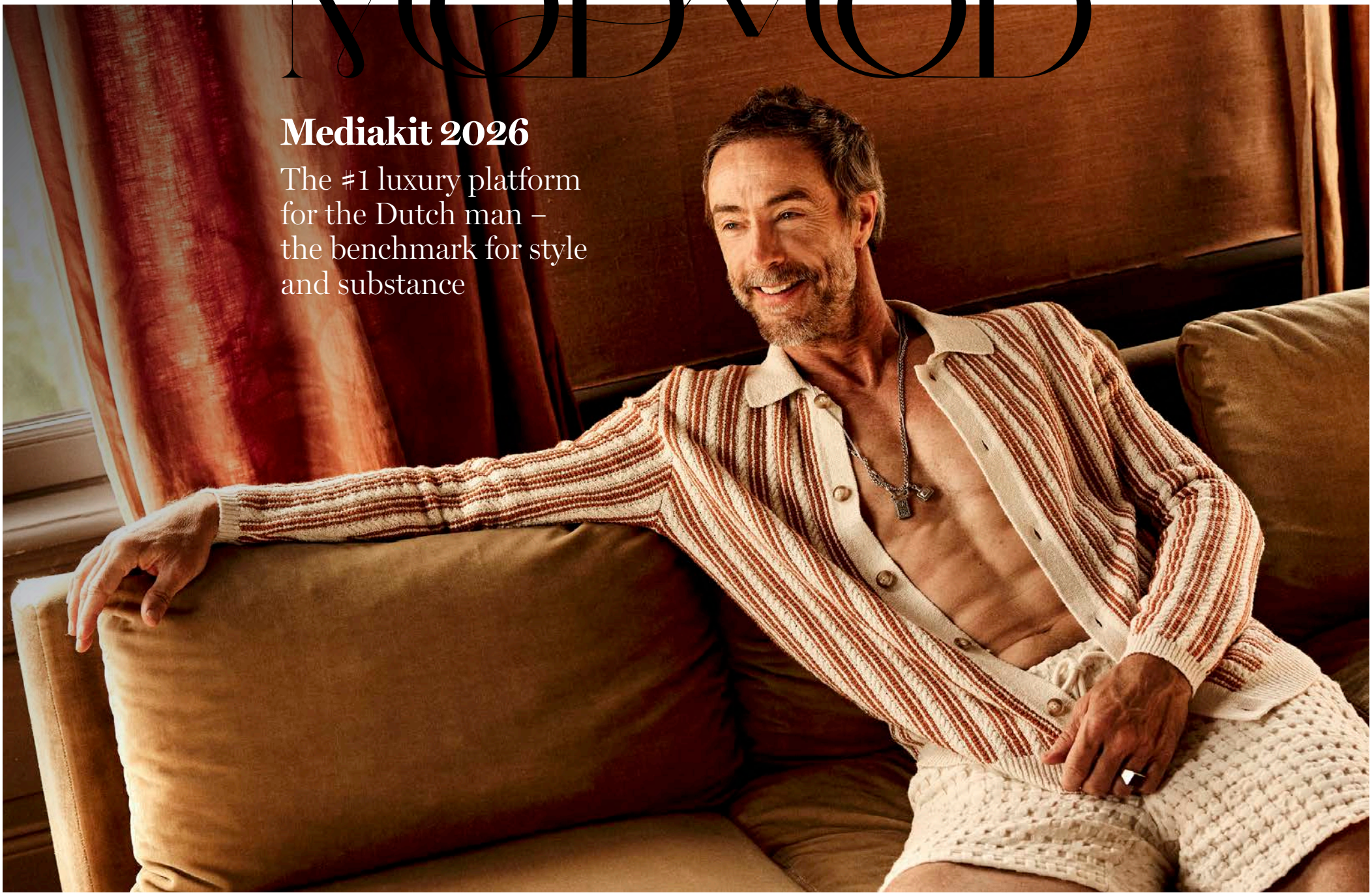
MODMOD

Mediakit 2026

The #1 luxury platform
for the Dutch man –
the benchmark for style
and substance



ModMod

ModMod is the definitive coffee-table magazine published four times a year — unmatched in quality, appearance and impact, supported by a digital platform, social media presence and events that bring tastemakers together.

In the spring of 2023, Willem Baars and Arno Kantelberg launched a magazine that is now considered one of the finest they have ever created. *ModMod* is produced by the top tier of Dutch lifestyle journalism, featuring acclaimed photographers such as Hans van Brakel, Hein Gijsbers, Baptiste Olivier and Carin Verbruggen, and authoritative writers including Mischa Blok and Marcel Langedijk. A team of the best stylists, grooming experts and creatives work under the direction of Fashion Director Pieter van Loon and Grooming Director Coen Wulms, who also open the door to young talent — the *ModMod* breeding ground.

