

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

Palace Scope

MEDIA
KIT
2023





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



New

A Premium version **EXCLUSIVELY FOR HÔTEL COSTES**

A larger format

More prominent advertising

Showcased content

More spectacular photography

Bilingual french and English text

English summaries of the main articles

80 pages

6 issues a year

Exclusively distributed to guests at Hôtel Costes
in rooms, the restaurant, and the lobby

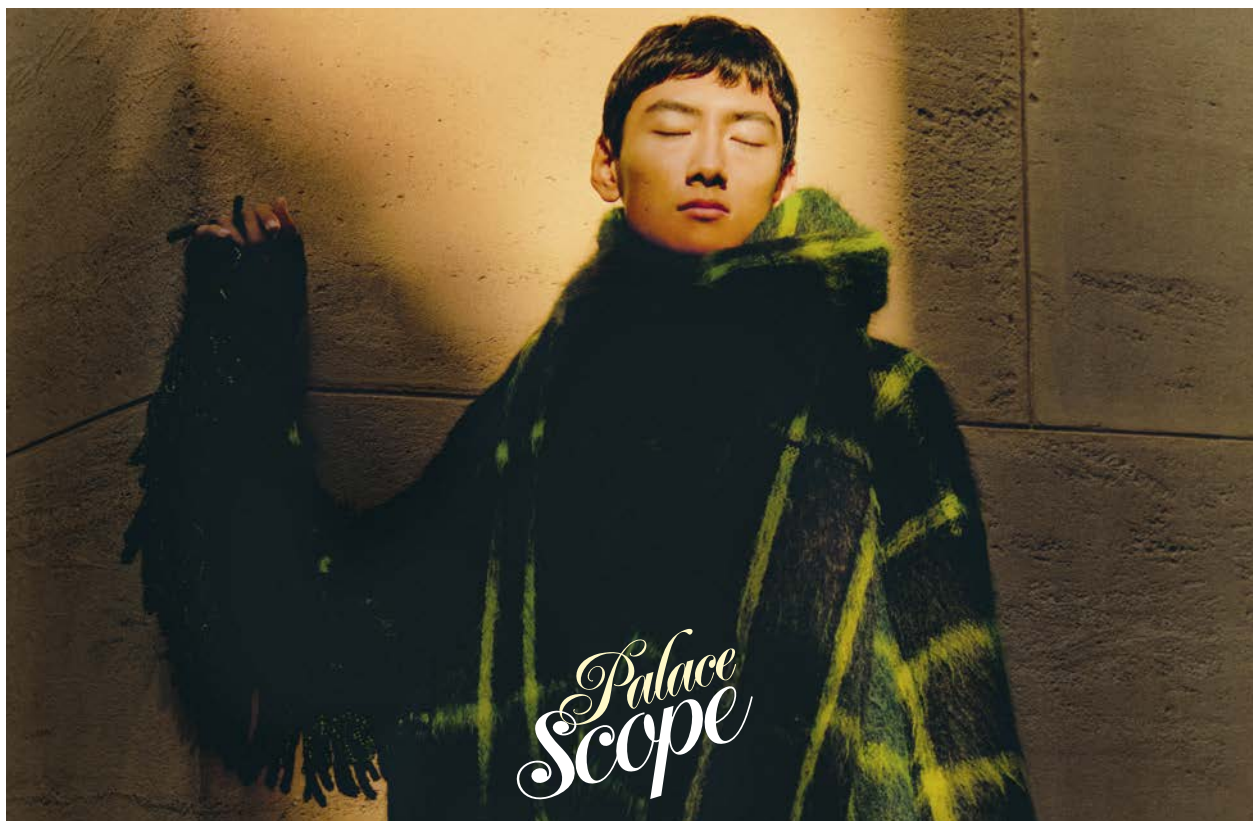


A lifestyle magazine
FASHION, ART AND DESIGN IN PARIS

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
132 pages

Officially certified circulation of 30,000 copies.

Principally distributed in Paris
in more than 230 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, 10% Chinese, 9% German,
9% Spanish, 8% Japanese, 7% Italian, 7% Middle Eastern,
4% Russian... 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 design objects and addresses.

