

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

**MEDIA
KIT
2021**

*Palace
SCOPE*

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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”

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

*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**

*Palace
Scope*



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 AND BEAUTY ISSUE

Published May 18, 2021

Material closing date: May 4, 2021

N°86 - FASHION ISSUE

Published September 14, 2021

Material closing date: August 31, 2021

N°87 - MEN ISSUE - WATCHES - DESIGN

Published October 26, 2021

Material closing date: October 12, 2021

N°88 - FINE JEWELRY ISSUE - GIFTS

Published December 7, 2021

Material closing date: November 23, 2021



2021 GENERAL RATES

Single 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 €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 €5,000 Two pages €7,500

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OUR MOST RECENT COVERS

Palace Scope

STAR-STUDDERD INTERVIEWS

