

Lifestyle, fashion, luxury, art and design in Paris

*Palace
Scope*

PalaceCostes

MEDIA
KIT
2024

An elegant and informative luxury magazine

THE «CITY GUIDE GLAMOUR»

Passionately Parisian

A premium free magazine, available in exclusive locations

Creative, in-depth and relevant editorial content

Original, refined and elegant design,
glamorous covers

Outstanding and exceptional photography

Adam Amouri



PalaceCostes

A premium version
EXCLUSIVELY FOR HÔTEL COSTES

A larger format: 243x301 mm

More prominent advertising, showcased content
even more spectacular photography

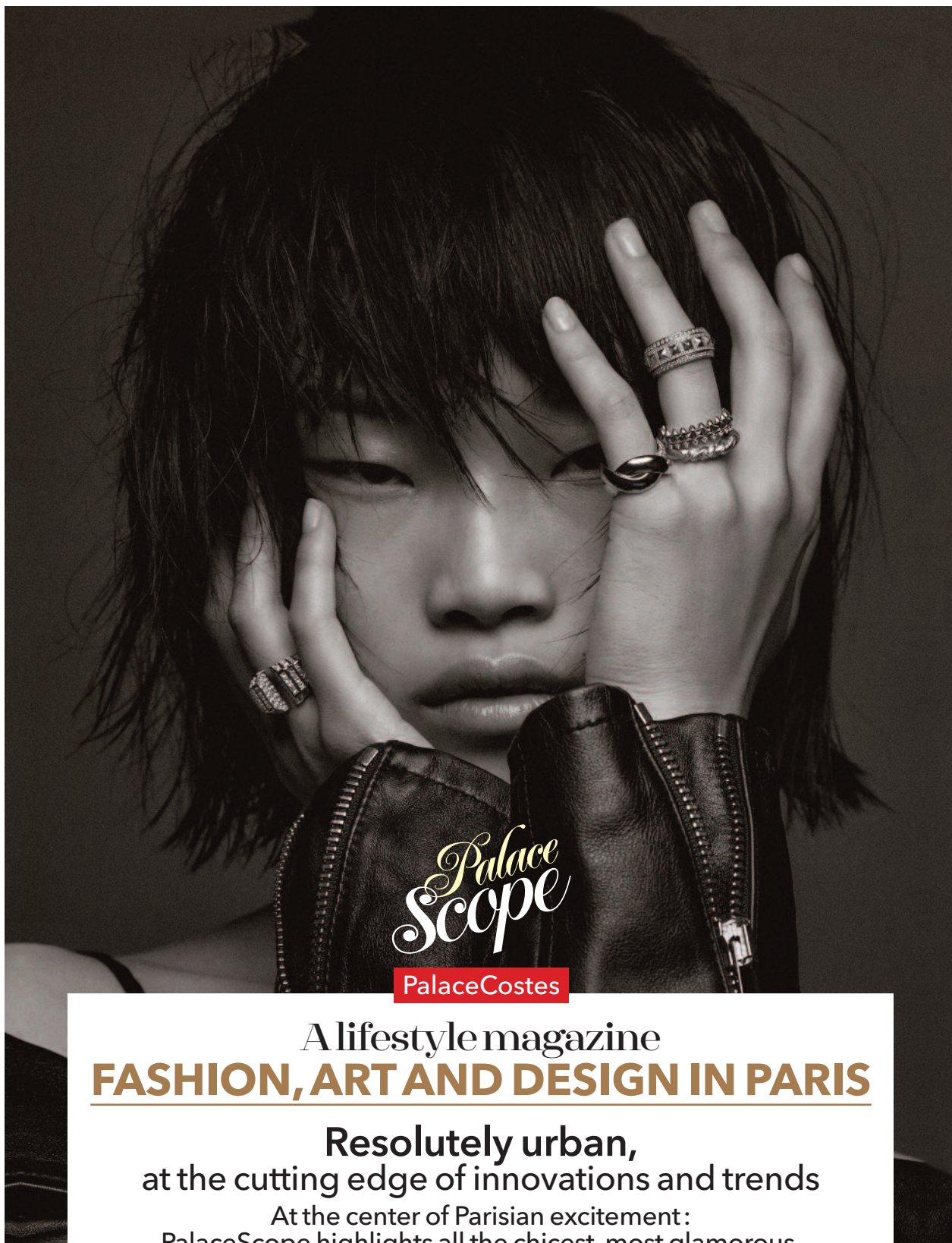
Bilingual french/english, 72 pages, 6 issues per year

