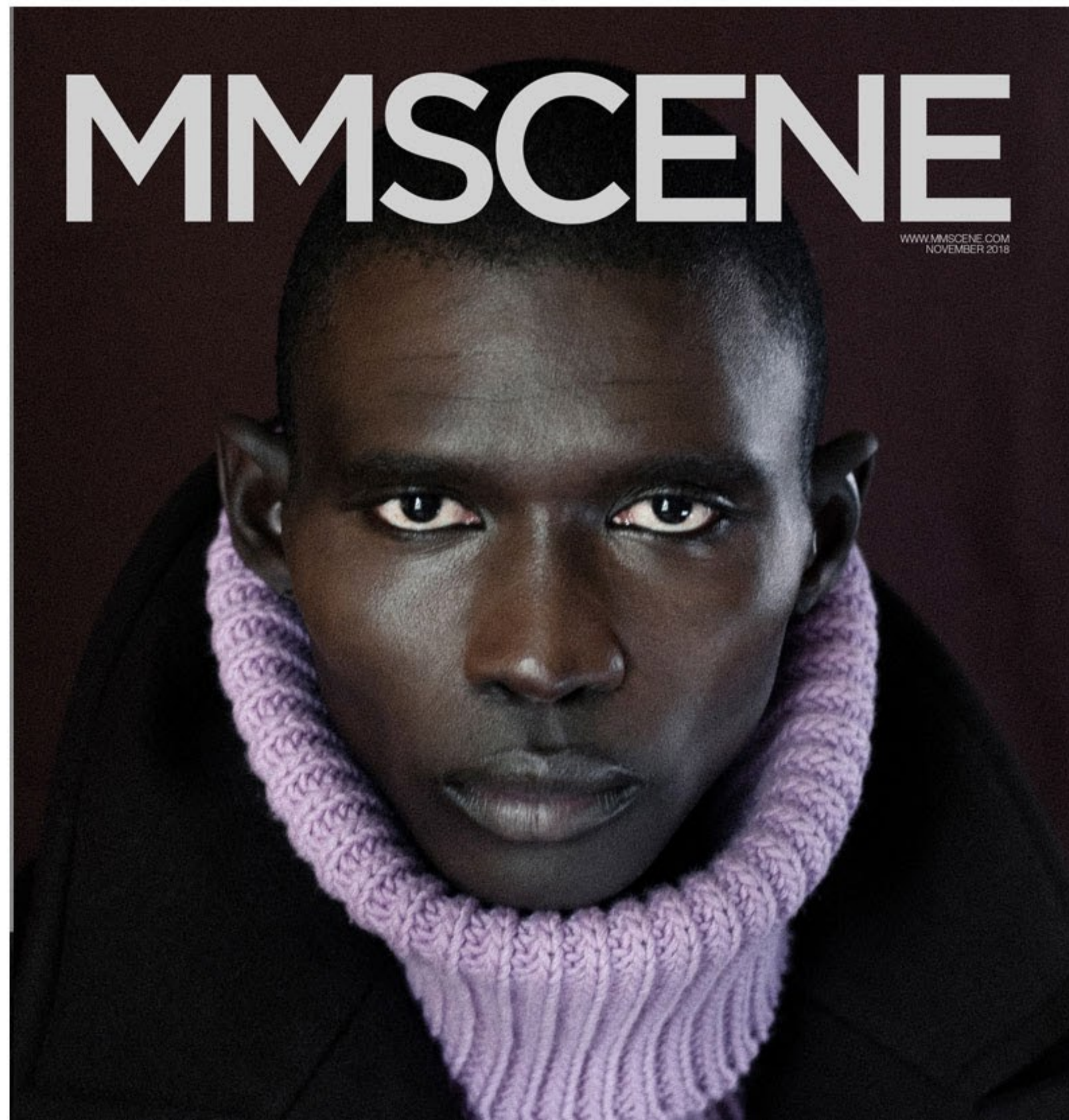
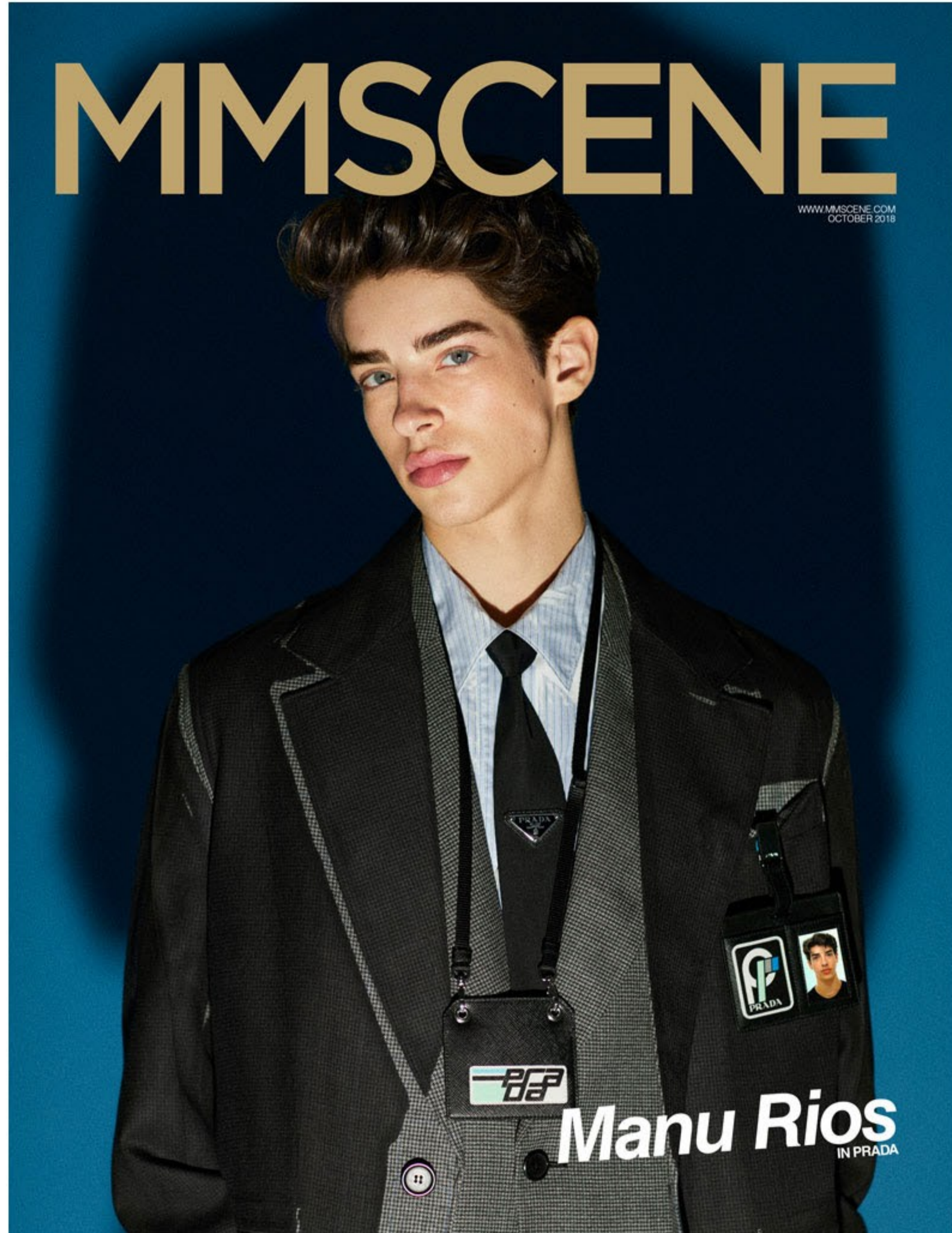
