

The premium, free magazine. Lifestyle, fashion, arts and design in Paris.

Palace Scope

**MEDIA
KIT
2020**



*Palace
Scope*



An elegant and informative luxury magazine
THE “GLAMOROUS CITY CLUB”

PalaceScope is passionately Parisian

A premium free magazine, available in exclusive locations

Creative, in-depth and relevant editorial content

Original, refined and elegant design

Outstanding and exceptional photography

It's even been said that PalaceScope is
the “most beautiful free magazine in the world”

*Palace
Scope*



A lifestyle magazine
FASHION, ART AND DESIGN IN PARIS

**A resolutely urban magazine
at the center of Parisian excitement**
Cutting-edge trends
and the latest designers and creators

PalaceScope highlights all the chicest,
most glamorous, luxurious
and surprising that the City of Light has to offer

**A modern magazine that weaves together culture,
celebrities, art, fashion and shopping**



A prestigious network,
SELECTIVE DISTRIBUTION

PalaceScope is a bimonthly magazine :

6 issues per year

Bilingual french/english

With English summaries of each issue's main articles

148 pages

Officially certified circulation of 30,000 copies.

Principally distributed in Paris

In more than 200 trendy and luxurious locations.

Hotels and restaurants Costes (23% of the broadcast, 14% from Hotel Costes)

Chic hotels (34% of the hotel's circulation, the vast majority in Paris)

Restaurants and bars (20% of circulation)

Luxury stores, concept stores and department stores (7% of the broadcast)

Galleries, museums and specialized libraries (10% of circulation)

Car dealers (1% of circulation)

Other locations (5% of circulation)



A magazine for men and women,
AN URBAN AND CHIC READERSHIP

A cosmopolitan Parisian reading public

Urban, chic, trendy, both men and women

A community eager for luxury, glamour and news

A trend-setting readership of active,
urban, AB consumers

A magazine that attracts both women and men

60% female, 40% male

- **65% of regular and occasional French readers**
(45 % of Parisians)

- **35% of foreign visitors**

of which 28% are American, 11% British, 9% German,
9 % Spanish, 9 % Japanese, 8 % Italian, 8 % Middle Eastern,
5 % Russian, 5 % of Belgian and the Dutch and 8 % others



Rich and varied content

CONNECTED TO MODERNITY

Fashion Outlook

a panorama of fashion's latest ideas and emerging designs

Celebrity Interviews

rare encounters with the world's stars

Talents

portraits of up-and-coming personalities and designers

Portfolio

cutting-edge, surprising and fascinating artistic finds

Fashion Shoots

PalaceScope's vision of the latest fashion

Fashion Notebooks

the season's trends decrypted

The (oh-so Parisian) Guide

exciting and exclusive addresses: exhibitions, restaurants, bars,
music, and luxury boutiques

*Palace
Scope*



A continually developing,
DIGITAL PRESENCE

Website launched in November 2019

www.palacescope.com

Magazine available online on Issuu

2.7 million cumulative views

www.issuu.com/palacecostes

A Newsletter

20,000 subscribers

PalaceScope's social-media presence

Instagram, Facebook, Twitter



A 2020 schedule linked to **PARISIAN EVENTS**

N°82 FASHION ISSUE *Published in February 04, 2020*

Material closing date : January 21, 2020

N°83 MEN' ISSUE *Published in March 24, 2020*

Material closing date : March 10, 2020

N°84 BEAUTY ISSUE *Published in May 26, 2020*

Material closing : May 12, 2020

N°85 HAUTE COUTURE ISSUE *Published in July 07, 2020*

Material closing date : June 23, 2020

N°86 FASHION ISSUE *Published in September 15, 2020*

Material closing date : September 01, 2020

N°87 FINE JEWELRY ISSUE *Published in November 17, 2020*

Material closing date : November 3, 2020



2020 GENERAL RATES

Simple Page € 12,000 Double Page € 20,000

PREMIUM SPACES

Outside back cover € 30,000 Inside back cover € 21,500

Inside front cover € 17,500

Page facing contents € 15,500

First recto € 14,500 Second recto € 13,500 Third recto € 13,000

Opening double page spread € 32 500

First DPS € 25,500 Second DPS € 24,500 Third DPS € 24,000

EXTRAS

Successive pages 10% Page specified position 10% First signature 10%

DISCOUNTS

Volume: from € 10,001 to € 20,000 2% from € 20,001 to € 30,000 3%
from € 30,001 to € 40,000 4% from € 40,001 to € 60,000 5% above € 60,001 8%

Others: New business 5% Loyalty bonus 5% Professional discount 15%

Discounts are applied to the general rates (excluding tax) for agencies mandated by their client and in possession of a valid mandate certificate.

INSERTS

Sample € 5,880 Two pages € 7,280 Four pages € 9,160

ONLINE

Newsletter: E-mail shot to our contact database € 5,000

Instagram+Facebook: One post € 800 **Competitions:** € 1,000

CONTENT PRODUCTION

Partner fashion series with a brand: Please contact us

Publishing/Editorial: One page € 3,000 Two pages € 5,000

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