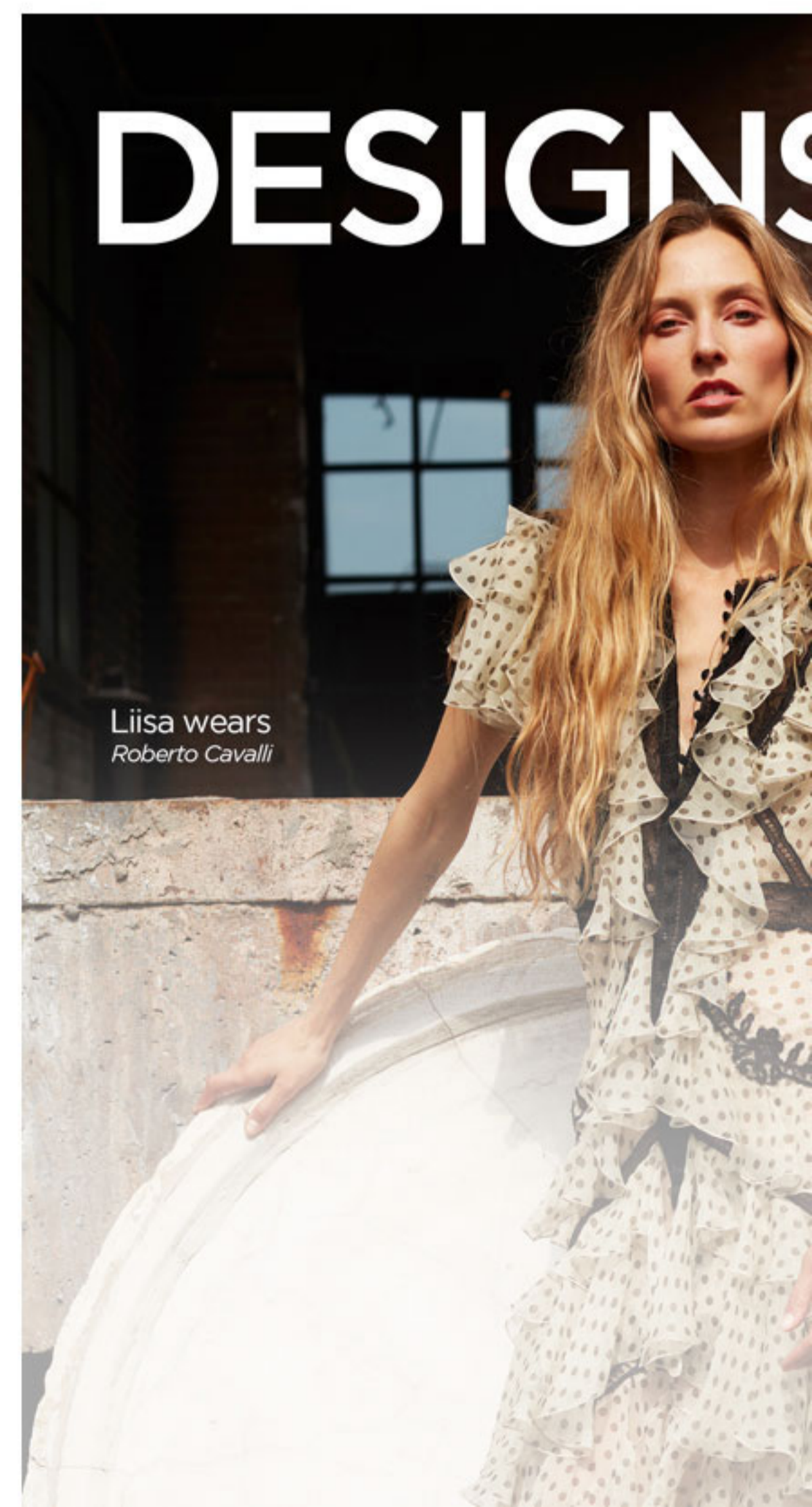


# DESIGNSCENE

SPRING SUMMER 2018 MEDIA KIT



LYDIA HEARST  
DESIGN SCENE  
ISSUE 03

**DESIGNSCENE**



**WHAT IS DESIGN SCENE:**

DESIGN SCENE is the monthly print and digital publication of D'SCENE Publishing LTD. closely connected to our web page DESIGNSCENE.net. Coming out 10 times a year DESIGN SCENE is available in a digital shoppable format, as well as in print order via our web page - shipping internationally.

