

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

**MEDIA  
KIT  
2021**

*Palace  
SCOPE*

*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”

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**





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](http://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](http://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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# Palace Scope

## OUR MOST RECENT COVERS





# Palace Scope

## STAR-STUDDERD INTERVIEWS

