

BY  GREGOIR

RÊVE

**YOUR MEDIA
PARTNER**

**SPRING
SUMMER
EDITION**

**GREGOIR
BRANDS &
BUSINESSES**

RÊVE BY GREGOIR MAGAZINE
MEDIA KIT SS-2024

LIFESTYLE
& MOBILITY

POWERED BY
GREGOIR

REACH
YOUR
AUDIENCE

SS-2024

RÊVE



SIZE

W 210 mm x H 297 mm
with straight back

APPEARANCE

Twice a year
Release dates:
> SS24 June 2024
> AW24 December 2024

EDITION

10,000 copies printed

PUBLISHER

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ABOUT GREGOIR GROUP

Driven by a passion for impeccable personal service, the Gregoir vision shines as a pioneering force which aims to elegantly and effortlessly transform our clients' life experiences, both on the move and at home.

All-round innovation lies at the heart of our renowned Gregoir Mobility brand. With a commitment to progress and a solid distribution network in the heart of European capital – leveraging the economic triangle – we work with premium global brands, including BMW, MINI, BMW Motorrad, Silence, Canondale and Specialized. Using our wealth of expertise, we translate emerging trends and standards of design and technology into positive and responsible lifestyle choices for our clients.

We have a new dream... The bold, fresh thinkers who redefined luxury life on the road with Gregoir Mobility now have a bigger vision for a better tomorrow. Welcome to Rêve! Our pioneering new Gregoir Lifestyle brand is inspired by our passion for impeccable service, elegance and design excellence – blending heritage with modernity as a transformative force. Our Rêve ethos is that great design, like true luxury, is born from courage: the courage to think outside the box and strive for better solutions, moving the world onwards to a more beautiful, functional future.

Rêve will be/was launched at Flanders' iconic Castle Diependael in the spring of 2024. This stunningly restored chateau, formerly a celebrated Michelin-star restaurant, offers a glorious showcase for our new ranges of covetable classic, contemporary furniture and accessories, designed to complement every indoor/outdoor space. And enhance every lifestyle. As Rêve's inspirational home, Castle Diependael is also a sought-after sanctuary in its own right, a haven of beauty where influencers and clients can enjoy a choice of exquisitely curated immersive experiences in an entrancing setting.

Together with our exceptional Rêve by Gregoir Magazine and eponymous website, our leading-edge new lifestyle brand will redefine the broad arena of modern luxury, inspire creativity and celebrate the art of living well.

Welcome to a visionary world of elegance, sophistication and endless possibilities. Welcome to Rêve.



cannondale



RÊVE

CAMERICH



RÊVE BY GREGOIR MAGAZINE

Welcome to the Spring 2024 edition of Gregoir Magazine, Rêve, where sophistication meets innovation, and luxury intertwines with culture. As we embark on another captivating journey through the realms of art, fashion, lifestyle, and beyond, we invite you to be part of a powerful legacy.

Since our debut in December 2023, Gregoir Magazine aims to serve as a beacon of excellence showcasing all the highlights and adventures of the Gregoir brands and businesses, its customers, partners, supporters, employees, community influencers and other stakeholders. Rêve by Gregoir is designed to captivate the readers with its unparalleled blend of curated content, compelling narratives, and visually stunning imagery. As we celebrate our latest edition, we are thrilled to extend an exclusive invitation for your brand to join us in this exquisite voyage.

Advertising in Rêve by Gregoir Magazine offers a multitude of benefits, providing a unique opportunity to showcase your brand to the discerning audience of the Gregoir Group across Belgium, Netherlands, France & Germany. With a readership of the most affluent and influential demographics, your brand and your story will be strategically positioned to attract the attention of individuals who appreciate the finer things in life. Whether it's through our captivating editorial features, insightful interviews with industry leaders, or stunning visuals, each page of Rêve by Gregoir Magazine is meticulously crafted to delight and engage our esteemed readership.

As we embark on this exciting journey together, we invite you to explore the myriad opportunities available to showcase your brand in the Spring 2024 edition of Rêve by Gregoir Magazine – either ad advertiser or an editorial feature. Join us as we continue to redefine luxury, inspire creativity, and celebrate the art of living well.

**Welcome to a world of elegance,
sophistication, and endless possibilities.
Welcome to Rêve by Gregoir Magazine.**



RÊVE



DISTRIBUTION POINTS

Reaching about 100,000 families across Belgium:

1. Distributed by name via direct mailing to customers and prospects of the participating partners
2. Retail outlets of Gregoir Mobility (BMW, Mini, BMW Motorrad Dealerships) in Jette, Puurs, Dendermonde, Oudenaarde and St Martens-Latem
3. Castle Diependael
4. Gregoir Group customers – Mobility & Lifestyle Brands
5. Outlets, offices of the participating brands

BENEFITS OF ADVERTISING IN THE RÊVE BY GREGOIR MAGAZINE

1. Free one-day event space at Castle Diependael (venue only)
2. Highly targeted visibility to about 100,000 families in Belgium that currently own a BMW, Mini or BMW Motorrad vehicles
3. Strategic distribution across Belgium's top economic hubs – Jette, Puurs, Dendermonde, Oudenaarde and St Martens Latem
4. Further exposure to lifestyle audience across The Netherlands, France, Germany and other key EU Markets, as part of our digital outreach for Rêve, Gregoir's Lifestyle business segments, that features CAMERICH, Castle Diependael, Rêve Outdoor Furniture Collection, Rêve Home Fragrances, and other lifestyle accessories
5. Additional stories and content to share on your brand/companies social media channels

ADVERTISEMENT TYPES & SPECIFICATIONS



DOUBLE PAGE ADVERT

2 pages inside
(w)420 mm x (h)297 mm
+ 5 mm bleed

Price: € 2,000

DOUBLE PAGE EDITORIAL

2 pages inside (incl. layout & text)
(w)420 mm x (h)297 mm
+ 5 mm bleed

Price: € 2,500



SINGLE PAGE ADVERT

1 page inside
(w)210 mm x (h)297 mm
+ 5 mm bleed

Price: € 1,300

SINGLE PAGE EDITORIAL

1 page inside (incl. layout & text)
(w)210 mm x (h)297 mm
+ 5 mm bleed

Price: € 1,800



INSIDE FRONT COVER

Inside front cover
(w)210 mm x (h)297 mm
+ 5 mm bleed

Price: € 2,200

INSIDE BACK COVER

Inside back cover
(w)210 mm x (h)297 mm
+ 5 mm bleed

Price: € 1,600

BACK COVER

Back cover
(w)210 mm x (h)297 mm
+ 5 mm bleed

Price: € 2,500

All artwork to be supplied as CMYK high quality PDF, with 5mm bleed. All images 300dpi minimum.

All rates are based on ready-to-print material to be supplied by advertisers/partners. The choice of page placement of the advertisements will be at the full discretion of the Rêve by Gregoir Magazine editorial team. Prices above do not include VAT.

