazine, so you only have one chance per year to be featured in it. So secure your spot in the Trouwplannen Annual Magazine quickly and get noticed by thousands of amazing couples!

Sign up quickly via the button below or via the page: **https://magazine.trouwplannen.nl** and choose your favorite spot in the latest edition of the Trouwplannen Annual Magazine. Upon registration, you only need to make a 10% down payment. You will not receive the final invoice until October 1, 2026.

Yes, I want to be in the Trouwplannen Annual Magazine!

Customers who have a business listing on Trouwplannen.nl and/or participate in one of the editions of One Fine Wedding Day receive a **10% discount on an advertisement of their choice**. This discount will be applied to the final invoice.

If you have any further questions, please feel free to ask; we would be happy to assist you.

Kind Regards Amy & Mike
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TROUWPLANNEN.NL