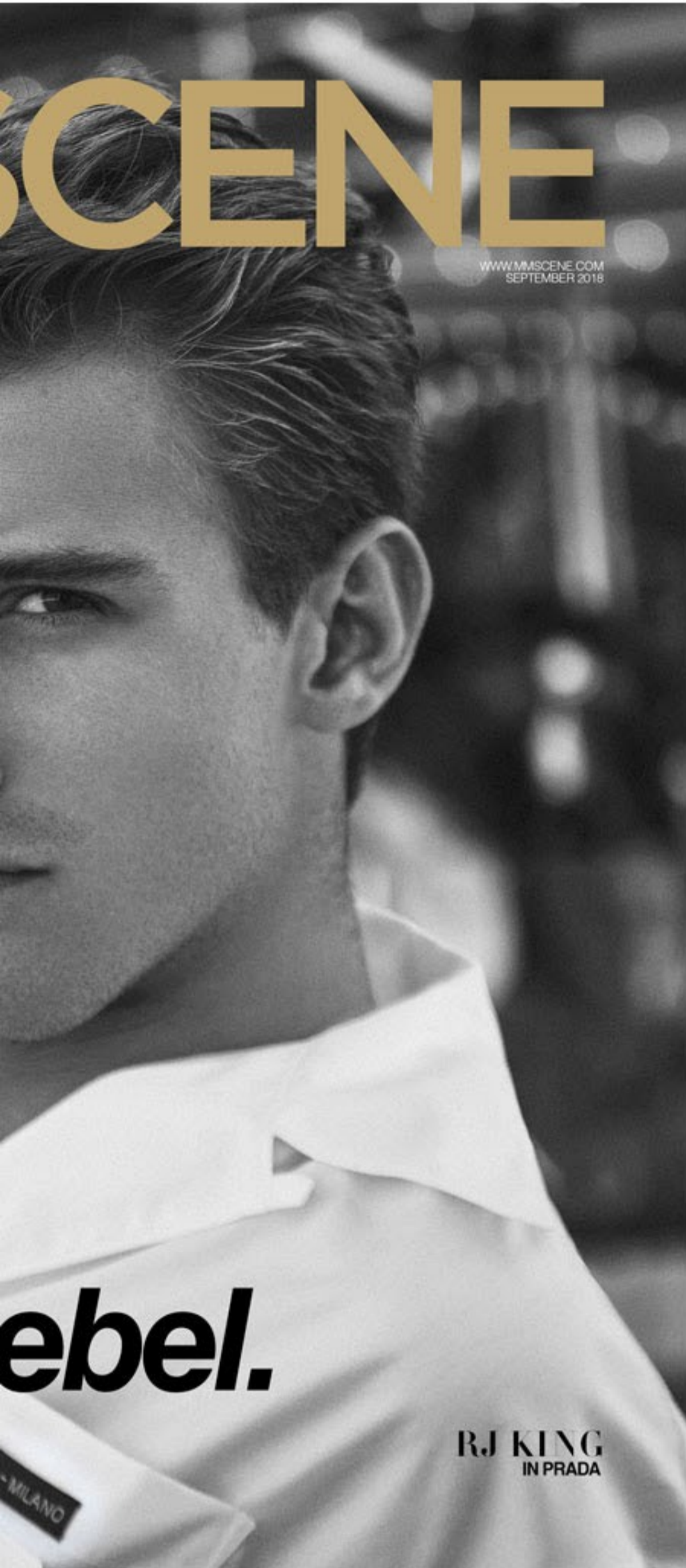
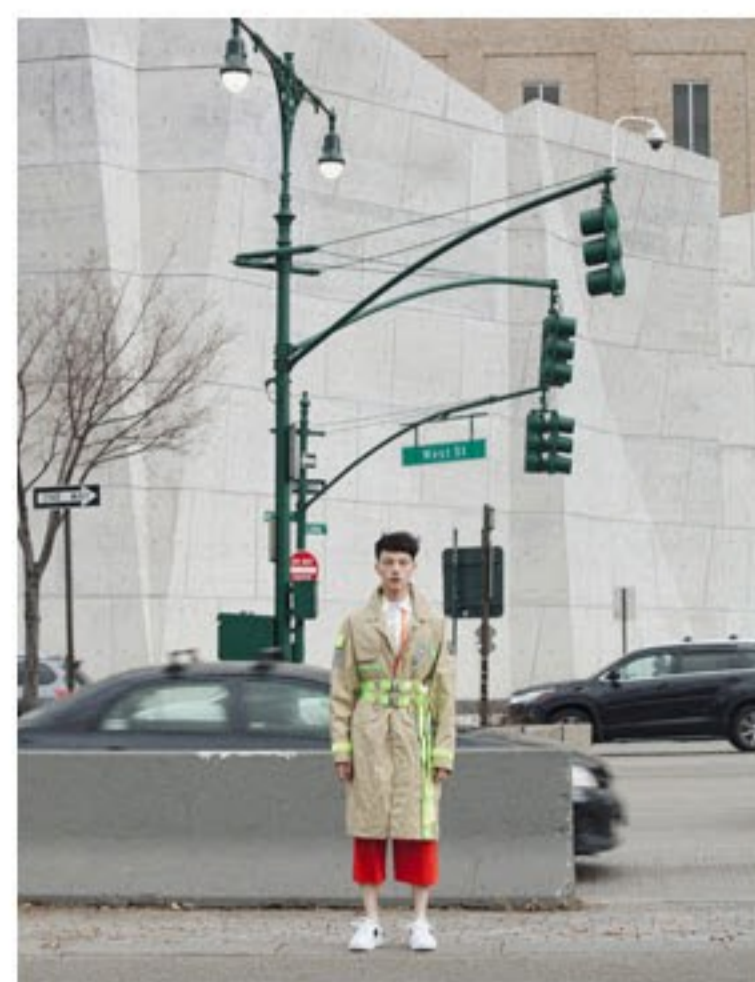