Print copies of DESIGN SCENE are also available in select stores in Hong Kong, Germany, Singapore, Hong Kong, Taipei and Seoul.

**WHERE IS DESIGN SCENE CREATED?**

DESIGN SCENE editorials are exclusively created by the in-house D'SCENE PUBLISHING LTD team of editors in collaboration with contributors in London, Milan, New York and Singapore.

**WHERE ARE OUR READERS FROM:**

The majority of our readers come from countries in North America and the EU. The Asian markets takes a 25% share of our total readership.

**WHO'S DESIGN SCENE?**

DESIGN SCENE has a strong team of editors comprised of industry leading stylists and photographers based in London, Milan, Belgrade and Singapore. DESIGN SCENE is published by D'SCENE PUBLISHING LTD.

**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 on the international market:**

**D'SCENE** biannual print & digital magazine [www.designscene.net](http://www.designscene.net)

**DESIGN SCENE** monthly print & digital magazine [www.designscene.net](http://www.designscene.net)

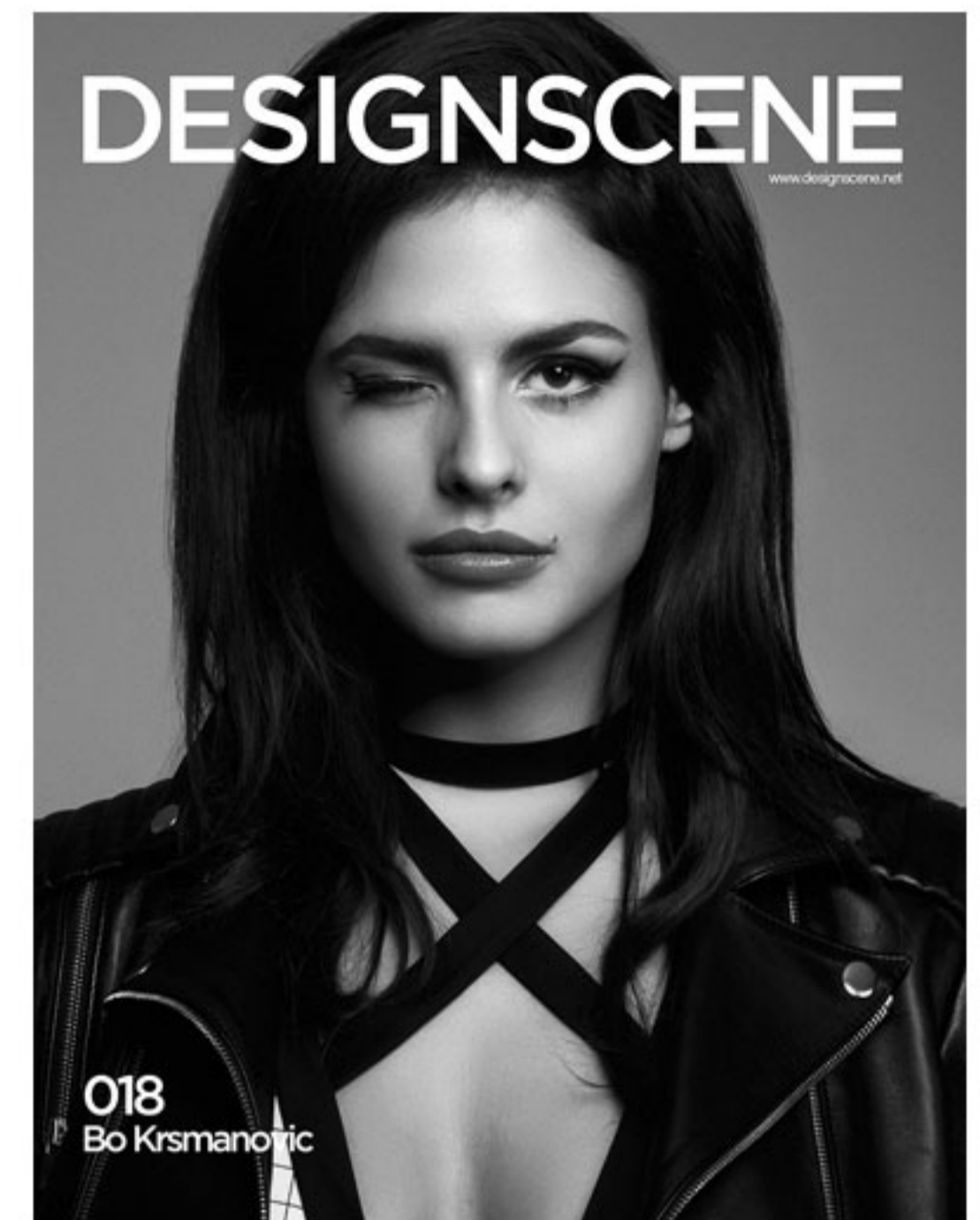
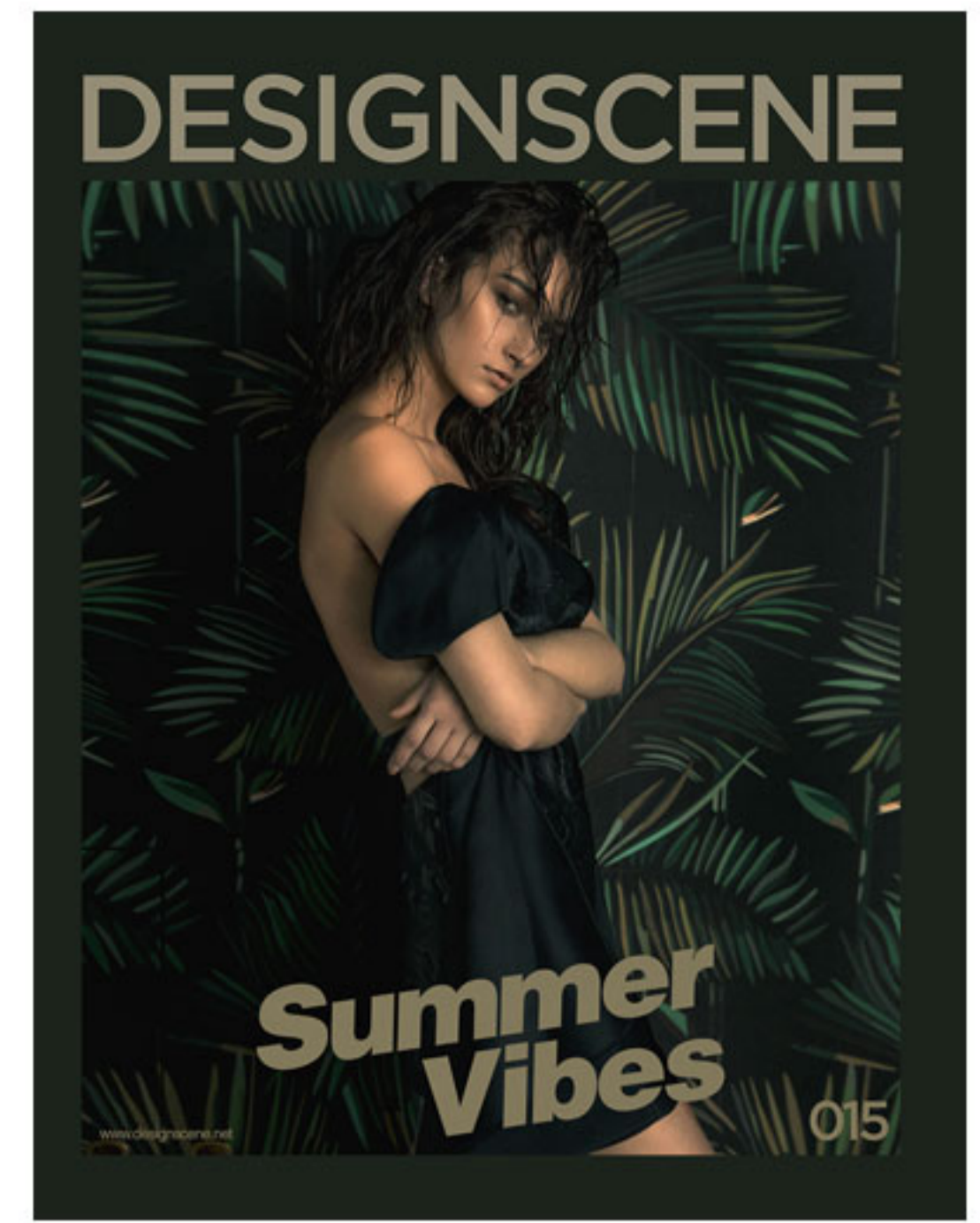
**MMSCE** monthly print & digital magazine [www.malemodelsce.net](http://www.malemodelsce.net)

