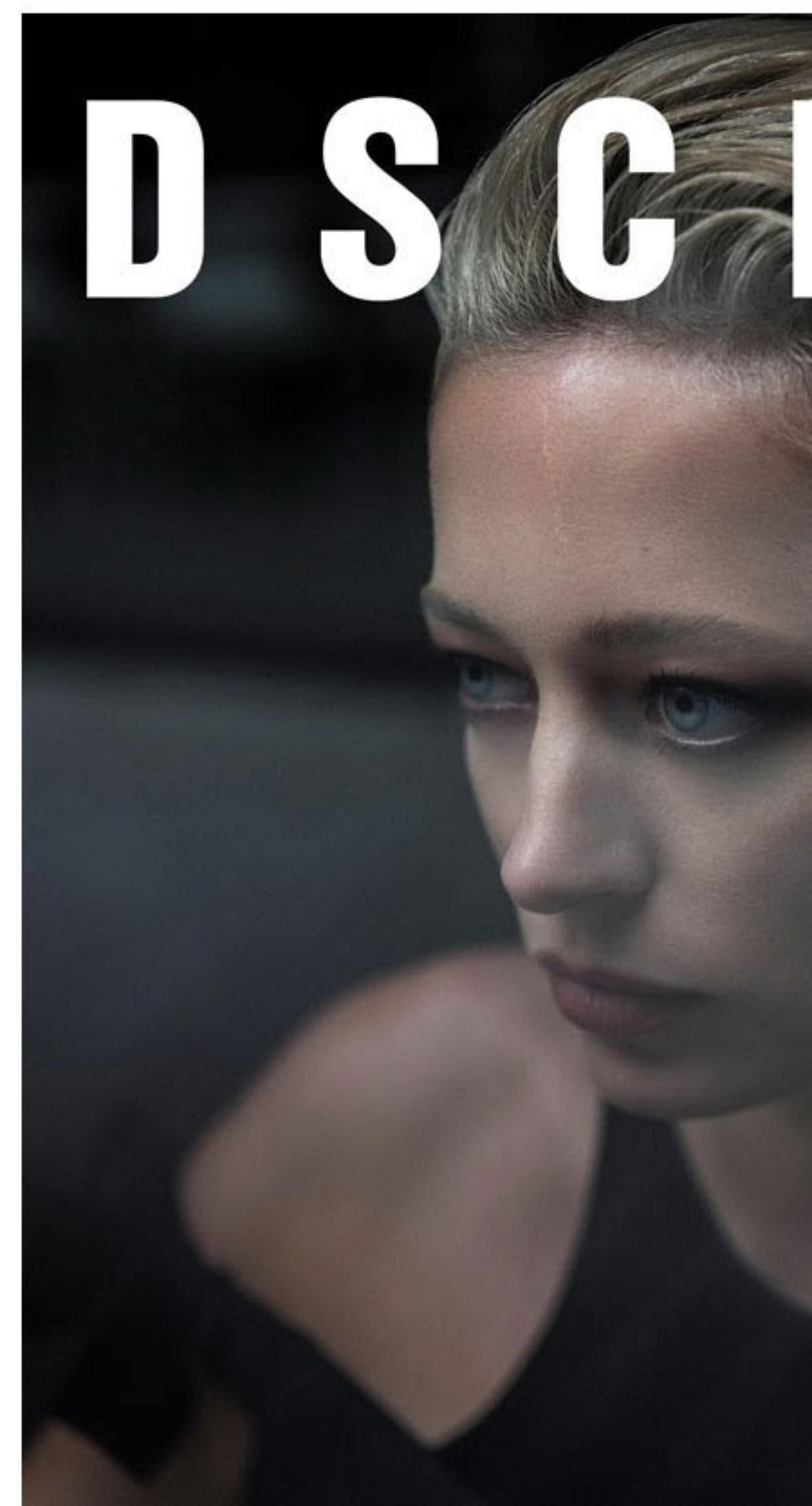
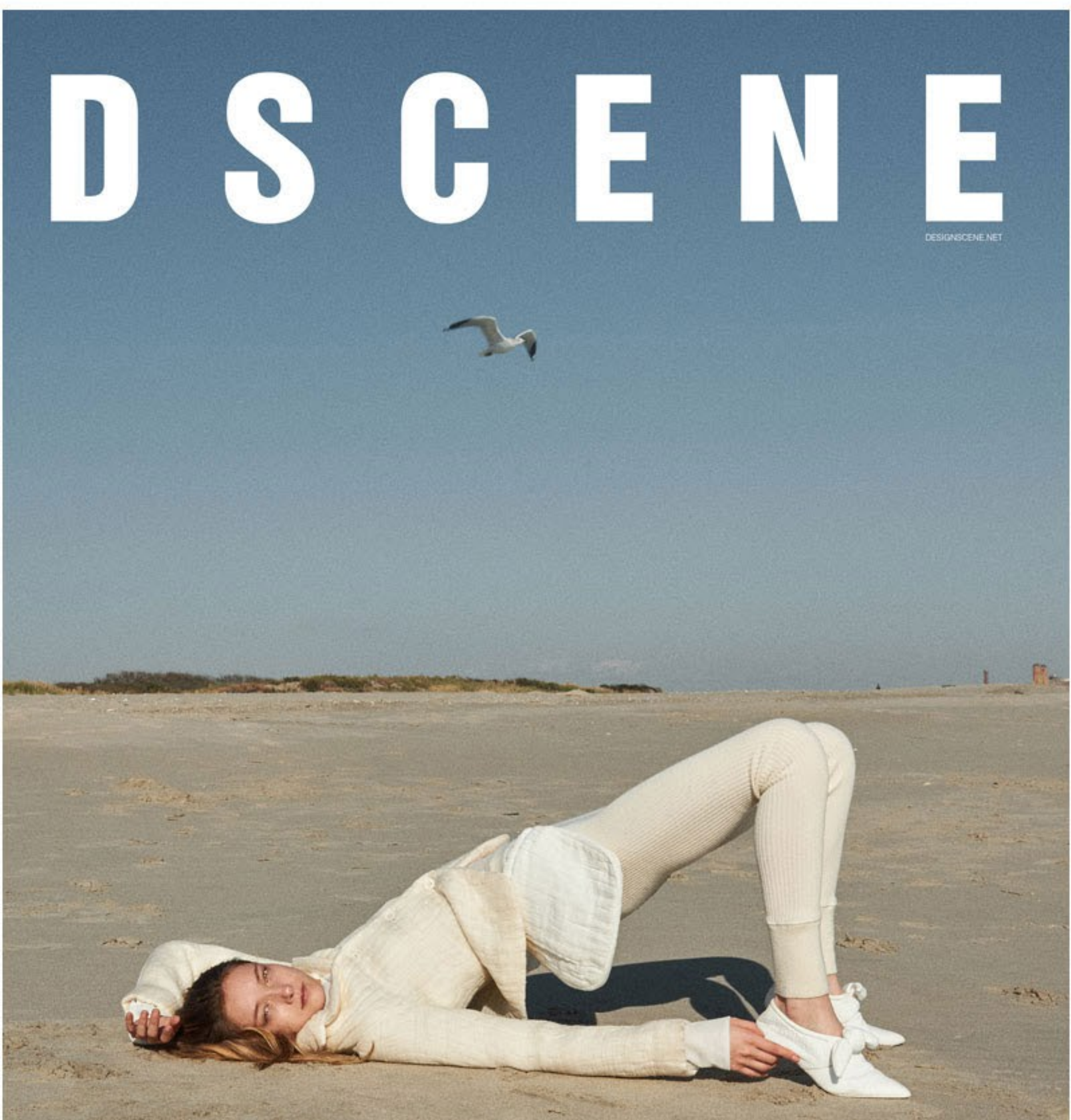