MMSCENE

2020 MEDIA KIT





WHAT IS MMSCENE:

MMSCENE is a quarterly print and digital menswear publication by DSCENE Publishing closely connected to our web page MMSCENE.com/MALEMODELSCENE.net. DSCENE publications are distributed globally in over 20 carefully selected book stores across Europe and Asia and available for order in print & digital via MMSCENE magazine shop.

WHERE IS MMSCENE CREATED?

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

WHO'S MMSCENE?

MMSCENE 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.

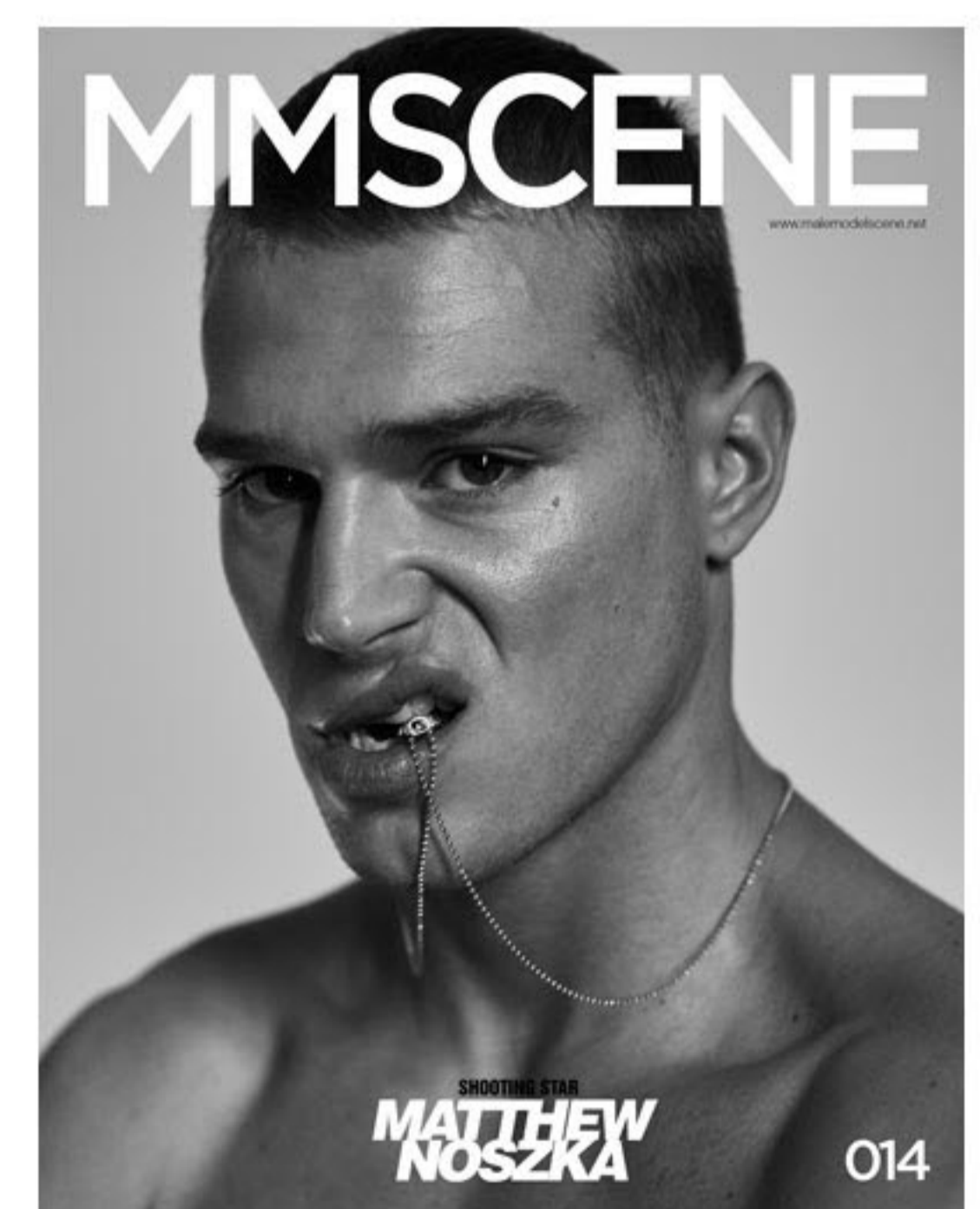
