

SENTIMENTAL JOURNAL



MEDIA KIT

Read it like a magazine.
Treasure it like a book.



SENTIMENTAL JOURNAL

Sentimental Journal is an international magazine with a keen eye for our cultural heritage.

Drawing in contributions from photographers, artists, writers, editors, columnists, designers, craftsmen and women so they can bring you the stories they want to tell you about art, rare and unique collections, craft, food and travel.

Each unique theme is illuminated from so many angles, which makes it interesting for everyone.

Themes:

Wood, Water, Harvest, Ceramics, Correspondence, Coffee, Fabrics, Fauna, Time, Festivity, Paint etc. Therefore, each issue will be unique.

Print:

Size: 270 X 210mm

Cover: 300gsm White Offset (Matt Laminated),
Text pages: 140gsm White Offset.

Sentimental Journal is a magazine that will be published
3 times a year.

Volume 01. Wood was launched December 2020.

Linda Loenen & Helma Bongenaar,
Founders & Editors
Cissy Smeets, Sales manager

SENTIMENTAL JOURNAL

Who for

The beauty that our stories and images will unveil are for curious people from anywhere in the world. For people who yearn to discover and who are compelled to go beyond their own boundaries.

Sentimental Journal is for the inspired, creative, inquisitive **man and woman, from early twenty to late seventy.**

An authentic person who appreciates beauty, simplicity and ingenuity, and who wants to protect and savour it.

Why

We believe in the idea of the magazine, it's an unique anthology of craftsmanship, collections, history, art, design, lifestyle and travel, all within one theme. Sentimental Journal is aesthetic, timeless, and sustainable as a consequence.

What

We are always looking for the best photography in every subject on an international level.





SENTIMENTAL JOURNAL

Print run

Sentimental Journal is distributed internationally by Magazine Heaven Direct, and printed by the **carbon neutral printer**; Pureprint Group, both companies are established in the UK.

How much

We have printed 6500 issues of the last 2 issues.

Where

Sentimental Journal is sold in bookshops, newsstands, and conceptstores in more than 30 countries. Our online store is up to date and we are shipping worldwide.

Some of our favourite stores:

Casa Magazine | New York | USA

(picture left page)

The Frozen fountain | Amsterdam | The Netherlands

Athenaeum Boekhandel | Haarlem | The Netherlands

IMS Magazine stores | Belgium

Frab's magazine | Forli | Milan | Italy

Speak Out | Hydra | Greece

Narvesen | Norway

Papelaria Alto | Portugal

Magazine Heaven | UK

Pressbyrån | Sweden

Mag Nation | New Zealand

Taiyo | Tokyo | Japan



SENTIMENTAL JOURNAL

RATE CARD 2024-25

Rates 2024-2025	Full colour	More to tell
2/1 spread magazine	4995	
2/1 spread back or front cover	3995	
1/1 page	1995	
1/1 inside front cover	2295	
1/1 inside back cover	2195	
1/2 page	1295	
Advertorial (1 column 75 words + 1 picture)		495
Advertorial (1 column 100 words + 1 picture)		595
Advertorial (2 columns 100 words + 2 pictures)		795
Advertorial (2 columns 150 words + 2 pictures)		895

Apart from this, we like to talk to you in order to realise a tailor-made cooperation.

Front-cover gatefolds, internal gatefolds, special advertising sections and advertisement promotions are available subject to quotation. All advertisement rates are stated in Euro's and subject to VAT at the rate applicable at the time of invoicing.

In order to make the magazine as uniform as possible, we offer to include the page layout (all in agreement).



TOUCH OF NATURE

A BEAUTIFUL PIECE OF ART

AUTHENTIC DUTCH CERAMICS, HANDPAINTED
IN THE BEST DUTCH TRADITIONS WITH A TOUCH OF NATURE



ROYALBLUE®
COLLECTION

CAFÉ INTENCIÓN

Intense coffee flavours from Peru and Honduras

Central and South America are the place to be for the best arabica coffee beans. The high plains of the countries around the equator provide perfect growing conditions for this refined coffee bean. The wet climate, the constant temperature and the heights of the coffee plantations are the ideal habitat for coffee plants. Café Intención coffee is primarily grown in Honduras and Peru, which, in addition to ponchos, llamas and pan-flutes, is now also known for its delicious specialty coffee. And that's not all: besides taste, the living conditions of the coffee farmers are important to us. They deserve a fair price so they can focus on a better future for their business and family. That is why Café Intención has the Fairtrade label, which stands for fair trade. Café Intención also has the organic vignette and is available in filter and beans. Test and taste it!

