DESIGNSCENE

SPRING SUMMER 2017 MEDIA KIT

NSCENE

ANINA SHAIK

DESIGNSCENE

003

LYDIA HEARST

DESIGNS

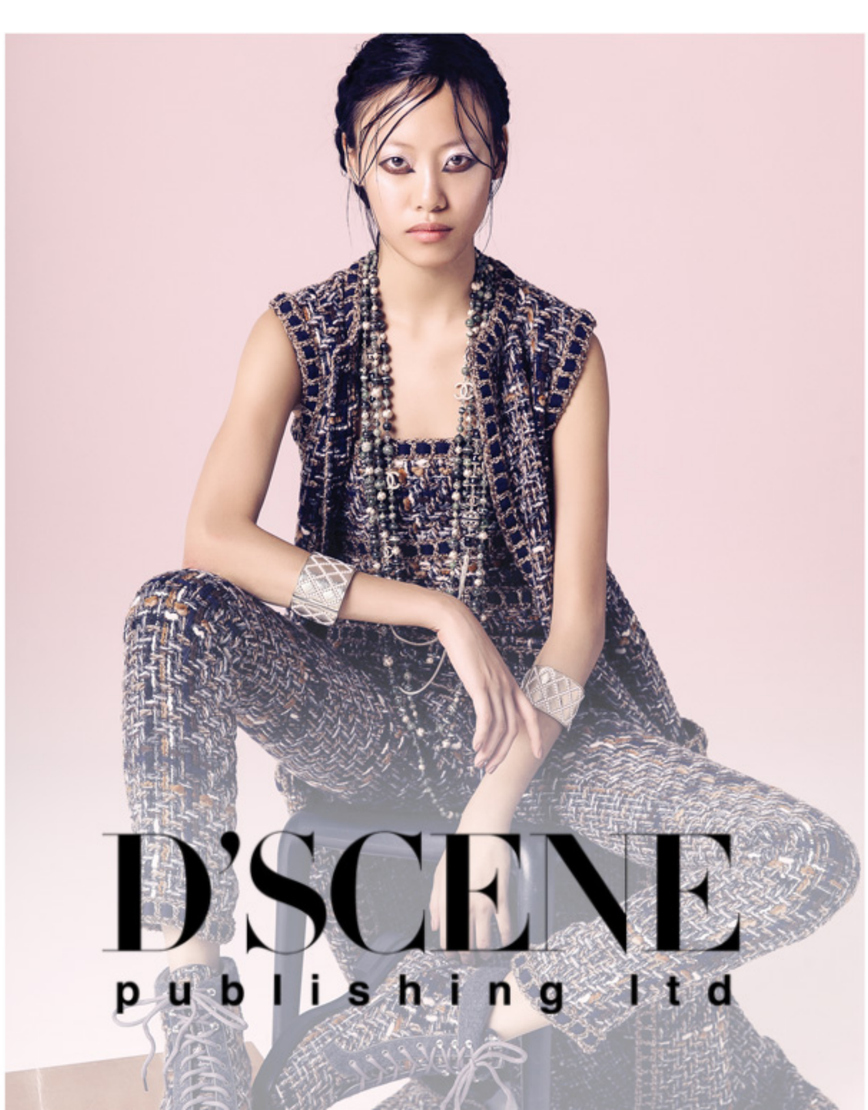
012

EARLY WINTER

NSCENE

DESIGNSCENE

006



DESIGNS

002

supermodel **lydia hearst**
for design scene #003 cover story

What is DESIGN SCENE magazine?

DESIGN SCENE is the monthly print and digital publication of D'SCENE Publishing LTD. closely connected to our web page DESIGNSCENE.net as well as biannual print magazine D'SCENE.

Our web and print pages are review of art, fashion and culture ideas since 2007.

Where is DESIGN SCENE created?

Our editorials are photographed by regular contributors in London, Milan, Sydney, Los Angeles, New York and Singapore.

Where are DESIGN SCENE readers from?

Majority of our readers comes from North America and EU countries. Asian market taking part with 25% of total redership.

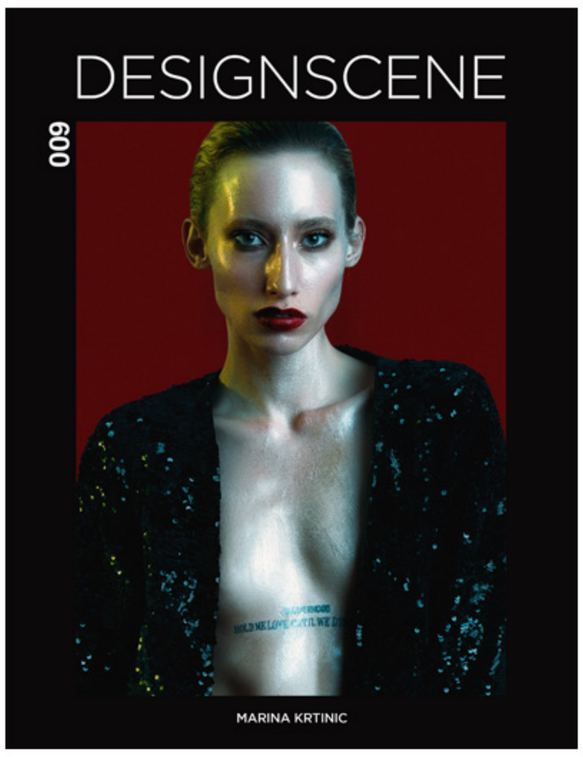
Who is DESIGN SCENE?