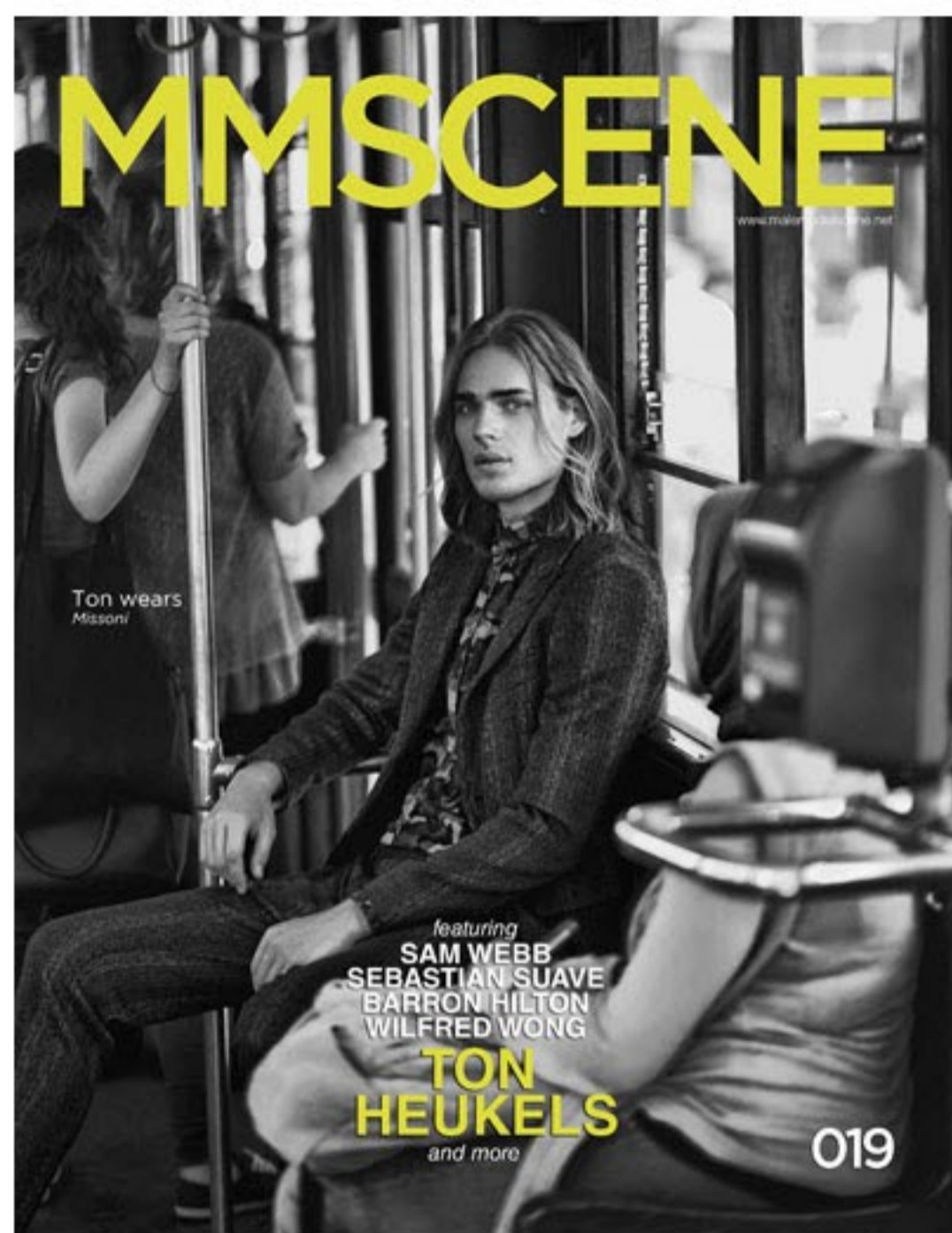
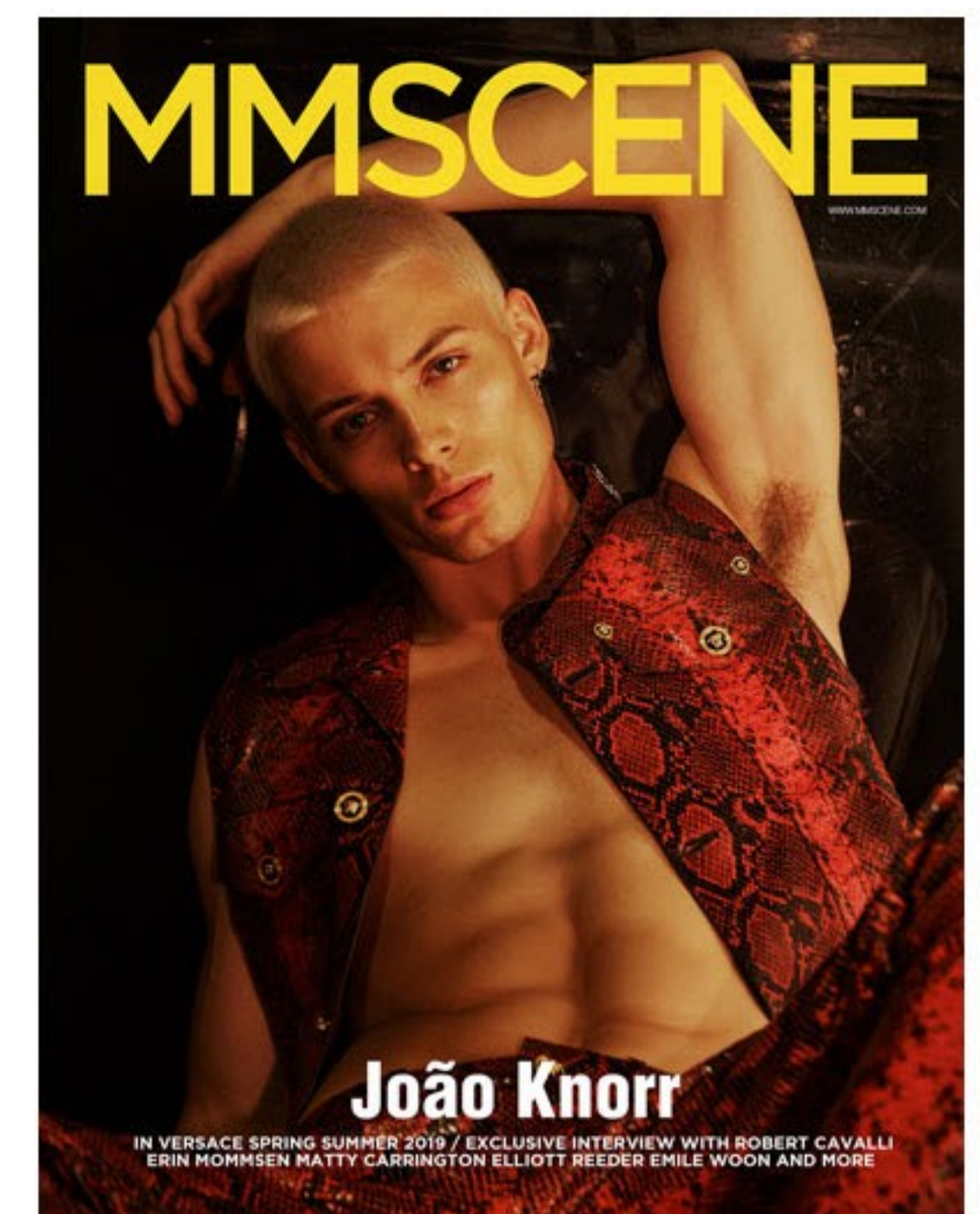
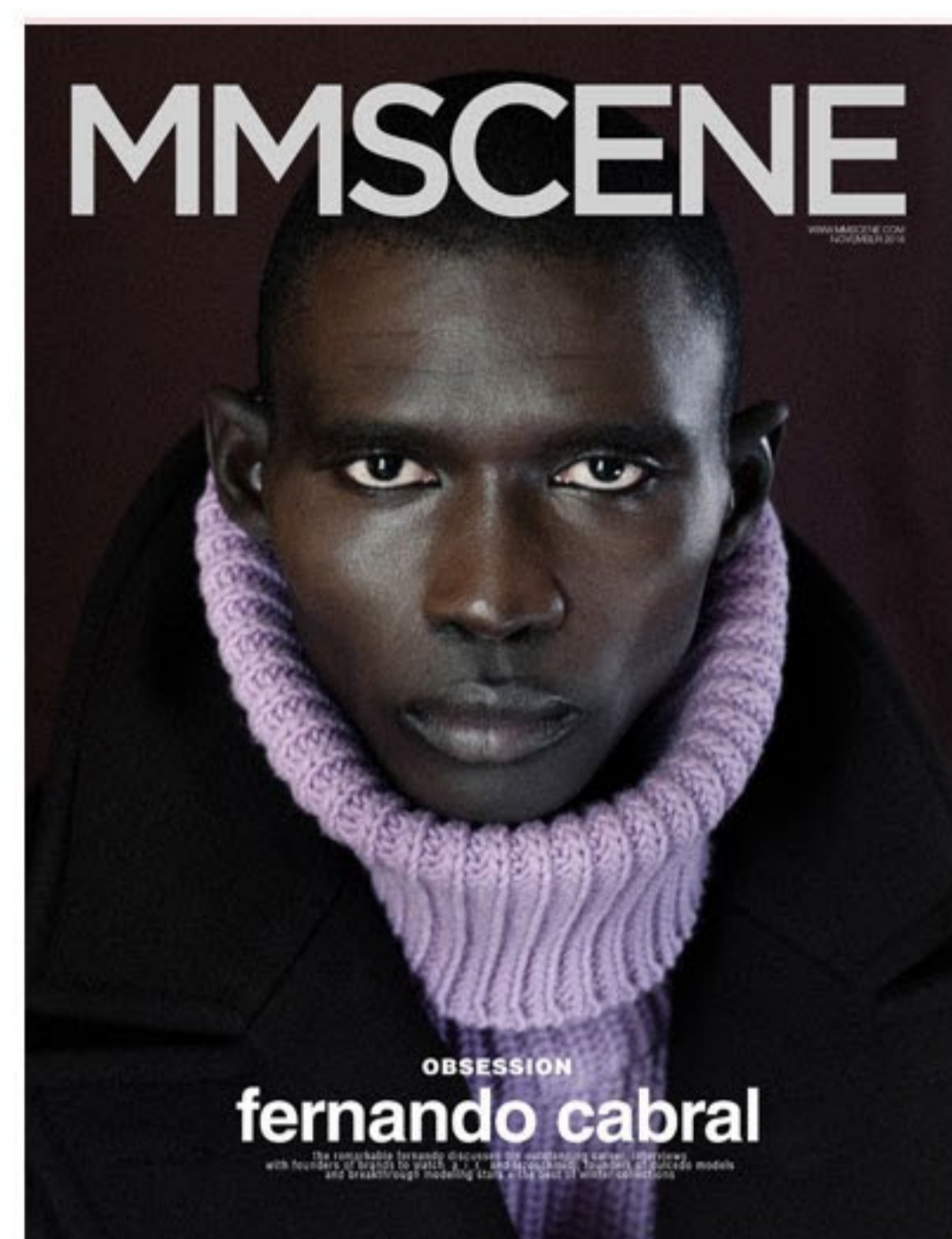
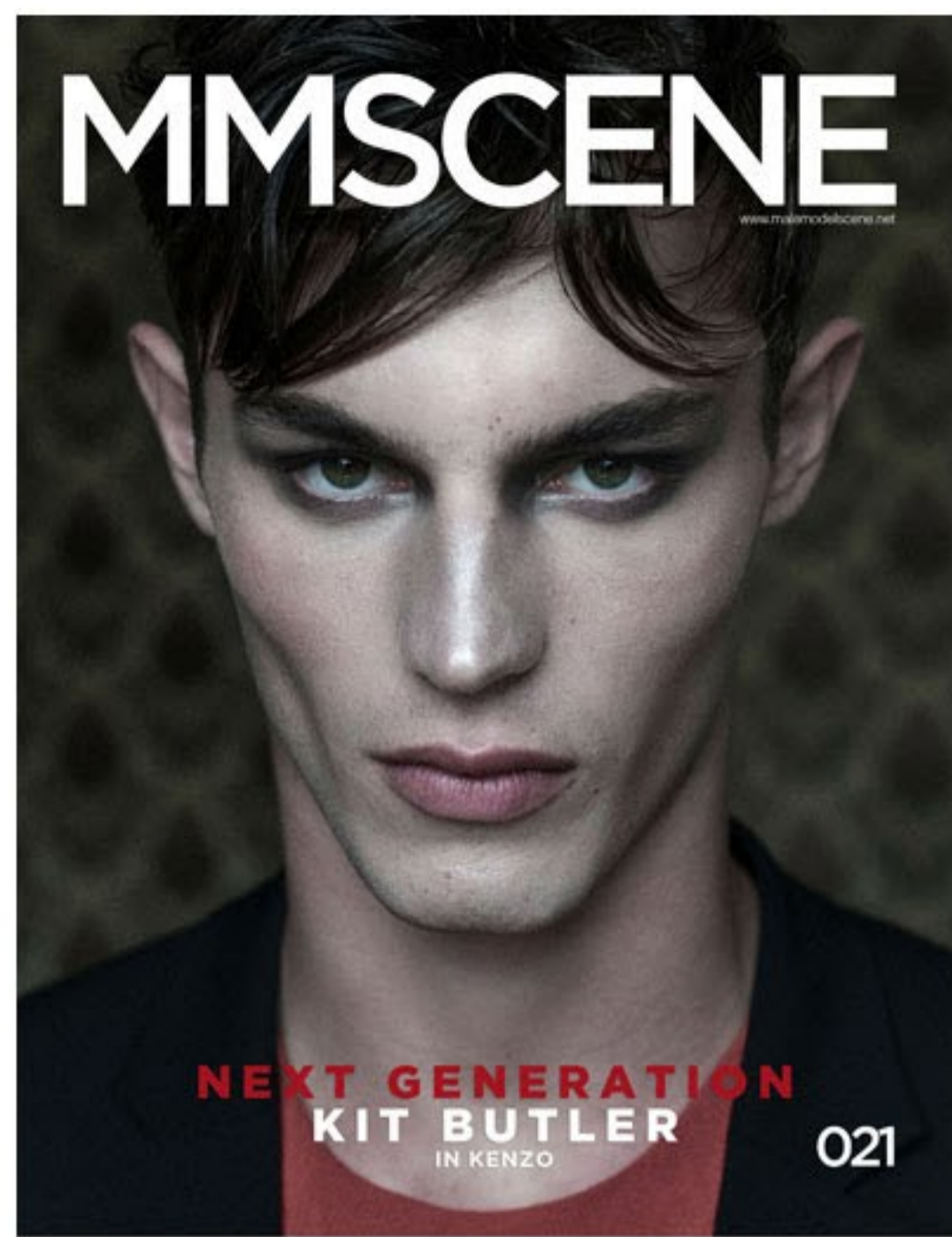
MMSCENE was founded in 2009 as a web destination for latest menswear, modeling industry news and guidelines. MMSCENE while now available as a print and digital quarterly magazine still brings focus on the modeling industry and the spotlight of new talents through daily online exclusive features. In addition conversation with leading modeling agents and fashion designers comes front in our exclusive interview sit downs.