Exclusively distributed to guest of Hôtel Costes:

in rooms, the restaurant, the spa and the lobby

Online leaflet available on the Hôtel Costes website

Luc Bracquet



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A lifestyle magazine
FASHION, ART AND DESIGN IN PARIS

Resolutely urban,
at the cutting edge of innovations and trends

At the center of Parisian excitement:
PalaceScope highlights all the chicest, most glamorous,
luxurious and surprising things the city has to offer

A modern city guide:
weaving together luxury, culture, celebrities,
art, fashion and shopping

Thomas Lavelle



Stéphanie Volpato

A magazine that participates in creation
AND CREATES FASHION IMAGES

Original and elegant fashion series
in partnership with the most recognized brands
in fashion and jewelry

10 to 16 pages (+ possibility of cover)

Production of exclusive contents
in accordance with the brands strategies

Publications on social medias
and on our website www.palacescope.com

Production of videos



A prestigious network
A SELECTIVE DISTRIBUTION

A bimonthly magazine 6 issues per year

Official circulation of 30 000 copies

Principally distribue in Paris, in more than 230 trendy locations

A cosmopolitan Parisian reading public

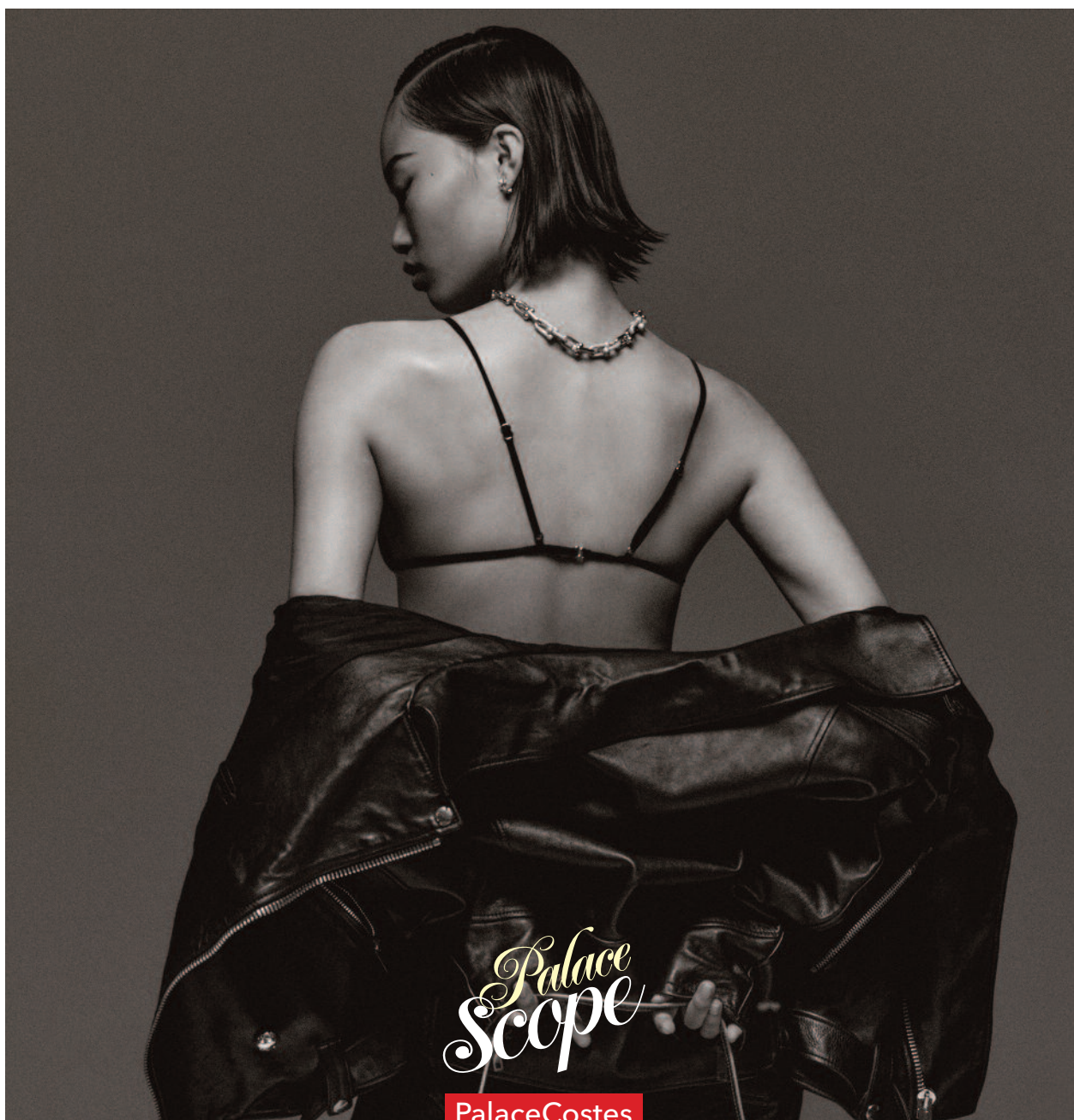
Urban, chic and trend-setting community

AB consumers and UHNWI (Ultra High Net Worth Individuals)

A magazine that attracts both women and men

60 % female, 40 % male

65 % of readers are French (45 % Parisians)



A Parisian network **TARGETING AB CONSUMERS**

An audience of cosmopolitan Parisian

Costes: 23 % of the copies, dont 10 % in Hôtel Costes

Chic hotels: 34 % of the copies, the vast majority in Paris

Restaurants and bars: 20 % of the copies

Luxury stores, private rooms of big stores, art galleries

car dealerships, Parisian clubs, Eurostar lounges,

SNCF frequent flyer rooms, private airport, Paris Charles De Gaulle airport,

beauty houses and other locations : 23 % of the copies

- 65 % of readers are French (45 % de Parisians)

- 35 % foreign visitors: 30 % Americans, 10 % British,

10 % Chinese, 15 % Middle Eastern, 20 % Europeans... 15 % others



Rich and varied content

CONNECTED TO MODERNITY

- Fashion Outlook** A panorama of fashion's latest ideas
- Celebrity Interviews** Rare encounters with the world's stars
- Talents** Portraits of up-and-coming personalities
- Fashion & Jewelry** Our vision of the latest fashions
- Fashion Notebooks** The season's trends decrypted