Exhibitions, restaurants, bars,
music and luxury boutiques

PalaceScope/MédiaKit2023

Quality editorial content

Fashion Outlook



Celebrity Interviews



Talents



Fashion Shoots

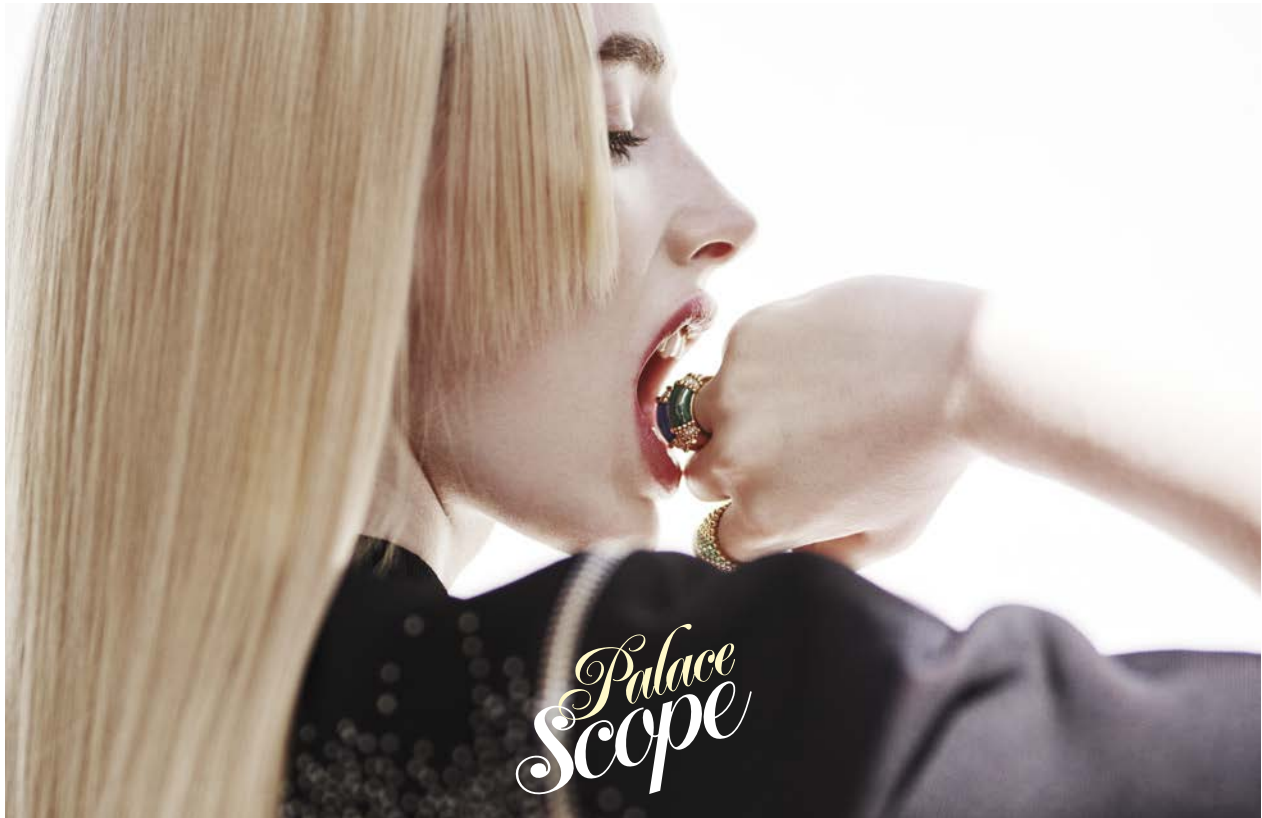


Emotions & Temptations



The PalaceScope Guide to Paris





A continually developing
DIGITAL PRESENCE

A website with enriched content
that complements the magazine

www.palacescope.com

The magazine is available to read on Issuu

3 million cumulative views

www.issuu.com/palacecostes

A weekly newsletter

25,000 subscribers

An opening rate around 45%

PalaceScope's social-media presence

Instagram, Facebook,
Twitter and LinkedIn



A 2023 schedule linked to **THE LIFE IN PARIS**

N°95 - FASHION ISSUE - ACCESSORIES

Published February 21, 2023

Material closing date: February 03

N°96 - DESIGN ISSUE

Published April 25, 2023

Material closing date: April 07

N°97 - HAUTE COUTURE ISSUE

Published June 20, 2023

Material closing date: June 02

N°98 - FASHION ISSUE - ACCESSORIES

Published September 19, 2023

Material closing date: August 01

N°99 - MEN ISSUE - DESIGN

Published November 07, 2023

Material closing date: October 20

Collector
issue

N°100 - FINE JEWELRY ISSUE - GIFTS

Published December 12, 2023

Material closing date: November 24



2023 GENERAL RATES

Package PalaceScope + PalaceCostes

Single page € 14 000 Double page € 24 000

PREMIUM SPACES

Outside back cover € 34 000

Inside back cover € 21 000

Page facing TOC recto € 18 000

First recto € 16 000 Second recto € 15 000 Third recto € 14 500

Opening double page spread € 36 000

First DPS € 30 000 Second DPS € 28 000 Third DPS € 26 000

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 : Un post € 1 000 Competition : € 2 000

CONTENT PRODUCTION

Partner fashion series with a brand: *Please contact us*

Publishing/Editorial : One page € 6 000 Two pages € 8 500

CONTACTS

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