DSCENE PUBLISHING network and publications:

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



MMSCENE



MMSCENE has featured an array of supermodels on its covers including Chad White, Filip Hrivank, Trevor Signorino, Ton Heukels, Garrett Neff, Kit Butler, Jeremy Meeks, Charlie France Fernando Cabral, Joao Knorr and Matthew Noszka to name a few.

MMSCENE #034 - Spring 2020 scheduled for March 2020 release

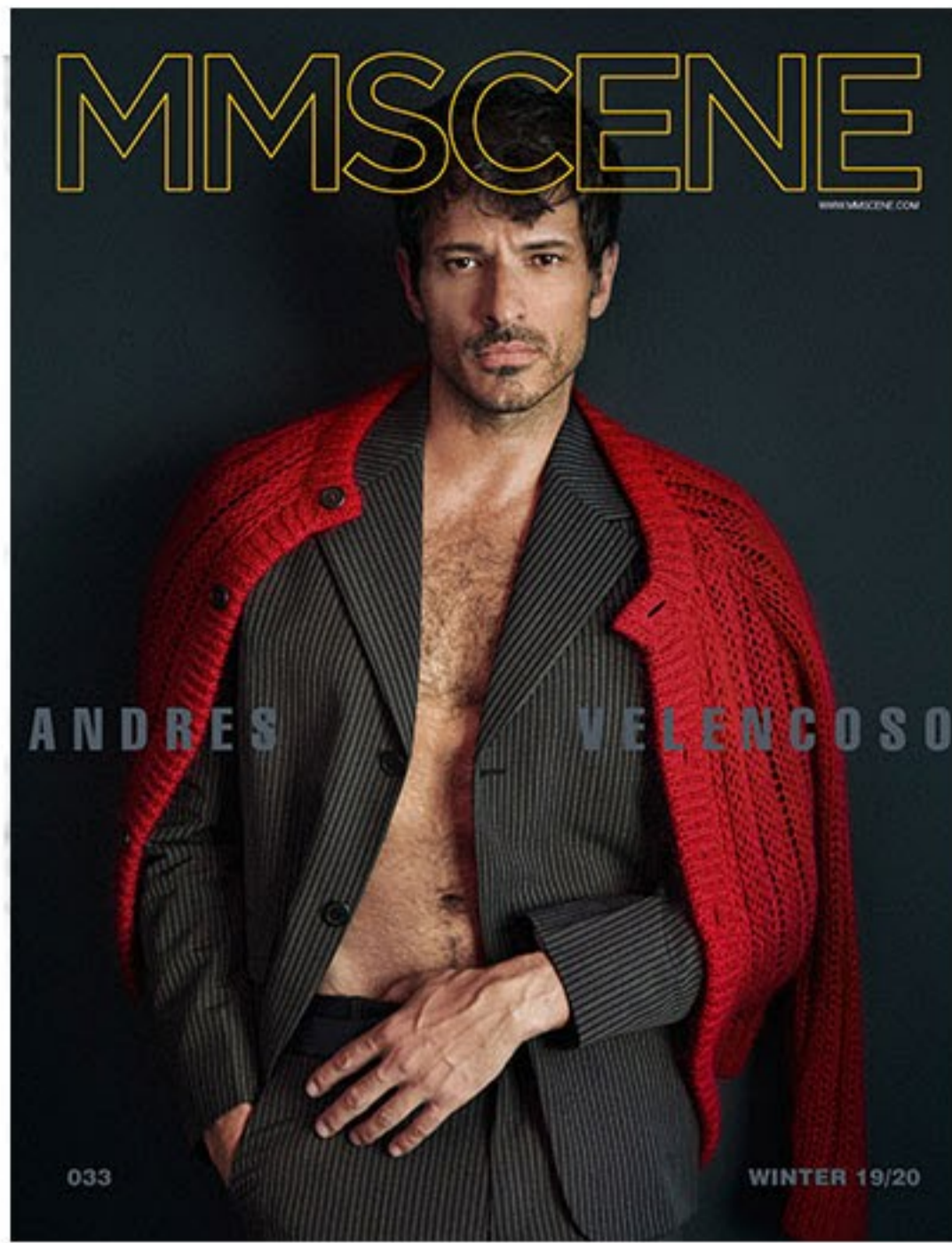
MMSCENE #035 - Summer 2020 scheduled for June 2020 release