The mission of Team *ModMod*: to deliver an aesthetically enriching contribution to the cultural landscape of the Netherlands and Belgium.

The ModMod-reader

The *ModMod* man reads books, follows politics, watches the right series, visits museums, dresses for the occasion and pays attention to the world around him.
But that world is overflowing with stimuli — so how do you choose where to look?
ModMod guides its reader through the sea of impulses, ensuring that by the end of the day he feels a little wiser, happier, healthier, more stylish and perhaps even a bit more fulfilled. *ModMod* informs and inspires.

The ModMod-man is ...

- Well-informed
- Higher income
- Highly engaged with style
- Brand loyal
- A global tastemaker
- Interested in art & culture

Facts & Figures

- Quarterly coffee-table magazine with 250+ pages
- Printed on the finest-quality paper
- Print run: 10,500 copies
- Luxury lifestyle, culture, fashion, architecture, design, wheels, accessories & interiors
- Target audience: men who appreciate class and style
- *Distributed in high-end bookstores, concept stores, major kiosks, spa salons and fashion boutiques*

MODMOD

Publication Dates ModMod in 2026

ModMod #13 (Best Dressed Man Edition) ..... **31 March 2026**
Material deadline: ..... *27 February 2026*

ModMod #14 (Summer Edition) ..... **24 June 2026**
Material deadline: ..... *29 May 2026*

ModMod #15 ..... **16 September 2026**
Material deadline: ..... *21 August 2026*

ModMod #16 (Festive Issue) ..... **2 December 2026**
Material deadline: ..... *6 November 2026*

Rates

1/1 page: ..... € 3.595,-
2/1 pages: ..... € 6.125,-
(Alle bedragen zijn exclusief BTW.)

Premium Positions

Opening spread: ..... 25% supplement
Cover 4: ..... 25% supplement
Preferred position: ..... 15% supplement

Additional Options

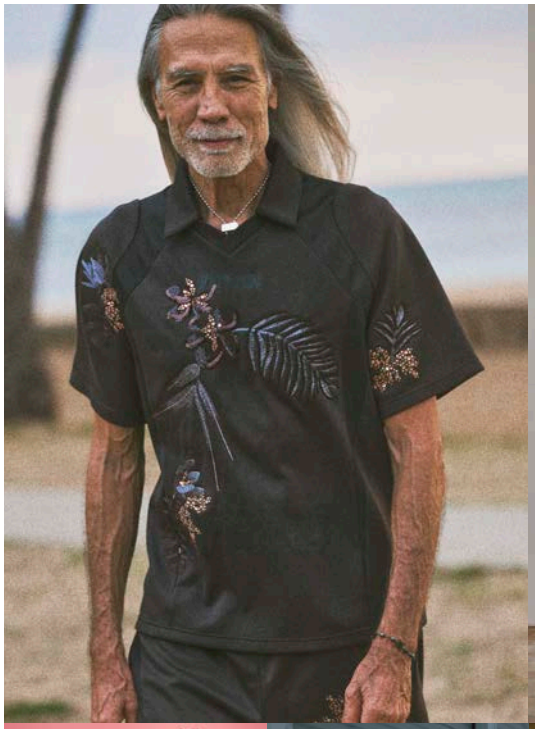
For special ads, inserts, advertorials, events or partnerships, please contact Sales Manager Daniëlle Heerkens.

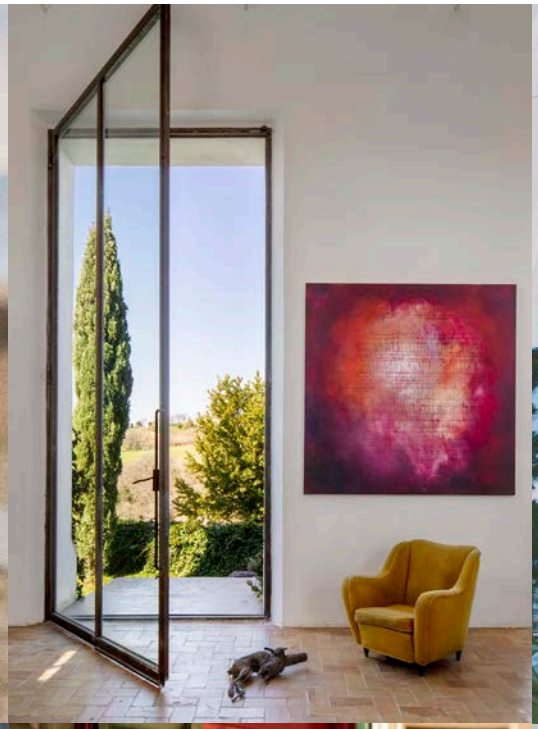
Technical Specifications

1/1 page size (w x h): ..... 230 x 300 mm
2/1 page size (w x h): ..... 460 x 300 mm
Paper interior: ..... 115 gsm wood-free
Cover: ..... 350 gsm MC
Execution: ..... full colour

