

See All This

ART MAGAZINE

Brochure 2025/2026

See All This is always looking for like-minded partners.
Discover the world of See All This and the many
opportunities for collaboration.

PARTNERSHIPS—SEE ALL THIS



TRAVEL DIARY

Rome Revisited

Like a pilgrim journeying mostly alone, Iwan Baan photographs his way across the world. But instead of arriving at a holy place and returning to home life, Baan and his wife, writer Jessica Collins, along with their children, found themselves reunited in Rome. 'We laughed around these tables; ate breakfast in these beds; played hide-and-seek in these places, and filled our sketchbooks in these galleries.'

text JESSICA COLLINS
photography IWAN BAAN

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...at holds as focus
an interior so far in
circumference
with origin
we find ourselves
by looking out
at what looks back.
the lighted edge
of rock and sky.
the sweet
unmoving darkness
over the horizon
that makes
a perfect
beckoning symmetry
to the night
beneath our feet,
but
where lies
moment.
...were
looking out
at the same horizon
and the same
surrounding
ground,
who saw a world
that witnessed them
at a privileged
center;
like ours
in the glance
of what lies beyond
for a fleeting
moment.

All This

Bosco Sodi's studio at Casa Wabi
Pavia Escondido

‘Visually astounding’ ****
– *NRC*

‘The magazine is a treasure
trove, bursting with
extraordinary art.’
– *de Volkskrant*

More than a magazine

Inspired by artists, writers and adventurers, See All This explores new ways of living through the lens of beauty, art and nature. Every season and daily online.

At the heart of our work lies the magazine: independently published, dedicated to independent journalism.

See All This is the Netherlands’ leading art platform, connecting museums, cultural partners, and art lovers. We collaborate with 50 renowned museum partners – from the Stedelijk Museum Amsterdam to Museum Boijmans Van Beuningen in Rotterdam – building a vibrant ecosystem where museums, artists, and audiences come together.

Readers' profile

See All This reaches a deeply engaged audience with a passion for art, nature, and craftsmanship. Among our readers are artists, collectors, creative professionals, and enthusiasts who turn to the magazine to discover exceptional art and inspiring destinations.

The majority are women between 30 and 65 – curious, well-travelled, and eager to invest in art and meaningful experiences. They seek depth, beauty, quality, and visual inspiration. See All This resonates with their love of slow living, their appreciation for craftsmanship, and their eye for the handmade and the unique.

98% of our readers
regularly visits museums, galleries and art fairs

83% of our readers
get inspired by See All This to discover museums, galleries, art fairs, theatre performances

Reach in numbers

Magazine
200.000 readers per year
(4 editions, 50.000+ per edition)

Website
360.000 unique visitors per year
(30.000 per month)

Newsletter
1.872.000 unique opens per year
(30.000 subscribers, 2 letters a week, 60% opening rate on average)

Socials
3.000.000+ views per year
(49.000 followers, 300+ posts on Instagram, Facebook, LinkedIn, Pinterest, Substack)

Total contact moments
5.432.000

Unique reach
(50% conservative)
2.716.000



1. *Print* magazine

See All This is a quarterly art magazine, each issue shaped around a distinct theme and perspective. For the international summer and winter editions, we invite a guest curator to open the door to their world, offering readers a unique lens on art and culture. The magazine is available in bookshops and museum shops across the Netherlands. The summer and winter editions also travel abroad – distributed through Boutique Mags, Magnet, and Idea Books – to cities including New York, London, Nairobi, and Kyoto.