DESIGNSCENE

2020 MEDIA KIT





WHAT IS DSCENE:

DSCENE is the biannual print and digital publication created by DSCENE Publishing connected to our web pages DESIGNSCENE.net and MMSCENE.com. Coming out twice a year as our biggest publication, DSCENE is distributed globally in over 40 carefully selected book stores across Europe, Asia and the United States.

WHERE IS DSCENE CREATED?

DSCENE editorials are exclusively created by the in-house DSCENE PUBLISHING team of editors with offices in Paris, Milan, New York and Singapore. DSCENE Publishing editors regularly collaborate with an international list of contributors.

WHERE ARE OUR READERS FROM:

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

WHOS D'SCENE?

DSCENE is a collective of editors, writers and marketing specialists based in Paris, Milan, Singapore and Belgrade all working under the DSCENE helm. Currently our team has 10 in-house members.

Founded in 2007 as a web destination for latest design, style and fashion photography news. DSCENE Publishing today also works on DSCENE, MMSCENE and DESIGN SCENE magazine's in their print and digital versions.

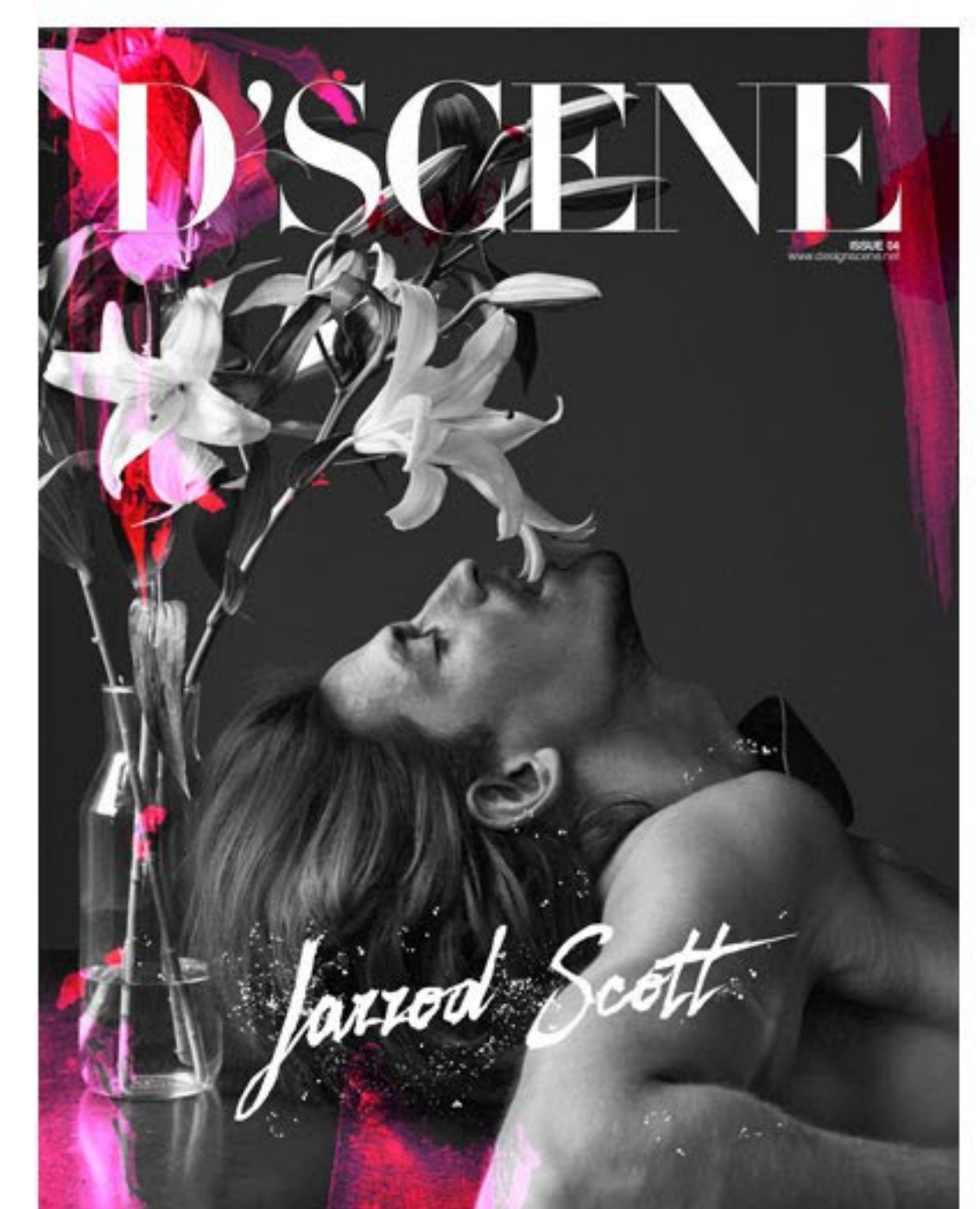
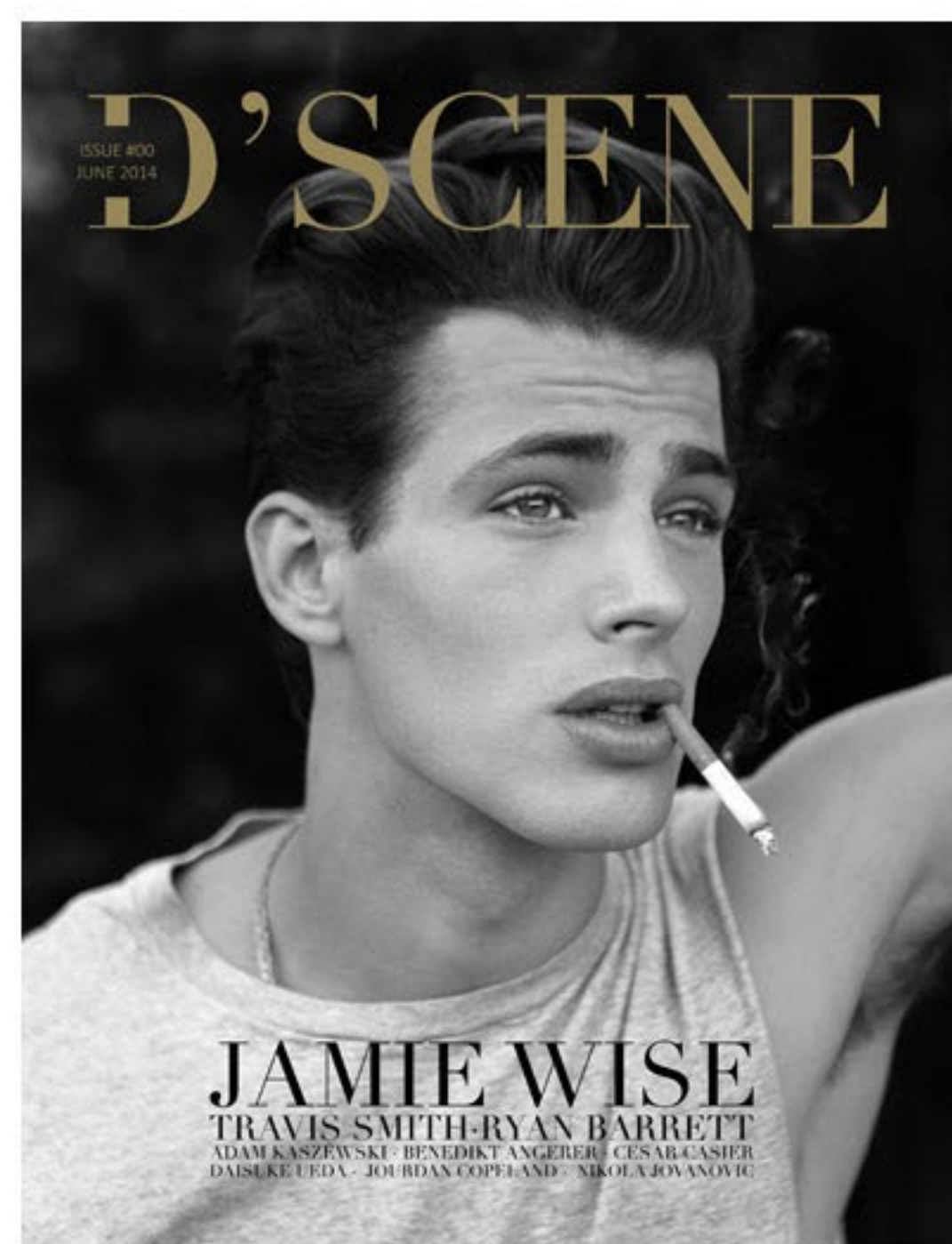
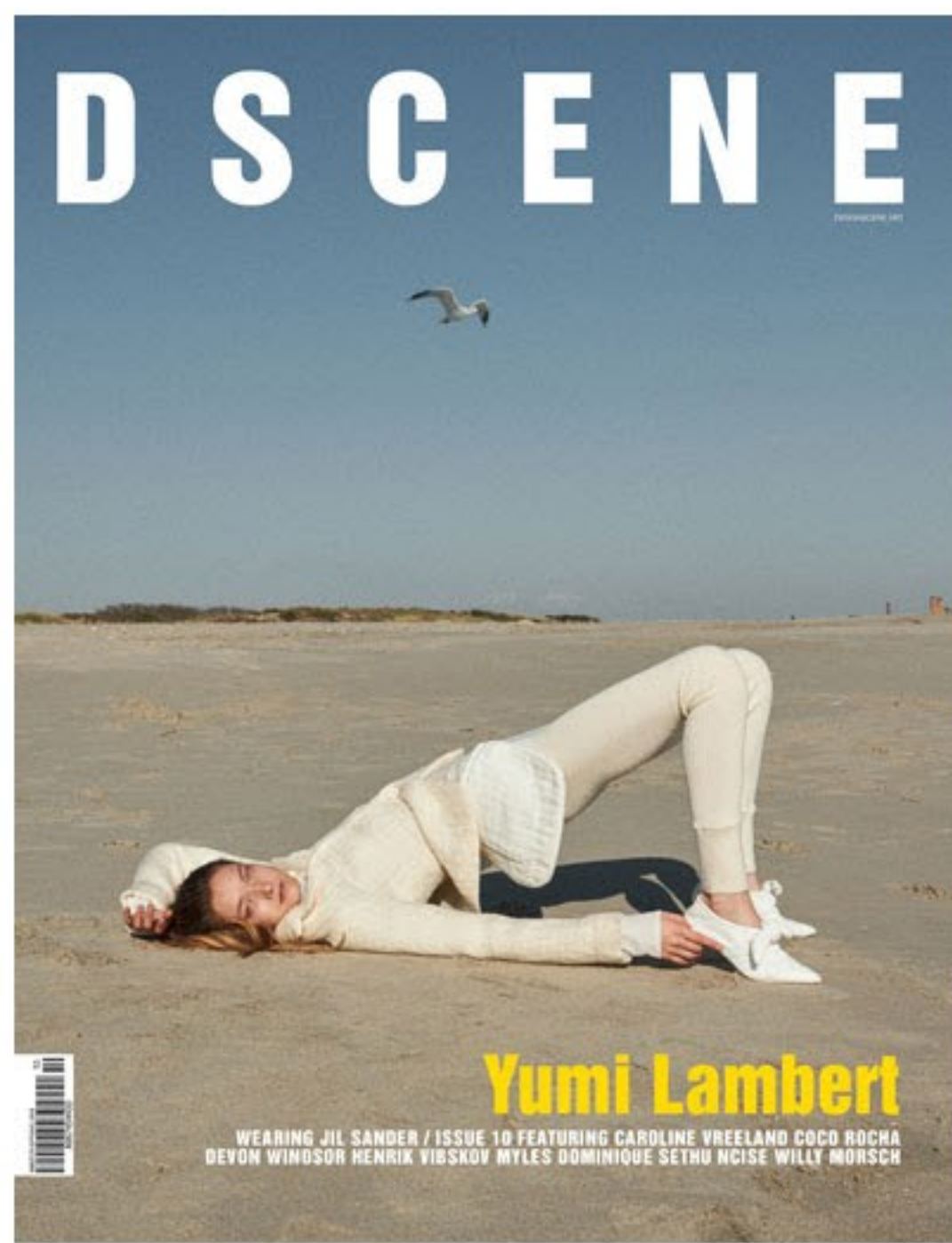
DSCENE PUBLISHING network and publications:

