$\textbf{\textit{The premium free magazine.}} Life style, fashion, arts and design in Paris.$



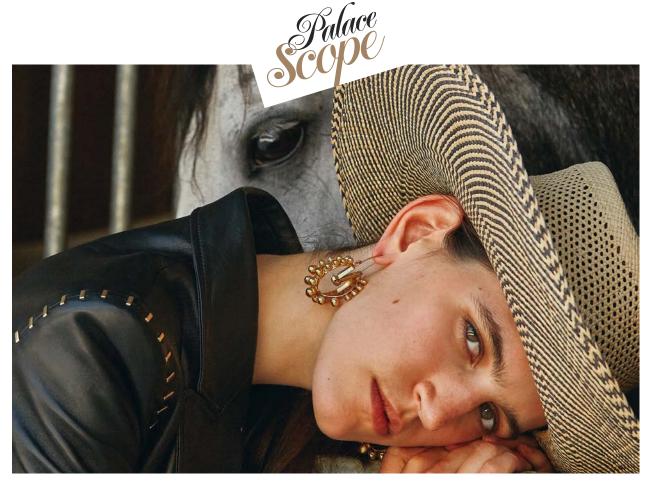


An elegant and informative luxury magazine THE "GLAMOROUS CITY CLUB"

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 AND BEAUTY ISSUE

Published May 18, 2021Material 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

Sinple page $\[mathcase \in \]$ 12,000 Double page $\[mathcase \in \]$ 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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STAR-STUDDED INTERVIEWS

