DESIGN SCENE is made with love by our international team of editors based in London, Milan, Belgrade and Singapore.

Since April 2015 D'SCENE Publishing LTD is based in Nicosia (CY) . The publishing house is handling the accounting and distribution of the complete network:

D'SCENE biannual print & digital magazine www.designscene.net
DESIGN SCENE monthly print & digital magazine www.designscene.net
MMSCENE monthly print & digital magazine www.malemodelscene.net
ARCHISCENE architecture and interior design web page www.archiscene.net
BEAUTYSCENE beauty and makeup web page www.beautyscene.net

D'SCENE
publishing ltd



Every issue features the most wanted models on the scene, our top model cover stars list supermodel LYDIA HEARST, XENIA DELI, SHANINA SHAIK, MARINA KRTINIC, ELLA HOPE, VIOLET CHACHKI and SHEENA LIAM.

DESIGN SCENE December / January 2016 issue features breakthrough top model AGNES SOKOLOWSKA scheduled for release on December 1st.

D'SCENE
publishing ltd

DESIGN SCENE
NOVEMBER 2016 ISSUE
TOP MODEL **ELLA HOPE**

In addition to select bookstores in Asia and Europe DESIGN SCENE is available for purchase online in print and digital with international shipment.

Produced in high quality glossy paper with saddle-stitched binding, paper size 8.25”x10.75”, 100 to 144 pages.

FREQUENCY 11 ISSUES PER YEAR

PRINT
CIRCULATION 4,000 COPIES + on demand printing
DIGITAL CIRCULATION 7,000 digital PDF copies (desktop + mobile)
COVER PRICE $24.95
DIGITAL $2.90

WEB
VISITORS UNIQUE 400,000
PAGE VIEWS 2,000,000
SOCIAL MEDIA REACH + 600,000 (single media share)

SOCIAL MEDIA **@DESIGNSCENE**
Facebook 135.000
Instagram 12,800
Tumblr 110,000 **Twitter 17,200**
PInterest 6,000 **Email (Daily Digest) 20,000**

A community of 250 000 fans on Social Media truly engaged with fashion beauty and jewelry

EDITORIAL
Editorial covered by Fashion Editors in London and Milan and Singapore producing more than thirty original fashion stories for pritn and web each month.

A network of writers and experts invited D’SCENE PUBLISHING LTD.

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Who reads DESIGN SCENE and DESIGNSCENE.net ?

Total Web Audience: 2.000,000 views
Avg Session Duration: 00:02:58 New Sessions: 32.30%
DESIGN SCENE Magazine (print + digital copy) 7,000 - 11,000

DEMOGRAPHIC INSIGHTS
Gender: Female 69,98%
Young Adults: 18-34 - 30.20%
Affluent $60k-$100k - 39.00%
Ethnicity: Caucasian 65.95%
Children: No Kids 79%
Education: No College 22.25%

COUNTRY /TERRITORY
#01 United States 45.59%
#02 Canada 9.79%
#03 United Kingdom 8.95%
#04 Germany .30%
#05 China 4.59%
#06 Australia 4.20%

Analytics data above comes from SVRN publishing insights, Google Analytics, and more than 300,000 followers data via Facebook, Instagram and Twitter.

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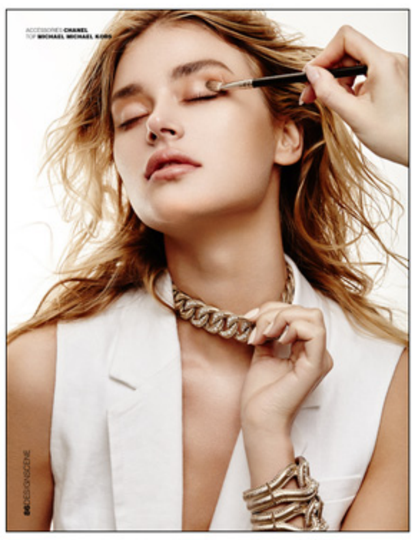

How to advertise in Design SCENE?

We offer integration of print & digital, every advertiser in print also gets a placement on our web pages with more than 2,000,000 impressions monthly.