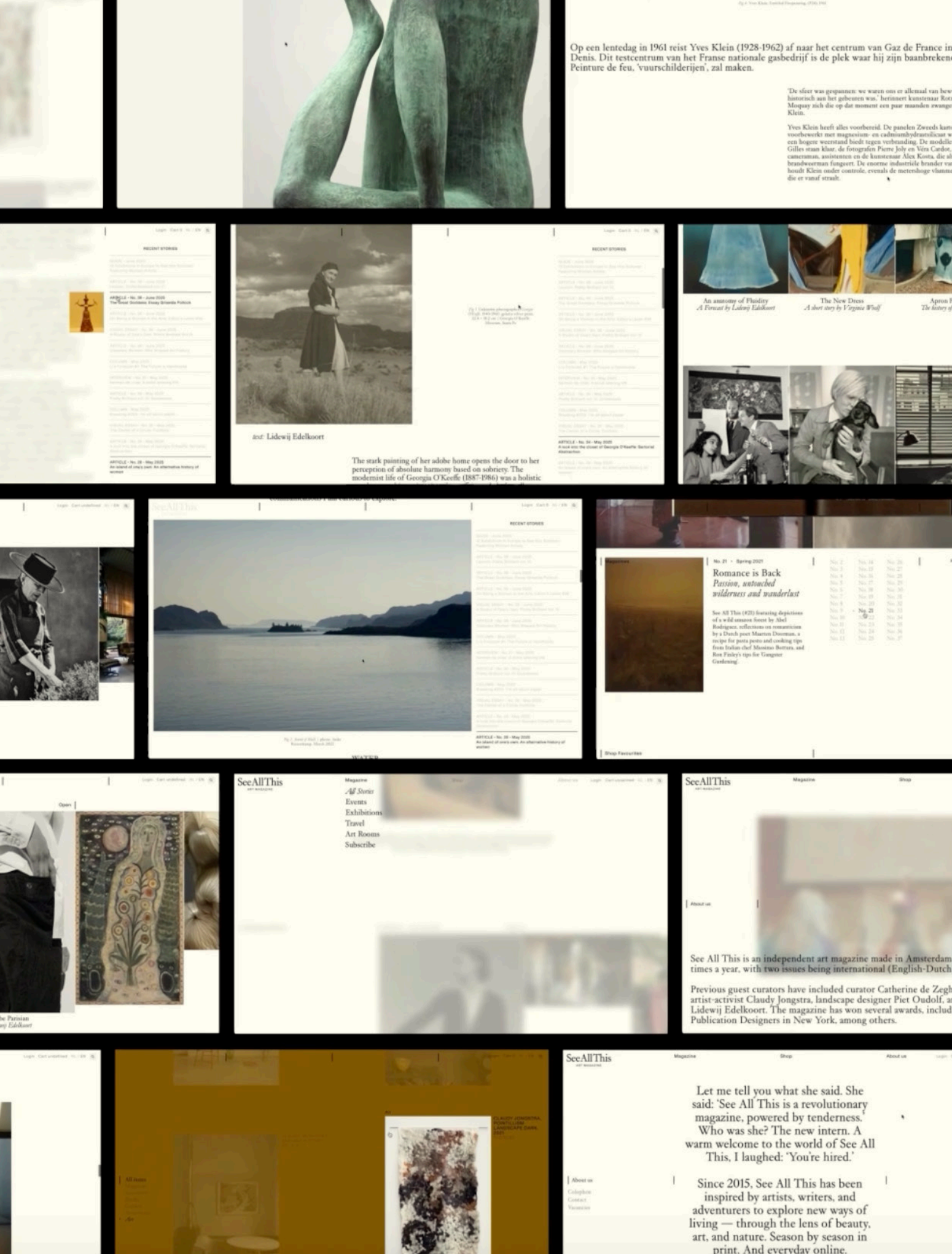
Advertisement opportunities: 2/1, 1/1, 1/2 page.
See page 22.



2. Online platform

Can a website feel like home? Can an online space nurture well-being, and serve as a refuge for beauty, art, and nature? These questions inspired the creation of See All This's new DIGITAL PLATFORM, launched last May as a counterpart to the print magazine. Developed in collaboration with the award-winning design studio Studio Airport, the platform realises our vision: a vibrant online home for See All This and its community.

Advertisement opportunities: homepage, all stories page, exhibitions page, shop page and travel page at seeallthis.com.
See page 23.





ONLINE



3. *Exhibitions* agenda

One of the most popular destinations on our new website is the exhibitions page, offering a clear overview of current and upcoming shows. Throughout the year, we highlight exhibitions from PARTNER MUSEUMS and FAIRS, enriched with text and imagery that bring each to life.

Advertisement opportunity: highlighted exhibition or art fair at seeallthis.com. See page 23.



4. *Art* Newsletters

Every week, See All This reaches 30,000 engaged art lovers with two inspiring newsletters. On Wednesdays, readers receive BREAKING-de-week, featuring the much-loved personal column by editor-in-chief and founder Nicole Ex. On Sundays, our thematic newsletter shines a spotlight on a single artist. Alongside these features, we share background stories, recommendations for exhibitions, books and films, as well as exclusive reader promotions. Each newsletter also offers a limited number of premium spaces for advertorials or banners – an ideal way for partners to reach a dedicated, art-loving audience.

Advertisement opportunities: advertorial or banner.
See page 23.