**ARCHISCE** architecture and interior design web page [www.archiscene.net](http://www.archiscene.net)

**BEAUTYSCENE** beauty and makeup web page [www.beautyscene.net](http://www.beautyscene.net)



**DESIGNSCENE**



Each issue features a carefully selected cast of models - our cover stars are a true mix of celebrity, fashion icons and rising stars of the fashion catwalk.

In over 20 issues DESIGN SCENE cover girls list supermodels LYDIA HEARST, SHANINA SHAIK, SHEENA LIAM, CAROLA REMER, LIISA WINKLER, BERI SMITHER, BO KRSMANOVIC, STEFFI COOK, and MARGAUX BROOKE joined by celebrities IRELAND BASINGER BALDWIN and VIOLET CHACHKI.

Coming issues feature cover stars top model **Alla Kostromichova**, **Charli Howard** a top model and writer who is a champion of body positivity as well as 90s supermodel **Amy Wesson**.

BERI SMITHER  
DESIGN SCENE  
ISSUE 020



DESIGNSCENE



**DESIGN SCENE ISSUE 022**  
**COVER STAR ALLA KOSTROMICHOVA**

**In addition to select bookstores in Asia and Europe  
MMSCENE 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 10 ISSUES PER YEAR**

### **PRINT**

**CIRCULATION 2,000 COPIES + on demand printing**

**DIGITAL CIRCULATION 5,000 digital PDF Copies (desktop + mobile)**

**COVER PRICE \$9.90 (in store price, depends on the region)**

**DIGITAL \$4.90**

**WEB (monthly)**

**VISITORS UNIQUE 490,000**

**PAGE VIEWS 1,150,000**

**SOCIAL MEDIA REACH + 600,000 (single media share)**

**SOCIAL MEDIA @DESIGNSCENE @MMSCENE @ARCHISCENE**

**Facebook 333,000**

**Instagram 61,000**

**Tumblr 180,000**

**Pinterest 16,000**

**Twitter 25,400**

**Email (Daily Digest) 34,000**

We are actively engaged with a community of over **600,000 fans on social** media who share an interest in women's fashion, menswear and the modelling industry.

Editorials are produced by our Fashion Editors across London, Milan, New York and Singapore. Our team produces more than 30 stories for print and web each month.