ALL RATES IN USD

2nd COVER 1000 (one week web homepage takeover)
1st DOUBLE PAGE SPREAD (DPS) 1800 (web 728x90 1 month banner)*
2nD DPS 1600*
3RD DPS 1200*
4TH DPS 1200*
5TH DPS 1000*
(web gratis 300x250 sidebar banner / 2 weeks)*

PR-TEXT & PHOTOS 800 (+ web posting with linkback)

FOLLOWING DPS 1300
FACING 1sT PASSPORT -1000
FACING 2nD PASSPORT -1000
FACING CONTENTS 1 - 1000
FACING CONTENTS 2 - 1000
FACING EDITOR'S LETTER 1 000

ADVERTORIALS / mono or multi brand
MINI STYLING (SINGLE PAGE) 400
MINI STYLING (6 PAGES) 2400
12 PAGE STYLING + TEXT 4500

advertorial web posting linkback included
gratis 300x250 sidebar banner / 2 weeks

CLIENTS
KENZO, BALLY, DIESEL, DIESEL BLACK GOLD, SSENSE, REISS, HUGO BOSS, LUISA VIA ROMA, TOPMAN, TOPSHOP, ASOS, ZADIG&VOLTAIRE, ALEXANDER WANG..

Ads are displayed on www.designscene.net . For additioanl information email us at info@designscene.net

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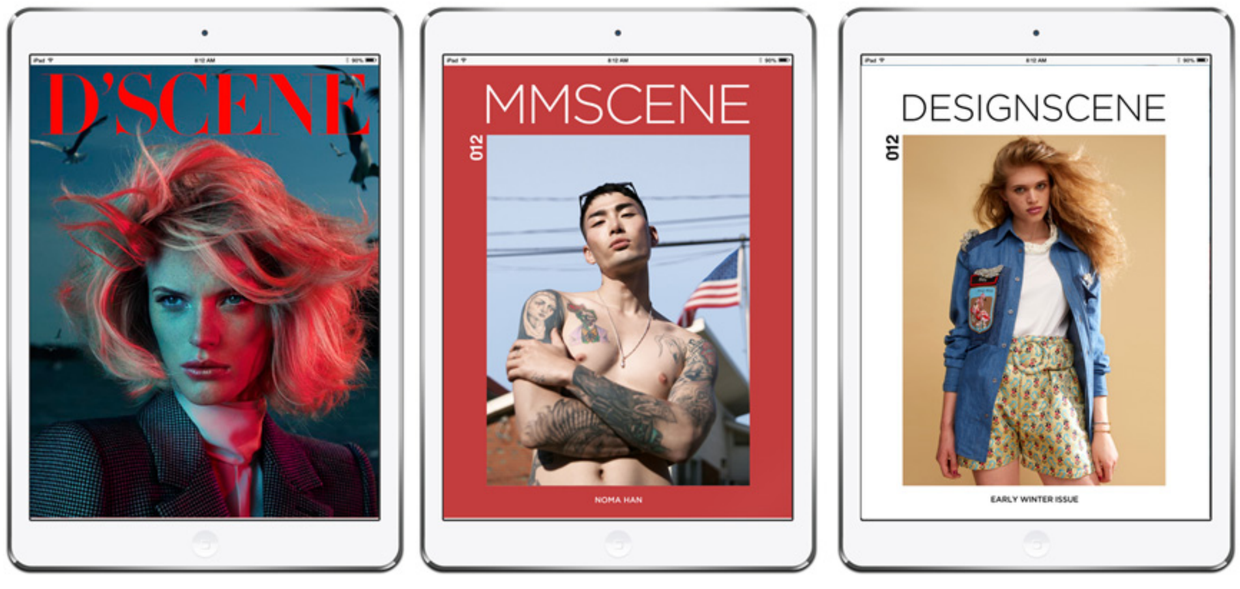


D'SCENE Publishing LTD.

DIGIPACKS

A great way to utilize
your advertising with out
digital and print editions of
our magazines as well as our
web pages and social media