- Portfolios** Discoveries of emerging artists
- Emotions & Temptations** Stunning objects and favorites
- The Guide to Paris** Exciting and exclusive locations:
expositions, restaurants, bars, music, concerts

Luc Bréquet



A website for staying up-to-date
ALL THE PARISIAN NEWS

A website with enriched content
that compliments the magazine
News on the new fashions, people
gastronomy, shopping...
everything you need to know to be kings of the city

Focus of interest: 1/ Shopping, good locations,
2/ Lifestyle, 3 Celebrities, 4/ Arts, expositions

60% Female 40% Male

20% 18-24 year-olds 30% 25-34 year-olds 20% 35-44 year-olds

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2024 Schedule

N°101 - FASHION-ACCESSORIES-LINGERIE

Published on February 21, 2024 - Material closing date February 09

N°102 - DESIGN - WATCHES - BEAUTY

Published on April 16, 2024 - Material closing date March 29

N°103 - COUTURE - HIGH JEWELRY

Published on June 11, 2024 - Material closing date May 24

N°104 - 20 YEARS SPECIAL - FASHION - JEWELRY

Published on September 03, 2024 - Material closing date August 16

N°105 - MEN - WATCHES

Published on October 29, 2024 - Material closing date October 11

N°106 - HIGH JEWELRY - GIFTS

Published on December 03, 2024 - Material closing date November 15

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2024 GENERAL RATES

Package PalaceScope + PalaceCostes

Single page 15 100 € HT Double page 25 900 € HT

PREMIUM SPACES

Outside back Cover € 36 700

Inside back Cover € 22 700

Page facing TOC recto € 19 400

First Recto € 17 300 Second Recto € 16 200 Third Recto € 15 700

Opening double page spread € 38 800

First DPS € 32 400 Second DPS € 30 200 Third DPS € 28 000

EXTRAS

Successive pages +10 % Specified position +10 % 1st 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 % Professionnal discount -15 %

Discounts are applied to the general rates (excluding tax) for agencies mandated by their client and possession of a valid mandated certificate

INSERTS

Sample € 5 880 2 pages € 7 280 4 pages € 9 160

ONLINE

Lead Article € 3 000 Article € 1 700

(Placement in the Newsletter offered)

Newsletter : E-mail sent to our contact database € 5 400

Instagram+Facebook : One post € 1100 Competition : € 2 200

CONTENT PRODUCTION

Partner fashion series with a brand : Please contact us

Publishing/Editorial : 1 page € 6 500 2 pages € 9 000

CONTACTS

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