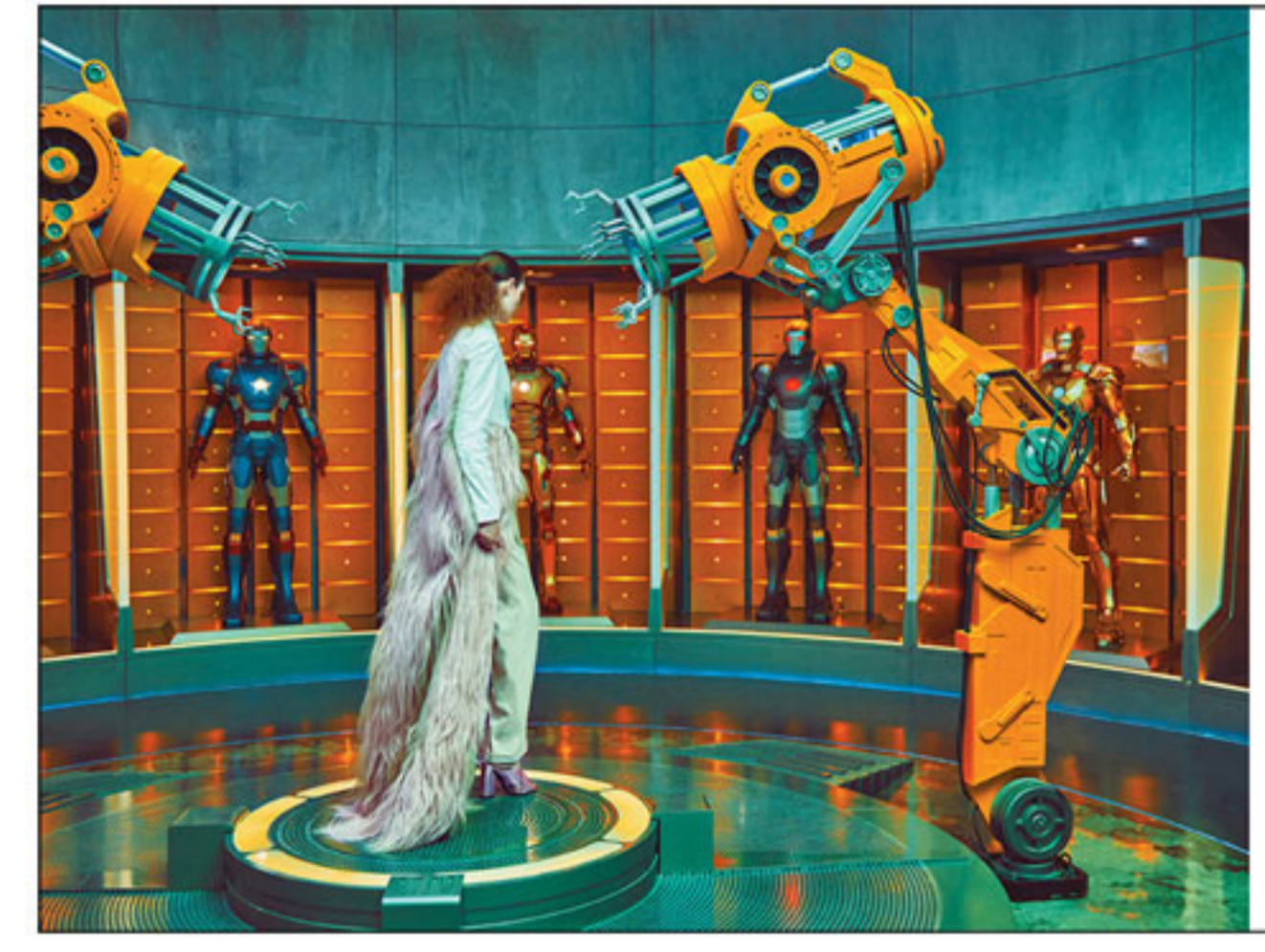
D'SCENE network of collaborators are leading writers, industry experts and photographers around the globe.

**D'SCENE**  
publishing ltd



**D'SCENE**  
publishing ltd





**WHO READS DESIGN SCENE MAGAZINE?**

**TOTAL WEB AUDIENCE: 1,150,000 MONTHLY VIEWS**  
**AVG SESSION DURATION: 02m11S**  
**D'SCENE MAGAZINE PRINT: 2,000 copies**  
**D'SCENE MAGAZINE DIGITAL VERSION: 5,000+ downloaded copies**

**FREQUENCY 10 ISSUES PER YEAR**

**DEMOGRAPHIC INSIGHTS**

- Gender: Female 68,10%
- Young Adults: 18-34 31,12%
- Affluent \$60k-\$100k - 39,71%
- Ethnicity: Caucasian 59,02%
- Education: No College 19,12%