DSCENE biannual print & digital magazine designscene.net
DESIGN SCENE quarterly print & digital magazine designscene.net
MMSCENE bi-monthly print & digital magazine mmscene.com / malemodels.scene.net
ARCHISCENE architecture, interior design & furniture web page archiscene.net
BEAUTYSCENE beauty and makeup web page beautyscene.net

COCO ROCHA
DSCENE
ISSUE 010



DSCENE



DSCENE has featured an array of supermodels and celebrities on its covers including Anne V, Yasmin Le Bon, Chanel Iman, Helena Christensen, Devon Windsor, Yumi Lambert, Tasha Tilberg, Niki Taylor, Meghan Collison, music band LANY, Alton Mason and Jarrod Scott, to name a few.

DSCENE #13 is scheduled to come out in the first week of May 2020 as our Summer issue.
DSCENE #14 is scheduled to come out in the first week of November 2020 as our Winter issue.



DSCENE



DSCENE 12

COVER STARS ELFIE REIGATE, DUPONT TWINS
KIT BUTLER, ANAIS POULIOT
AND BAMBI NORTHWOOD BLYTH

In addition to select bookstores in Asia and Europe
DSCENE is available for purchase online in print & digital
with international shipping.

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

FREQUENCY 2 ISSUES PER YEAR

PRINT

CIRCULATION 8,000 COPIES + on demand printing

DIGITAL CIRCULATION 10,000 digital PDF copies (desktop + mobile)

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

DIGITAL \$4.90

WEB (monthly visitors for MALEMODELSCENE.net and DESIGNSCENE.net)

UNIQUE VISITORS 600,000

PAGE VIEWS 1,650,000

SOCIAL MEDIA REACH 350,000+ (single media share)