#BASIC
1 NEWS ARTICLE ON A WEBSITE - YOUR CHOICE
800USD

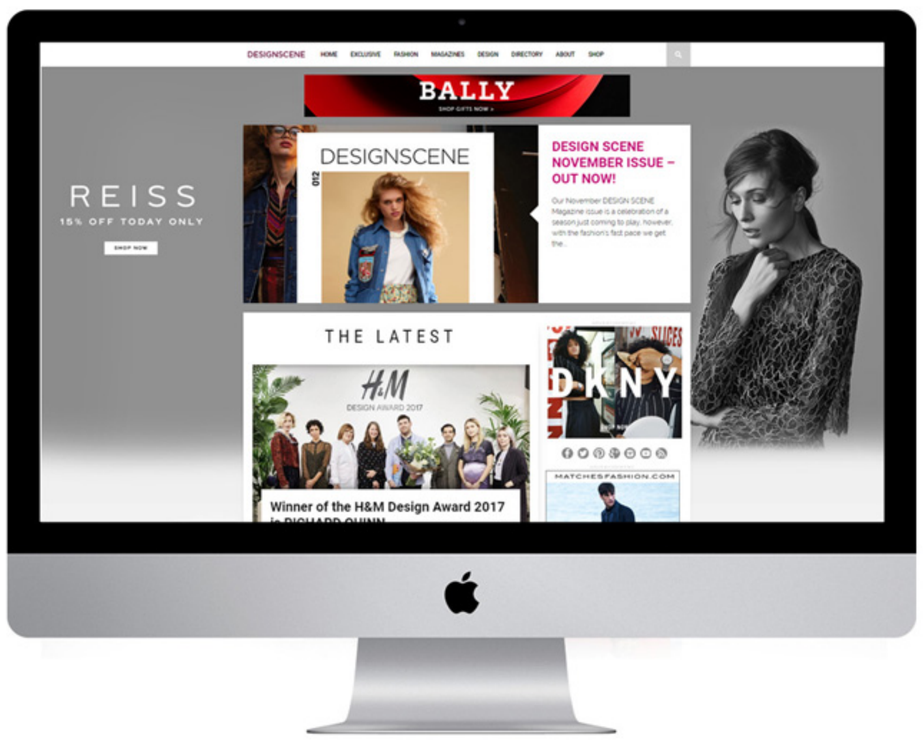
#REGRAM
1 NEWS ARTICLE ON A WEBSITE - YOUR CHOICE
POST FACEBOOK + INSTAGRAM + TWITTER + TUMBLR + PINTEREST
900USD

#SELFIE
STYLING AND SHOOTING STILL LIFE OF A PRODUCT
POST IT ON THE SITE
POST FACEBOOK + INSTAGRAM + TWITTER + TUMBLR + PINTEREST
900USD

#VIDEO
POST A VIDEO ON SOCIAL NETWORKS
POST FACEBOOK + INSTAGRAM + TWITTER + TUMBLR + PINTEREST
1200USD

#OOTD
SHOOTING A FASHION MODEL
1 NEWS ARTICLE ON WEBSITE - YOUR CHOICE
POST FACEBOOK + INSTAGRAM + TWITTER + TUMBLR + PINTEREST
3000USD

#WOW
EDITORIAL ON NEWSLETTER (DAILY DIGEST 34,000 SUBSCRIBERS)
1 NEWS ARTICLE ON WEBSITE - YOUR CHOICE
4 PAGE EDITORIAL IN PRINT - YOUR CHOICE - IN OUR PRODUCTION
POST FACEBOOK + INSTAGRAM + TWITTER + TUMBLR + PINTEREST
#REGRAM ON SOCIAL
6000USD



D’SCENE Publishing LTD.

DIGIPACKS

Another important part of our magazines are our web pages
Allowing our clients full integration of print and digital assets read by more than 30,000 readers daily.

#TAKEOVER
1 NEWS ARTICLE ON A WEBSITE - YOUR CHOICE
1 WEEK HOME PAGE BACKGROUND (CLICKABLE)
2 BANNERS 1 SITEWIDE (HEADER 728x90 + SIDEBAR 300x600)
POST FACEBOOK + INSTAGRAM + TWITTER + TUMBLR + PINTEREST
1 PAGE PRINT - YOUR CHOICE
1900USD

#SPOTTED
ACCOMPANYING OF EVENTS, PRESS DAY, STORE OPENING, FASHION SHOW...
1 POST ON WEBSITE - YOUR CHOICE
POST FACEBOOK + INSTAGRAM + TWITTER + TUMBLR + PINTEREST
+ INSTAGRAM STORIES (TIMES 3)
2000USD

DIGIPACKS SOCIALS @MMSCENE @DESIGNSCENE @ARCHISCENE

Facebook 310,000
Instagram 48,900
Tumblr 180,000
PInterest 13,000
Twitter 25,400
Email (Daily Digest) 34,000

Purchasing ads across two of three **D’SCENE Publishing LTD** magazines & platforms comes with **30-50% discount**.

For additioanl information email us at info@designscene.net

READ D'SCENE PUBLISHING LTD PUBLICATIONS

Design SCENE - Monthly Print + Digital
MMSCENE - Monthly Print + Digital
D'SCENE - Biannual Print + Digital

www.designscene.net
www.malemodelscene.net
www.beautyscene.net
www.archiscene.net

Twitter/Instagram @designscene @mmscene

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registered number H.E. 347957 whose registered office is at
14 Terpsichoris Street, Aglatzia, Nicosia, Cyprus, 2102 and where the
context requires, includes its subsidiaries and associated undertakings.

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