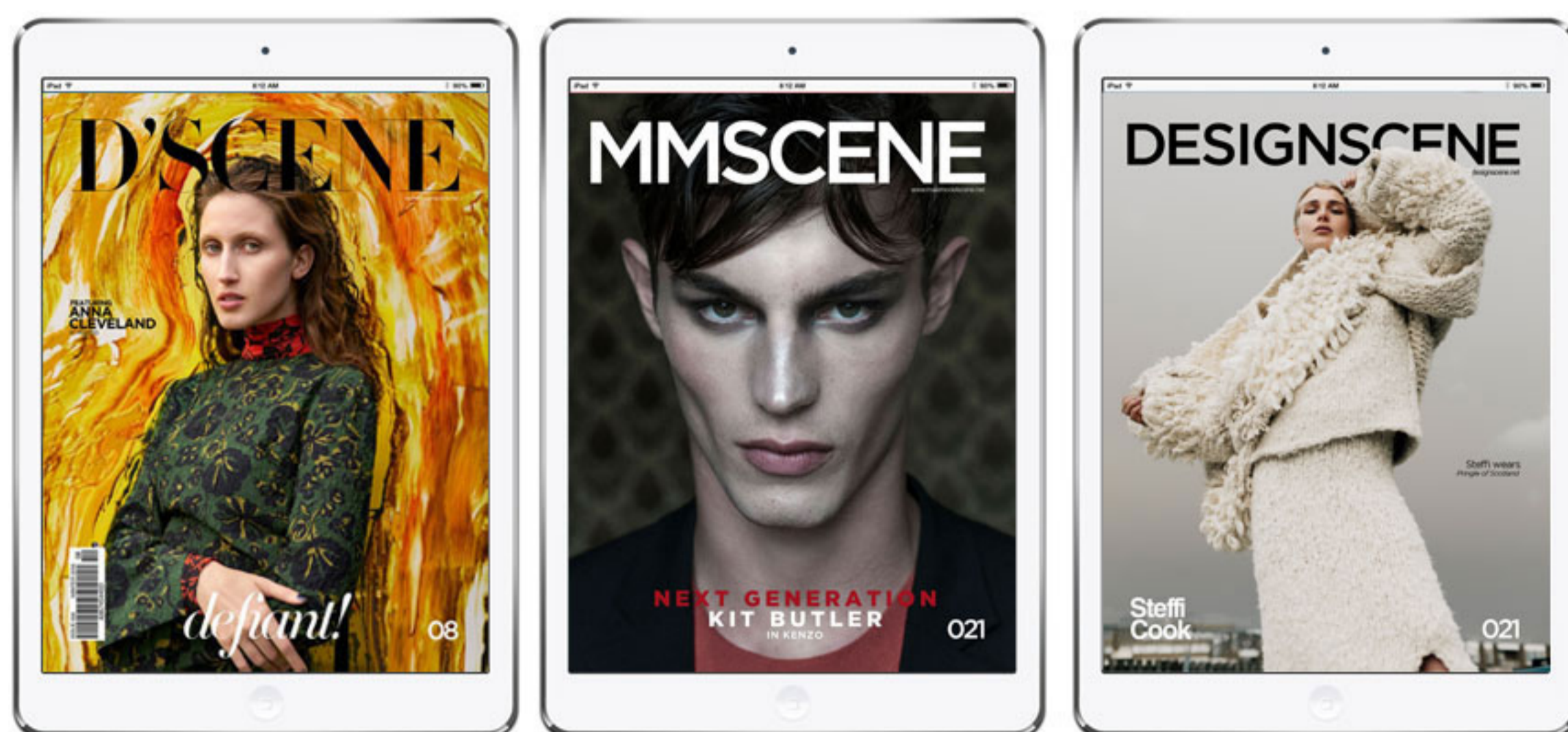
**COUNTRIES:**

- #01 United States of America 55,20%
- #02 United Kingdom 14,30%
- #03 Canada 8,29%
- #04 Germany 6,89%
- #05 China 7,18%
- #06 Australia 6,90%

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



**D'SCENE**  
publishing ltd



**D'SCENE Publishing LTD.**

## **DIGIPACKS**

A great way to utilize your advertising with our 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