CAFÉ INTENCIÓN | Amersfoort | [w. cafeintencion.nl](http://w.cafeintencion.nl) | e. info@darboven.nl

3 EXAMPLE ADVERTS



MORE TO TELL

with collaboration from Dimsum reizen, Royal Delft

Coffee travel | Sumatra



*Kopi Luwak - that's no cat's piss!
Coffee from the excrement of the Civet cat.*

Travelling among the typical saddleback roofs of the Minangkabau houses in Sumatra, we came across an extraordinary phenomenon during our search for the carnivorous Rafflesia flower.

At the plantation in Batang Palupuh, owner Umul Khairi happily explained the process of harvesting, drying, and roasting kopi luwak to us. This soft, earthy brew is made from coffee beans that have been eaten and excreted by the civet cat.

The luwak coffee industry has rightly come under fire for keeping the animals in captivity to harvest the coffee. Umul, however, still gathers his coffee the traditional way and collects the wild civet poo from the jungle floor. For twenty-five euros, you can

get a pack of real Kopi Luwak. Not the cheapest, but the most memorable coffee!

Would you like to travel through beautiful Sumatra or the other islands of Indonesia? Dimsum Travel will help you on your way. Small-scale, personal, outside the masses.

w. dim-sum.nl/indonesie
t. +31 30 2300847



Let's have breakfast

*Blue Transition from Royal Delft:
artistic evolution on a plate*

A stylish tableware series consisting of six pieces with their own characteristic designs. For the creation of Blue Transition, the painters and designers of Royal Delft have worked from abstraction, inspired by a flower, the iris. Blue Transition is a modern tableware set for daily use.

The six-piece Blue Transition service looks like a playful and abstract work of art.



Whereas the large plate features a graceful interplay of lines in the form of an iris, the deep bowl displays a classic Delft Blue version of the flower, and the mug is embraced by a bouquet of iris stems.

Stylish mix and match series for every day

The set works perfectly as an eye-catching element during a cosy coffee break, a festive brunch, a simple lunch, or evening drinks. Blue Transition is a mix and match series that fits in with today's food trends. A stylish series for every day, for every moment. Are you inspired and would you like to know more about Blue Transition? Follow Royal Delft on Social Media or check out their website:

w. royaldelft.com/blue-transition
t. +31 15 760 0800

Coffee table magazines

Where do you keep your issues of Sentimental Journal? A coffee table is surely one of the best places. It's the easiest spot to keep it. Just imagine — you can pick it up while you're snuggled up on the sofa, sipping a long black coffee or a frothy cappuccino. Then pop it back down when you're finished, ready for your friends, family or other visitors to be enticed by the cover.



With our sixth issue, 06.Coffee, we bring you another cover to brighten up your coffee table. Enjoy it on a lazy Sunday morning with a warm drink. Put it on your table as a conversation starter on a coffee morning with friends. And if you enjoy your copy

of 06.Coffee, why not take out a subscription? That way, your coffee table will never be empty again — these stories are yours to share forever.



Simply scan the QR code above to visit our website and subscribe. Decorate your coffee table with stunning photos, fascinating stories, and a love for cultural heritage.

w. sentimental-journal.com
i. @sentimental_journal_magazine

Do you have more to tell?

We are always looking to feature businesses with a connection to our cultural heritage. If you'd like to appear within the pages of Sentimental Journal, there are many ways to collaborate.

*To find out more, contact:
cs@sentimental-journal.com*

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PRINT

SIZES	Bleed Size	Trimmed Size	Type
	h x b	h x b	h x b
Double Page	271 x 396	265 x 390	245 x 370
Full Page	271 x 201	265 x 195	245 x 175





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SOCIAL MEDIA PACKAGES

Standard social media packages starting at € 800
A combination of 3 posts in total, on either
Instagram, Twitter and/or Facebook. All posts will
be expertly curated by the editor and designed to
be as native as possible amongst the editorial posts.

Instagram stories package € 1.000 up to 6 segments
(video or photo)
1 x @ mention of client Instagram account
1 x link to client website (swipe up for more
information).

Facebook Live Package € 1.200
2 x posts in lead up to event
1 x regular post and 1 x 'scheduled live' post
Video post to SJ page at completion of live
broadcast.

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Advertising coy requirements

CANCELLATION Booked advertising can only be cancelled up to 12 weeks before publication date.
Covers are non-cancellable.

COPY DATES Six clear weeks prior to publishing date.

PRODUCTION Print advertising copy must be submitted to us, free of charge, via our Creative Department.
office@sentimental-journal.com

Digital proofs or products should be sent to:
Creative Department of Sentimental Journal.
Govert Flinckstraat 274, 1073 CG Amsterdam.

For further assistance please call + 31621810520
or + 31 +31 610 369 366.

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