

## The Netherlands



### Sanoma Uitgevers launches Flow, the first 'me-time' magazine

Flow! That's the name of the innovative women's magazine launched by Sanoma Uitgevers. Flow is a so-called me-time magazine for women between 30 and 45 years old with a busy (but fun!) life. Flow has a completely different concept from existing women's magazines. The magazine provides tranquillity and tells about different ways of approaching life.

Flow is innovative in both form and contents. The me-time magazine offers creative extras and uses a surprising choice of paper. Flow is based on different pillars than other magazines. Every issue has five sections: Feel connection, Spoil yourself, Live mindfully, Simplify your life and Easy reading.

Dedicated research shows that the current generation of women aged between 30 and 45 is entrepreneurial and socially aware. They are women with a strong sense of responsibility. But they are also tired of the strain of having to cope with many



demands, and they experience a lot of anxiety in making choices. Flow captures this Zeitgeist. "We want to give women a magazine that is entirely for them," says Astrid van der Hulst, who developed and produced Flow together with Irene Smit. "Flow is not an additional duty. Readers just allow themselves some time for themselves with Flow. Flow puts things into perspective and offers some tranquillity. Me-time. Every issue of Flow is a little present for your self."

Flow is different from all other magazines. The magazine was also developed differently than customary. Smit explains: "We set out to create a magazine that captures the demands of this target audience. And we got everything we needed, including the freedom to stray from the beaten tracks. Flow is creative, innovative and entrepreneurial in every aspect."

Flow will be published bimonthly with a print run of 110,000 copies and contains at least 148 pages. The magazine, cover priced at 6.95 Euros, is for sale from today onwards.

**About Sanoma Uitgevers:** With almost 80 consumer magazines (including accompanying extensions and events) and more than 125 websites Sanoma Uitgevers is the largest cross media publisher in the Netherlands. In 2007 Sanoma Uitgevers and its subsidiaries (Sanoma Magazines Netherlands) generated net sales of 539.8 million Euros. In Hoofddorp approximately 1,100 employees work together in editorial teams and support departments. The subsidiaries Sanoma Men's Magazines, Jonge Gezinnen, Mood for Magazines and ilse media add an additional 750



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employees. Sanoma Uitgevers is part of Sanoma Magazines.

Sanoma Magazines is a leading publisher of magazines and digital media that actively reaches out to an audience of 290 million consumers at every life stage. The company has business operations in thirteen countries, spanning the European continent from the North to the Bering Sea. Sanoma Magazines aims to grow market leading positions in all of its operating countries.

Sanoma Magazines is a Division of the Sanoma Group, a strong European media group operating in diverse fields of media in twenty European countries.



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