**\$400**

### **#REGRAM**

1 NEWS ARTICLE ON A WEBSITE - YOUR CHOICE

POST FACEBOOK + INSTAGRAM + TWITTER + TUMBLR + PINTEREST

**\$700**

### **#SELFIE**

STYLING AND SHOOTING STILL LIFE OF A PRODUCT

POST IT ON THE SITE

POST FACEBOOK + INSTAGRAM + TWITTER + TUMBLR + PINTEREST

**\$900**

### **#VIDEO**

POST A VIDEO ON SOCIAL NETWORKS

POST FACEBOOK + INSTAGRAM + TWITTER + TUMBLR + PINTEREST

**\$1200**

### **#OOTD**

SHOOTING A FASHION MODEL

1 NEWS ARTICLE ON WEBSITE - YOUR CHOICE

POST FACEBOOK + INSTAGRAM + TWITTER + TUMBLR + PINTEREST

**\$2000**

### **#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

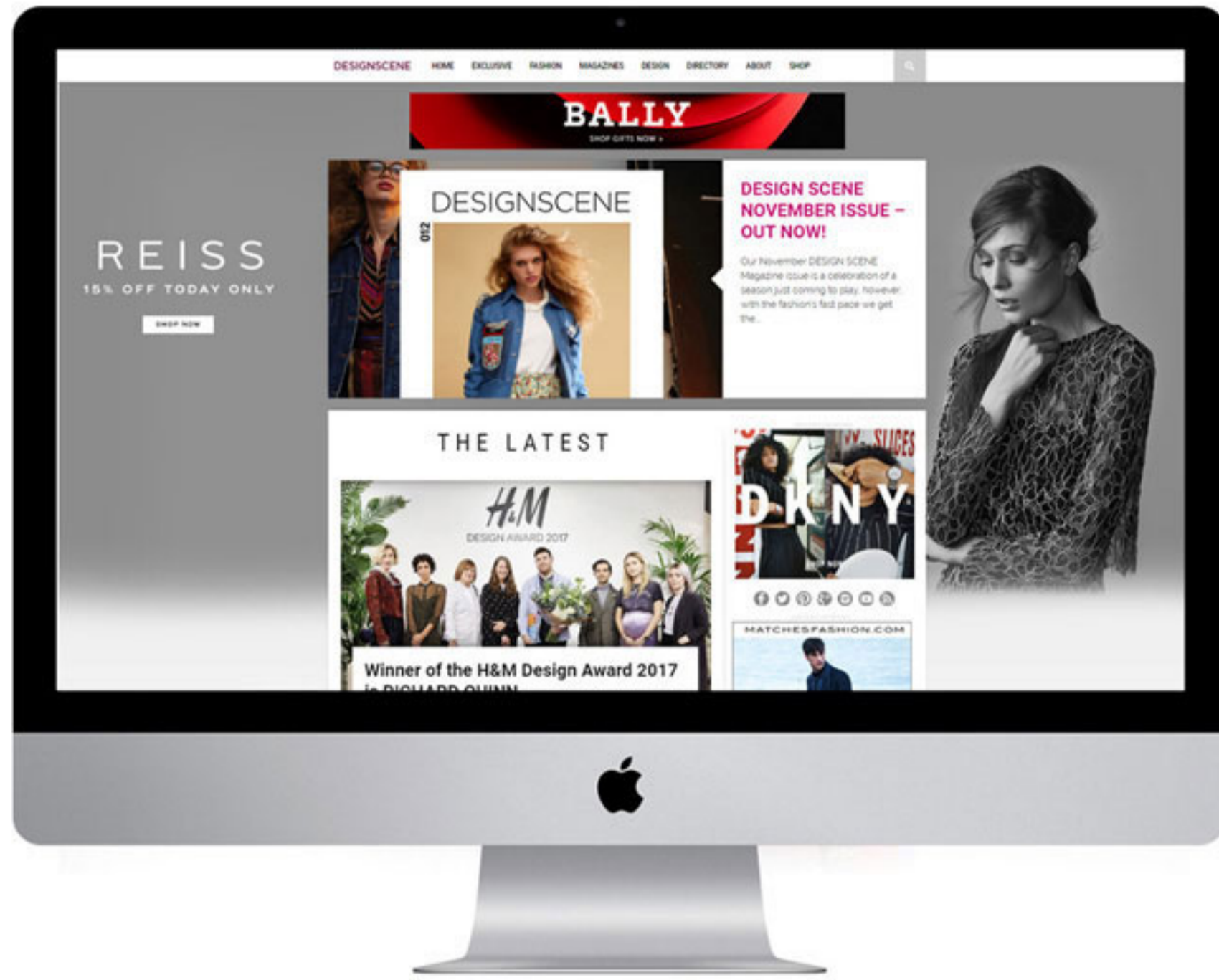
POST FACEBOOK + INSTAGRAM + TWITTER + TUMBLR + PINTEREST

#REGRAM ON SOCIAL

**\$4900**



**D'SCENE**  
publishing ltd



**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

**\$1900**

## **#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)

**\$1600**

## **DIGIPACKS SOCIALS @MMSCENE @DESIGNSCENE @ARCHISCENE**

**Facebook 333,000**

**Instagram 61,000**

**Tumblr 180,000**

**Pinterest 16,000**

**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 additional information email us at [info@designscene.net](mailto: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](http://www.designscene.net)

[www.mmscene.com](http://www.mmscene.com)

[www.beautyscene.net](http://www.beautyscene.net)

[www.archiscene.net](http://www.archiscene.net)

Twitter/Instagram @designscene @mmscene

© D'SCENE Publishing LTD is a company incorporated in Cyprus 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.

**D'SCENE**  
publishing ltd