

CG CODE

MEDIAKIT



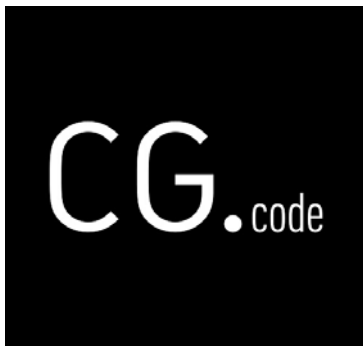
FASHION FOR GARDENS

GARDEN HOTSPOTS OF THE WORLD

WWW.CGCODE.DESIGN

OUTDOOR LIVING EXTERIOR DESIGN

THE DIGITAL PLATFORM



THE POWER OF THE CG.CODE

WWW.CGCODE.DESIGN

UNIQUE MARKET POSITION

CG.Code is a unique digital platform with outdoor living, garden furniture, hospitality and the most up-to-date 'fashion for gardens' as cornerstones/key components. CG.Code is the Walhalla for enthusiasts; decision makers, addicts, lovers of outdoor garden furniture and design, landscape architects and designers, and other experts. We highlight the exclusive garden projects inside and outside of the Benelux in the well-known

Chic Gardens magazine. We set the bar even higher with this platform and showcase international trends in outdoor design, breathtaking terraces and gardens around the world.

THE CG.CODE BRAND

To be distinctive, gain wider international brand awareness and recognition, we adopted the CG.Code brand name. 'CG' to maintain the link to the renowned Chic Gardens magazine and 'Code' which refers to a certain 'house style' in the world of outdoor design. It's kind of like a dress your garden for trendy 'fashion-conscious' garden and terrace owners. After all, outdoor furniture and designer items are trend-sensitive and are in essence outdoor decor. CG.Code identifies the most beautiful outdoor brands, the best international designers and the latest trends in the garden industry.



"All that makes CHIC GARDENS stunning, innovative and luxurious is available in high-quality digital form."

USP'S THAT LEAVE YOU WANTING MORE

- Fashion for gardens; the most inspiring garden trends.
- Quality and creativity in content.
- Editors who work with partners; branded content.
- Newsletter (international) with strong, inspiring themes and relevant commercial leads.
- An active player in a niche market with the CG magazines, over-the-top visibility for your brand, both digitally and in print.

BROAD CROSS-MEDIA CAPABILITIES

Print magazine, website, newsletter, social platform

- 3 print editions a year: Chic Gardens Belgium in Dutch and French. Average circulation of 40.000 copies. Published in spring and autumn – Chic Gardens THE DUTCH EDITION in Dutch. Average circulation of 20.000 copies. Published in spring.
- Popular website: 60.000 monthly visits.
- CG newsletter – every two weeks.
- CG.CODE is the digital platform for outdoor design and a beautifully designed free digital magazine. Language: English. Release date: end of April 2021



CG NEWSLETTER

Every two weeks, more than 8.000 subscribers receive the digital newsletter.

IN YOUR INBOX

CG.CODE newsletter is sent to active subscribers who are dedicated readers of Chic Gardens. We promise your brand's message will be featured prominently. We also offer single-branded newsletters to support brand launches, events or simply direct sales. Pre-coded or custom designed, with our exclusive bespoke service, you can be assured that our team will create something fresh, with an innovative reach and branding.

ON THE GO

On mobile device, tablet and other devices. In just one click, the professional, the socialite and the visionary can access CG.CODE on their tablet, computer and mobile device and get copies delivered around the world.



“THE LATEST TRENDS
ABOUT OUTDOOR
DESIGN, SPACES
AND GARDENS ALL
OVER THE WORLD”

AFFLUENT AND CROSS-GENERATIONAL TARGET AUDIENCE

The only digital platform on outdoor design and landscape architecture aimed at a high-end target audience.

- A loyal target audience: garden experts, outdoor designers and garden enthusiasts; including Chic Gardens readers.
- CG.CODE reaches an INTERESTING MIX of consumers and professionals in the GARDEN INDUSTRY who value PERSONAL and PROFESSIONAL DEVELOPMENT.
- They see landscape architecture and outdoor design as an expression and strengthening of their identity: Decision makers and tastemakers.
- Outdoor designers, landscape designers & contractors.
- Enthusiast of gardens, outdoor design, art, travel, home decor and everything else that inspires them to make outdoor spaces more beautiful and engaging.