SOCIAL MEDIA @DESIGNSCENE @MMSCENE @ARCHISCENE

Facebook 326,000

Instagram 85,000

Tumblr 180,000

Pinterest 74,000 followers with a total of 10 million monthly views

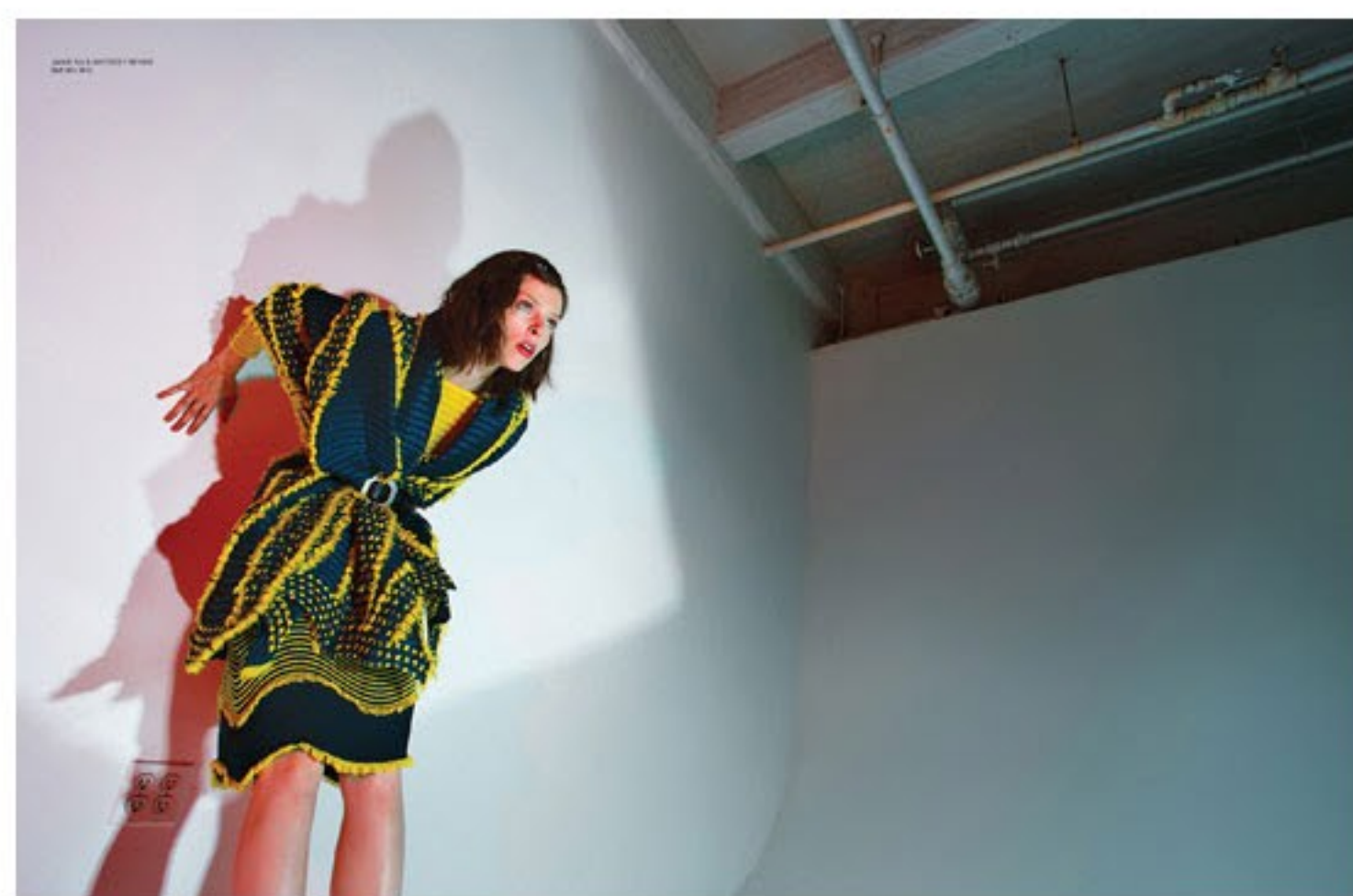
Twitter 22,250

Email Subscribers 19,000

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 modeling industry.

ANNE V
DSCENE
ISSUE 06

D S C E N E



WHO READS DSCENE MAGAZINE?

TOTAL WEB AUDIENCE: 1,650,000 MONTHLY VIEWS

AVG SESSION DURATION: 02m27s

DSCENE MAGAZINE PRINT: 8.000 copies

D'SCENE MAGAZINE DIGITAL VERSION: 10,000+ downloaded copies

FREQUENCY 2 ISSUES PER YEAR

DEMOGRAPHIC INSIGHTS

Gender: Female 52,10%

Young Adults: 18-34 36,21%

Affluent \$60k-\$100k - 32,44%

Ethnicity: Caucasian 54,11%

Education: No College 25,78%

COUNTRIES:

#01 United States of America 53,70%

#02 Canada 13,20%

#03 United Kingdom 10,97%

#04 Germany 8,90%

#05 China 8,80

#06 Australia 6,30

Analytics data above extracted from Google Analytics, as well as more than 600,000 followers data insight via Facebook, Instagram and Twitter.

DSCENE
ISSUE 07



DSCENE



HOW TO ADVERTISE IN DSCENE

We offer intergration of print & digital advertising, every advertiser in our print edition also gets a placement on our web pages designscene.net or malemodels.scene.net.

COVER LOOK STYLING \$4000 (cover star wearing a total look from a single brand)

2nd COVER \$1700 (back cover)

1st DOUBLE PAGE SPREAD (DPS) \$1800

2nd DPS \$1200

3rd DPS \$1100

4th DPS \$1000

5th+ DPS \$900

SINGLE PAGE \$600

*web gratis 300x250 sidebar banner /3 weeks for every DPS/COVER order

PR TEXT & PHOTOS \$700 **SINGLE PAGE** (+web post with backlink)

ADVERTORIAL PHOTO SHOOTS IN DSCENE PRODUCTION

MINI STYLING - SINGLE PAGE \$800

MINI STYLING - 6 PAGES - \$2200

12 PAGE STYLING + TEXT \$4900

Styling features also posted on our web pages plus @designscene / @mmscene instagrams

