

JFK

FOR GREAT MEN



ANDRÉ HAZES

“
NU LEER IK DE
WARE AARD VAN
MENSEN KENNEN
”

EXCLUSIEF
INTERVIEW
THIERRY
BAUDET
‘Ik denk
dat ik over
vijf jaar wel
premier
ben’



BLOED, ZWEEET EN TRAINEN!
RICO VERHOEVEN
OP WEG NAAR 'HET BEVECHT'

•SPECIAL•
DE MODIESTE EN NIEUWSTE
HORLOGES VOOR JOU EN HAAR



KIM FEENSTRA
**WILD AT
HEART**



SPORTJAAR 2020

DIT GAAT ER
GEBEUREN EN MAG
JE NIET MISSEN



JFK MAGAZINE

Mediaakit2020

Facts & figures 2020

Profile

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 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's Greatest Man Gala, launch parties, expos, music and sports events.*

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

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, music and gadgets

JFK.men

On both our website and our social media outlets is JFK a fast growing brand. See for the actual figures: the VDS rate card 2020 on www.vds-publishers.nl.

On JFK we offer awareness and audience targeting, quality traffic, gathering relevant profiles and remarketing and retargeting through:

- display advertising
- branded content

General information

Title: JFK

Editor in chief: Willem Baars

Publisher: JFK Media B.V.

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The Netherlands

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W: www.jfk.men

Published: 6 x per year

No. of pages: 164 on average

Average circulation: 20,000 copies

Sales

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Commercial Director

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06 83 78 05 88

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

Consumer

Individual copies: €8,95

One-year subscription: €44,95

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

Publication dates 2020

JFK#81

Publication date.....February 27th 2020

Theme.....Fashion and accessories

Material deadline.....10 februari 2020

JFK#82

Publication date.....April 16th 2020

Theme.....Style

Material deadline.....30 maart 2020

JFK#83

Publication date.....June 18th 2020

Theme.....Summer Style & Watches

Material deadline.....1 juni 2020

JFK#84

Publication date.....August 20th 2020

Theme.....Fashion & Carspecial

Material deadline.....3 augustus 2020

JFK#85

Publication date.....October 15th 2020

Theme.....Winter Sports

Material deadline.....28 september 2020

JFK#86

Publication date.....December 3rd 2020

Theme.....Greatest Man

Material deadline.....16 november 2020



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