5. *Art and nature* travel

See All This invites readers on extraordinary themed journeys where art and nature come alive. Each carefully curated trip leads travellers to meaningful destinations, offering not only the discovery of remarkable places but also intimate encounters with artists and fellow travellers. These shared experiences spark deep conversations, fresh insights and lasting memories. Previous journeys have taken our community to inspiring places such as the Setouchi Islands in Japan, India, Paris, Basel, Mallorca and Tuscany.

Advertisement opportunities: travel page at seeallthis.com or art newsletter. See page 23.



6. *Community* events

Throughout the year, See All This organises encounters with artists, in-depth talks, guided exhibition tours, artist-led masterclasses and reading club sessions. We also bring each new issue of the magazine to life through special events with our guest curators.

This spring, for instance, we hosted *A Morning with David Whyte – Sex, Shame and Death*: an unforgettable gathering with the internationally acclaimed poet and philosopher David Whyte at De Rode Hoed in Amsterdam.

Collaborate on an event? Get in touch. See page 27.





COMING UP



7. *Coming soon* Mory Sacko

France's most celebrated young chef, Mory Sacko – acclaimed for his groundbreaking fusion of French terroir with African traditions and Japanese flavours – is the guest curator of See All This #40, our festive anniversary issue *Cooking is Caring*. Sacko, who has welcomed guests such as Omar Sy, Naomi Campbell, Timothée Chalamet and President Emmanuel Macron to his table, has been described as 'better than a politician' at bringing people together. On 6 December, the Parisian chef will join us in Amsterdam to celebrate 10 years of See All This.

Advertisement opportunities: in magazine or at the launch.
See page 22.

Advertise magazine

2/1 page (spread)
390 x 250 mm
rate €5.000

1/1 page (full page)
185 x 250 mm
rate €2.750

1/2 page (half page)
285 x 122,5 mm
rate €1.500

*Cover position & inserts**
price on request
(*specials, folders, flyers, cards)

Rates excluding VAT.

Submission specifications
pdf according to specified dimensions,
with text in outline, CMYK, 300 dpi

Advertise online

Advertorial in newsletter
rate €600

Banner in newsletter
rate €450

Website
Highlighted on homepage
and 'All stories'-page
rate from €450

Rates excluding VAT.

Aanleverspecificaties
advertorial: max. 100 words,
multiple images, link

banner: rectangular image (jpg),
max. 1.000 pixels (height)
1.500 pixels (width)

website: link, title + image (jpg)
max. 1.500 pixels (height)
1.000 pixels (width)

Launch dates 2025/2026

See All This #40, Winter (EN-NL issue)
Cooking is Caring with chef Mory Sacko
in stores: 6 December

See All This #41, Spring
in stores: 13 March

See All This #42, Summer (EN-NL issue)
in stores: 12 June

See All This #43, Autumn
in stores: 18 September

See All This #44, Winter (EN-NL issue)
in stores: 4 December



Our partners

Nothing great can be achieved alone.
That's why we are proud to celebrate our most important and
long-standing partners, serving as a bridge toward a shared
future.

Centraal Museum / Chabot Museum /
Cultuurcentrum Scharpoord / Design Museum Den
Bosch / Dordrechts Museum / Fenix / Fries Museum /
Joods Museum / Koninklijk Paleis Amsterdam / Kröller-
Müller Museum / Kunsthal KAdE / Kunsthal Rotterdam
/ Limburgs Museum / Museum Arnhem / Museum
Beelden aan Zee / Museum Belvédère / Museum Boijmans
van Beuningen / Museum Kranenburgh / Museum De
Lakenhal / Museum Rijswijk / Museum van Bommel van
Dam / Nederlands Fotomuseum / Nieuwe Instituut /
NoordBrabants Museum / Oude Kerk / Rijksmuseum /
Rijksmuseum Twente / RKD – Nederlands Instituut
voor Kunstgeschiedenis / Stedelijk Museum Amsterdam
/ Stedelijk Museum Schiedam / Teylers Museum /
TextielMuseum / Van Abbemuseum / Van Gogh Museum /
Zeeuws Museum

Amerpodia / Boutique Mags / Cultuurfonds / Hermès /
Magnet / Schaap en Citroen / Vereniging Rembrandt / Vitra
/ World Hope Forum / Wilco Art Books / Xtant

Get in touch & explore

Interested in collaborating with See All This,
becoming a partner, or advertising in our
magazine and on our platform?

Get in touch to explore opportunities
and check availability.

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