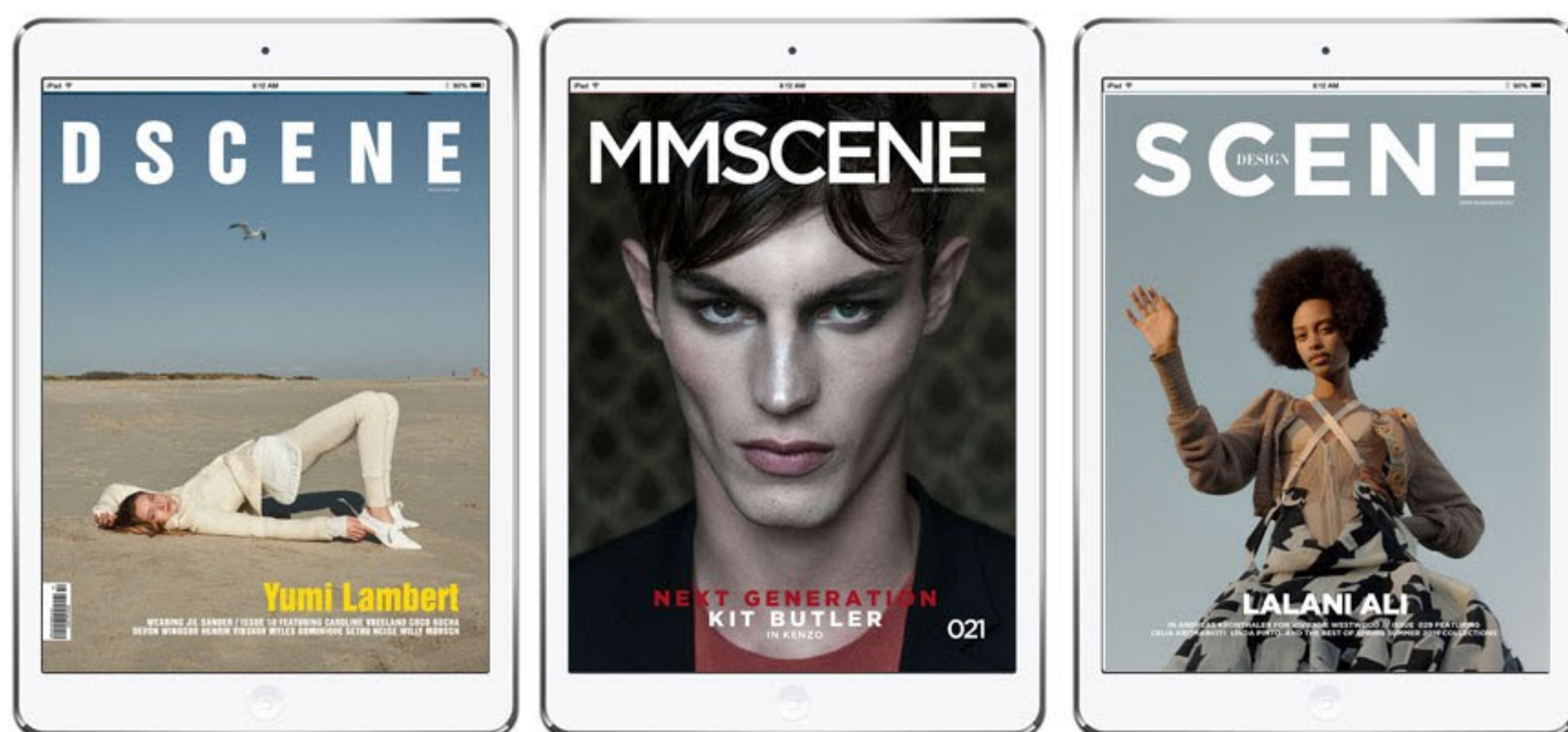
Web ads are displayed on www.designscene.net. For additional information email us at advertising@designscene.net