OVER-THE-TOP STATEMENT CG.CODE DIGITAL MAGAZINE

A special about the latest outdoor furniture, outdoor spaces and gardens to fall in love with. What makes it extra special; free to download on the CG.CODE website.



IN THIS ISSUE

01 HIT THE GARDEN

The ultimate outdoor life; heavenly gardens, patios and roof-top terraces of proud home owners or boutique hotels.

02 LUXURIOUS OUTDOOR KITCHENS

Cooking outdoors in your very own fully equipped outdoor kitchen that offers as much comfort as your regular kitchen.

03 DREAMY SWIMMING POOLS YOU WANT TO COPY

What gives you that ultimate holiday feeling in your very own garden? That's right, a swimming pool.

04 ATMOSPHERIC OUTDOOR LIGHTING

The latest generation of garden lighting is a lot more mobile these days. They often look just as beautiful as the inside lighting.

05 STARTUPS!

Brand spanking new, trendy and ambitious; Outdoor designers making a difference.

**THERE'S A CONSTANT
NOISE OUTSIDE
NEVER SILENCED AT
NIGHT
BUT THERE IS A WAY
TO HIDE FROM THE
CITY LIFE**



ONLINE VISITORS

25+, highly educated, medium to high level of prosperity, active, eager to learn, cosmopolitan, sense of style, very interested in exterior design.

MAGAZINE READERS

30+, highly educated and high level of prosperity, often have been avid readers since the first edition, active and self-aware, interested in exterior design, cosmopolitan with a sense of style, very interested in craftsmanship. Above average interest in exclusive garden projects and outdoor design. Willing to spend extra time and money to beautify their outdoor space.

Readership

1 8 4 . 0 0 0 r e a d e r s

CG magazine

8 0 0 0 + r e a d e r s

CG newsletter

Reach: approximately 200.000 readers in Belgium, France and the Netherlands

Website, Facebook & Instagram

+ 6 0 . 0 0 0

Visitors

+ 1 9 0 . 0 0 0

Page views



CG.code

BE A CG.CODE PARTNER

For only 750 euro, you can show off your eye-catching project on the online CG.Code platform for an entire year!

Do you have more projects that you are proud of?

GET AN UPGRADE!

If you are aware of our glossy magazine Chic Gardens and you would love to have a luxurious printed publication, we can digitally showcase your three projects and one printed project in Chic Gardens for an entire year for 3.000 euro.

BE OUR CG.CODE PREMIUM PARTNER

The quality and timelessness of the magazine keep the readership high and ensures longevity of advertising campaigns. With cutting-edge cross-media opportunities and global distribution, we offer advertisers tailored and effective campaigns. We offer several options: unlimited projects for one year on the digital platform or one printed and ten projects online for just 4.950 euro.

BE A CG.CODE PARTNER	GET AN UPGRADE	CG.CODE PREMIUM PARTNER
1 project on our platform	3 projects on our platform	10 projects on our platform
1 x newsletter	5 x newsletter	10 x newsletter
Logo on the website	Logo on the website	Logo on the website
for 1 month	for 6 months	for 1 year
750 euro	3000 euro	4950 euro

**‘THE EYE HAS TO
WONDER’ THAT’S
WHY HOSPITALITY IS
AN IMPORTANT
CORNERSTONE IN
CG.CODE**



WWW.CGCODE.DESIGN



TECHNICAL DATAPRINT CG CODE DIGITAL MAGAZINE 2021

Language	English
Layout	240 mm × 280 mm
Type area	200 mm × 240 mm
Material	high-resolution PDF
Advertisements	+ 3 mm bleed, 5 mm on the back (glued spine)
Pictures	2500 x 3000 pixels, 300 DPI CMYK
Website	www.cgcode.design
Coordination	Indra Corten, +32 (0) 14286071, cgcode@rekad.be

OTHER POSSIBILITIES

A combination of different activities is also possible, such as advertorials, inserts, editorial assistance and participation in events.

We are more than happy to give you advice tailor-made for your needs, taking your communication strategy, wishes and budget into account.

GET IN TOUCH

Do you want your brand to stand out? Or do you just want some more information?
Call or email us. **We love fan mail!**

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