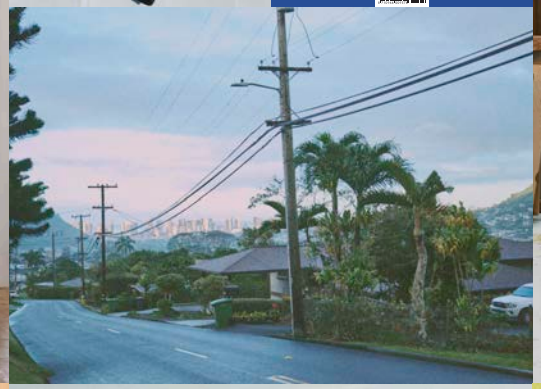
Ads should be supplied as certified PDFs, including crop marks and 3 mm bleed around all sides.A colour proof is recommended. Spreads should be supplied as two separate pages.

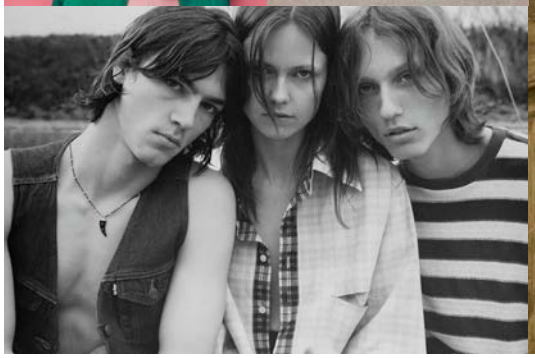
Send material to: ..... print@modmod.nl

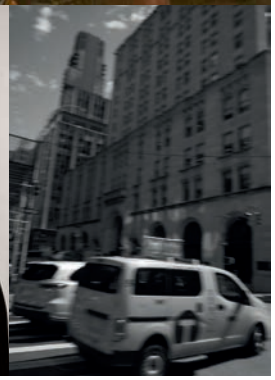


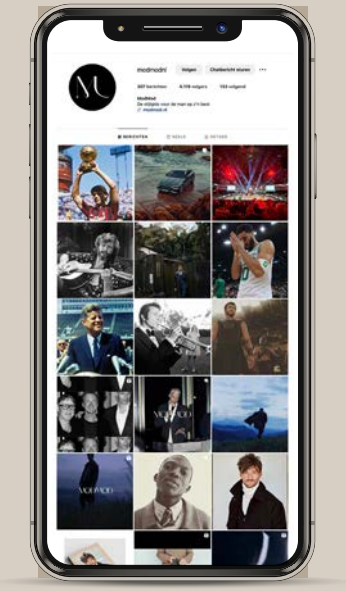


MODEMOD
'Je probeert de beste versie van jezelf neer te zetten, maar je weet nooit of dat genoeg is'
#12









ModMod Digital

Website – Modmod.nl

- Updated three times daily
- 57k unique monthly visitors (2025 average)
- Audience:
  - 69% men, 31% women
  - Ages 26 – 48
- Focus on lifestyle, health, taste (food & drinks) and entertainment
- Goal: enriching the life of the modern man

Insta @modmodnl

- 4,872 followers (reach: 100k+)
  - High engagement
  - 61% men, 39% women
  - 25 – 34 years: 29,3 %
  - 35 – 44 years: 33,8 %
  - 45 – 55 years: 16,5 %
- Top locations
  - Amsterdam
  - Rotterdam
  - Utrecht
  - The Hague

ModMod Live

ModMod has rapidly established itself as the most prestigious men's title in the Netherlands, supported by a loyal community. *ModMod* offers more than a print and digital platform for luxury brands; in collaboration with partners, it hosts exclusive gatherings that connect tastemakers with brands in an elevated setting.

For partnerships, please contact:

Daniëlle Heerkens ..... + 31 (0)6 43044438, danielle@modmod.nl
Jappe Croon ..... + 31 (0)6 21801414, jappe@modmod.nl
Bouke Brinksma ..... + 31 (0)6 24884334, bouke@modmod.nl
Cindy Nicole de Bruyn ..... + 31 (0)6 42640518, cindy@modmod.nl
Peter Kroes ..... +31 (0)6 12184893, info@parmedia.nl

Best Dressed Man

In 2026, *ModMod* will bring back the long-running “Best Dressed Man of the Netherlands” award initiated by Arno Kantelberg. At an exclusive evening event, this authoritative award will return — media attention guaranteed. Interested in partnering around this event? Contact one of our sales colleagues below.

ModMod Presenteert

Best Geklede Man 2026

MODMOD