Prices in USD

YUMI LAMBERT
DSCENE
ISSUE 07



D S C E N E



DSCENE PUBLISHING 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

1 NEWS ARTICLE ON WEBSITE - YOUR CHOICE

4 PAGE EDITORIAL IN PRINT - YOUR CHOICE - IN OUR PRODUCTION

POST FACEBOOK + INSTAGRAM + TWITTER + TUMBLR + PINTEREST

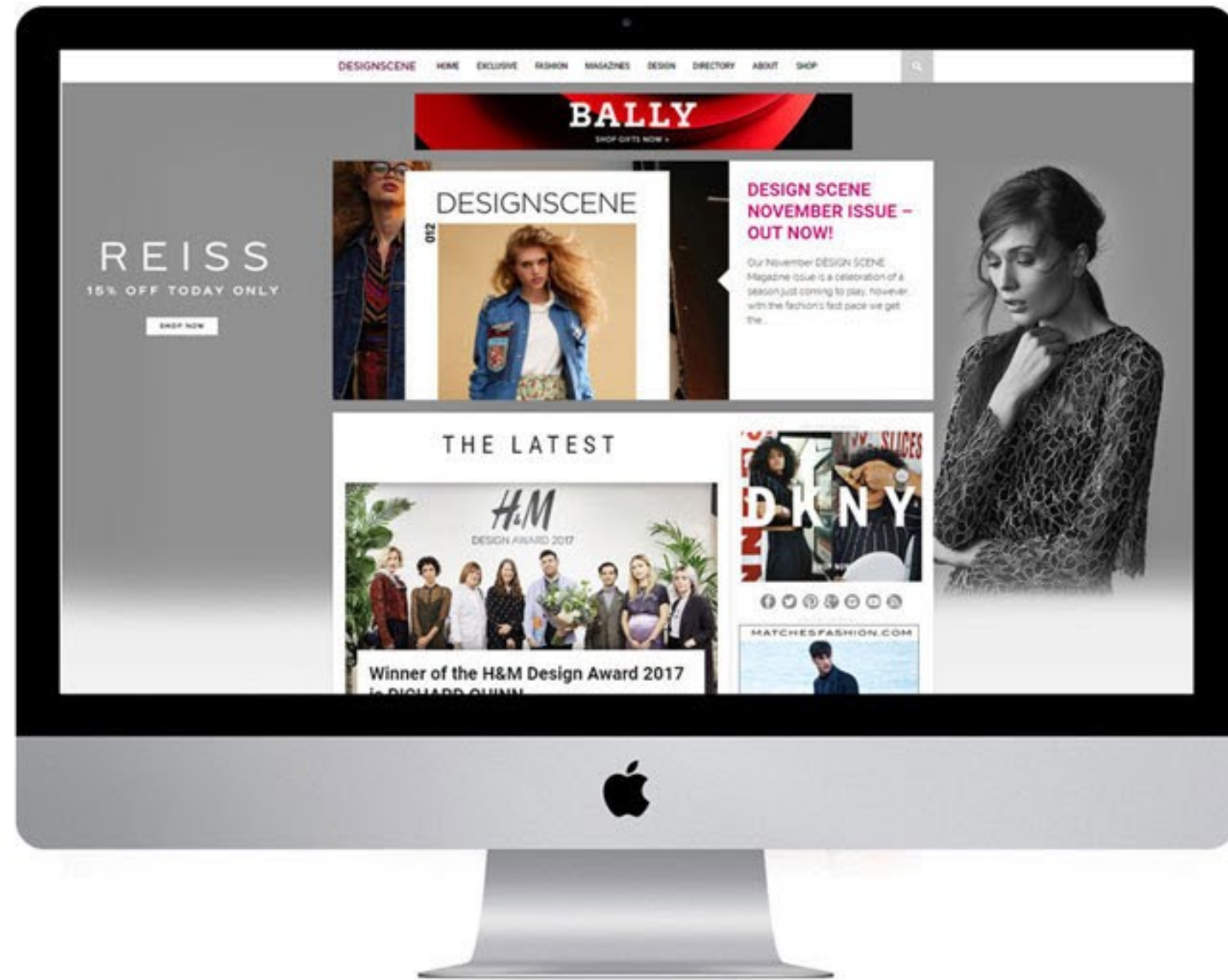
#REGRAM ON SOCIAL

\$4900

packages above are for advertorials produced by dscene publishing

HELENA CHRISTENSEN
DSCENE
ISSUE 09

DSCENE



DSCENE PUBLISHING 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 326,000

Instagram 85,000

Tumblr 180,000

Pinterest 74,000 followers with a total of 10 million monthly views

Twitter 22,250

