

The largest multi-channel media brand for young women in The Netherlands

FLAIR is THE multimedia brand for young women, with a monthly reach (online + print) of 2.5 million. With surprising, personal, honest and daring content, FLAIR is the go-to place for young women who want to excel. Everywhere, 24/7: online on the website and social media, from feeds to stories and reels, in email inboxes, with a weekly magazine and its own live events.

The readers are young women, digital natives between 25 and 45.

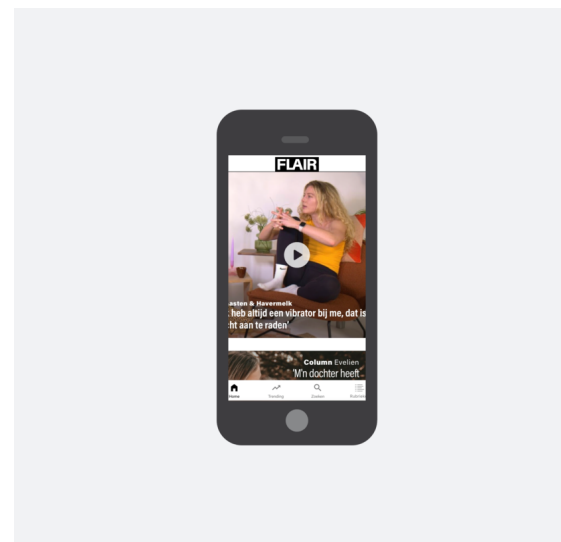
Print

Coverage ¹	258,000
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Frequency	weekly
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In-Stream & Display

Unique User ²	993,000
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¹NPMM 2024 II, ²NPMM 3/2024. FLAIR is published in Netherlands.