

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

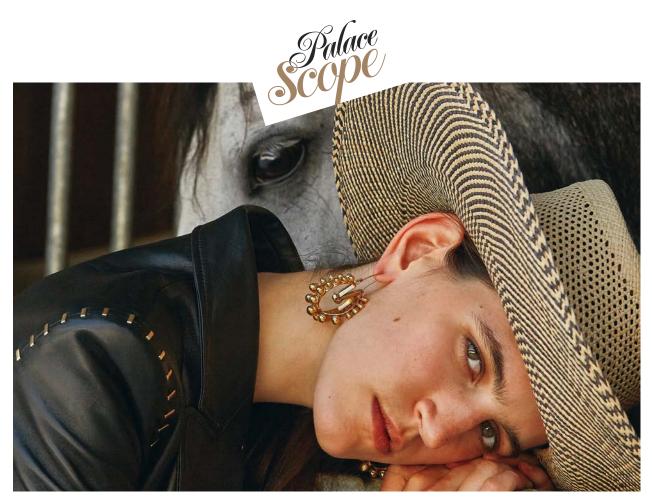


An elegant and informative luxury magazine **THE "GLAMOROUS CITY CLUB**"

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"

Launched in 2014, a "City Guide Club" that grows and expands its distribution network each year



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 copies, 14% in Hotel Costes) Chic hotels (34% of the hotel's copies, the vast majority in Paris) Restaurants and bars (20%) Luxury stores, concept stores and department stores (7% of the broadcast) Galleries, museums and specialized bookshops (10% of circulation) Car dealerships (1%) Trade fairs and events and other locations (5%)



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

Invited by major luxury brands to all Parisian events

A magazine that attracts both women and men 60% female, 40% male

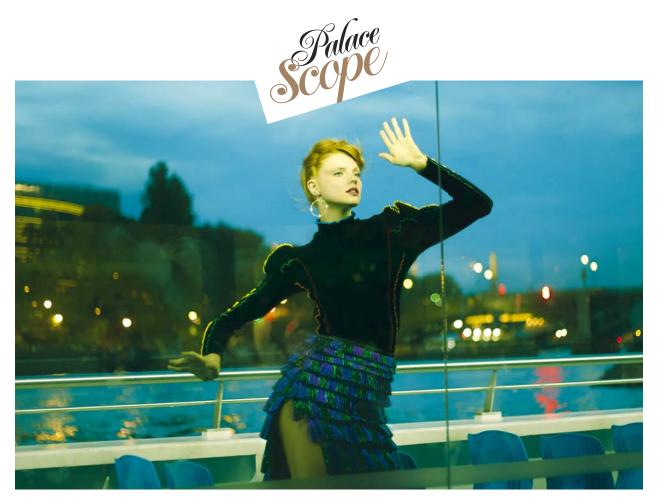
 • 65% are regular and occasional French readers (45 % Parisians)
 • 35% foreign visitors

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 PalaceScope Guide to Paris exciting and exclusive addresses: exhibitions, restaurants, bars, music and luxury boutiques



A continually developing **DIGITAL PRESENCE**

A website with enriched content that complements the magazine www.palacescope.com 3 800 unique visitors per month

The magazine is available to read on Issuu 2.8 million cumulative views

www.issuu.com/palacecostes

A weekly newsletter 25,000 subscribers An opening rate around 45%

PalaceScope's social-media presence Instagram: 7,000 subscribers, Facebook: 7,200 subscribers Twitter and LinkedIn



A 2021 schedule linked to THE LIFE IN PARIS

N°85 - FASHION ISSUE

Published in February 23, 2021 Material closing date: February 9, 2021

N°86 - BEAUTY ISSUE

Published April 27, 2021 Material closing date: April 13, 2021

N°87 - HAUTE COUTURE ISSUE - SUMMER Published June 29, 2021

Material closing date: June 15, 2021

N°88 - FASHION ISSUE

Published September 21, 2021 Material closing date: September 7, 2021

N° 89 - MEN ISSUE - WATCHES - DESIGN Published October 26, 2021 Material closing date: October 12, 2021

N° 90 - FINE JEWELRY ISSUE - GIFTS *Published December 7, 2021* Material closing date: November 23, 2021



2021 GENERAL RATES

Sinple 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 TOC €15,500

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

Opening double page spread €32500 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

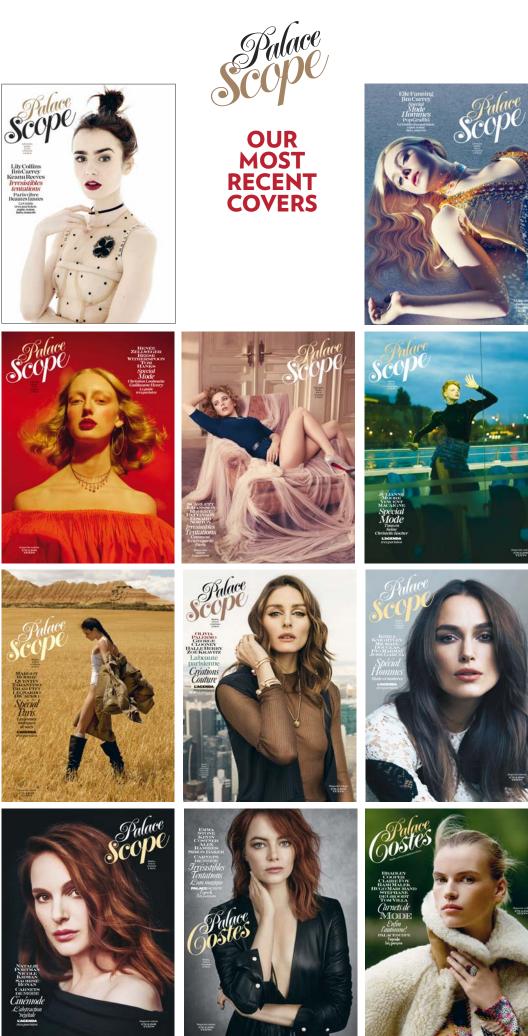
ONLINE

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** €5,000 **Two pages** €7,500

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