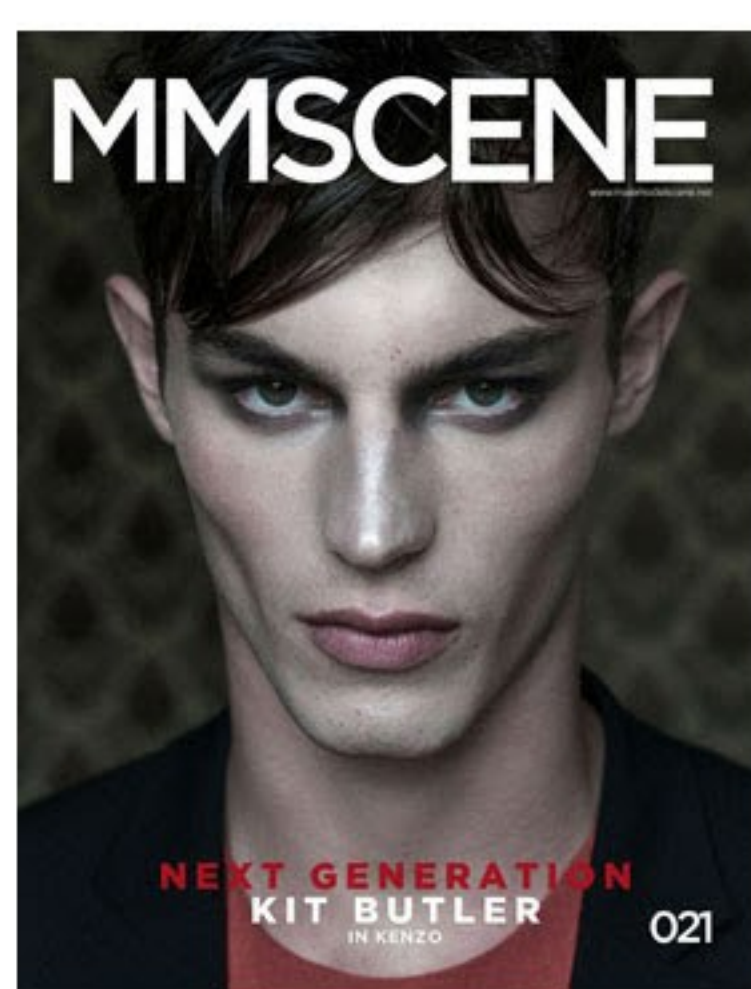
Email Subscribers 19,000

For additioanl information email us at info@designscene.net

MEGHAN COLLISON
DSCENE
ISSUE 09



DSCENE



READ DSCENE PUBLISHING PUBLICATIONS

DESIGN SCENE - QUARTELY PRINT + DIGITAL

MMSCENE - QUARTELY PRINT + DIGITAL

DSCENE - BIENNIAL PRINT + DIGITAL

DSCENE BEAUTY / BEAUTY SCENE - DIGITAL

ARCHISCENE - DIGITAL

www.designscene.net

www.mmscene.com

www.beautyscene.net

www.archiscene.net

Twitter/Instagram @designscene @mmscene

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Zdravka Celara 8/7 Belgrade, 11120 Serbia and the context
requires, includes it's subsidiaries and associated undertakings.

D S C E N E