MMSCENE #036 - Fall 2020 scheduled for September 2020 release

MMSCENE #037 - Winter 2020.21 scheduled for December 2020 release



MMSCENE



MMScene 033
WINTER 2019.20
COVER STAR ANDRES VELENCOSO

**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 04 ISSUES PER YEAR

PRINT

CIRCULATION 3,000 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 \$3.90

WEB (monthly)

VISITORS UNIQUE 250,000-300,000

PAGE VIEWS 700,000-900,000

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

SOCIAL MEDIA @MMScene

Facebook 71,500

Email Subscribers 9,000 (daily weekday newsletter)

Instagram 60,400

Twitter 6,500

Tumblr 107,000

Pinterest 37,000 followers - 5,000,000+ million monthly viewers

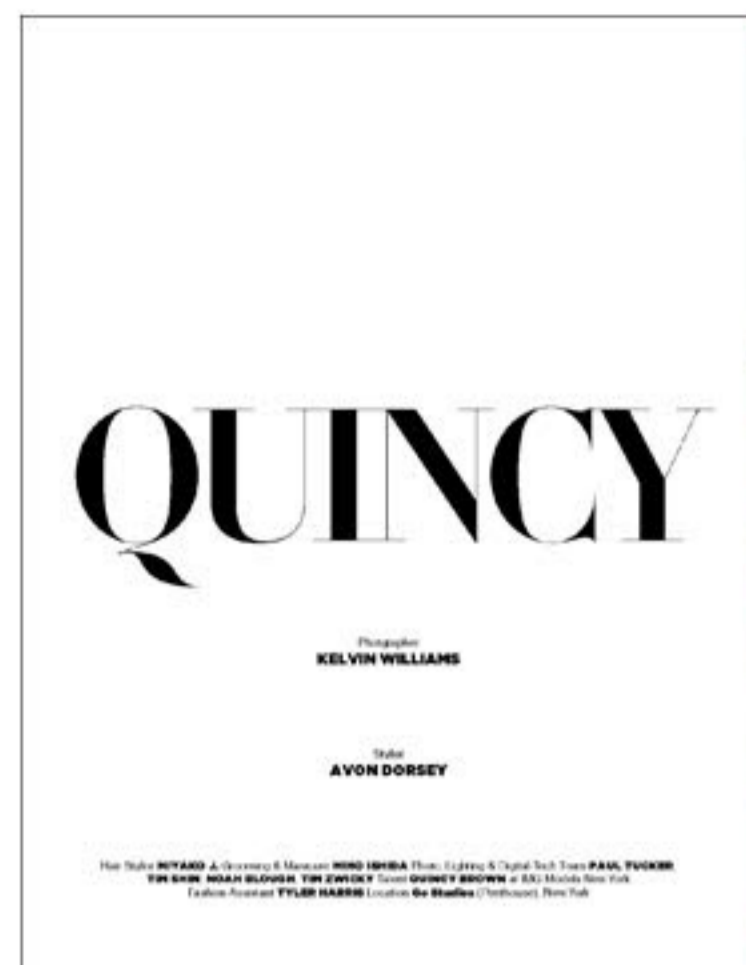
We are actively engaged with a community of over **250,000 fans on social** media who share an interest in menswear, design and the modelling industry.

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.

DSCENE network of collaborators consists of leading writers, industry experts and photographers around the globe.



MMSCENE



WHO READS MMSCENE MAGAZINE?

TOTAL WEB AUDIENCE: 900,000 MONTHLY VIEWS

AVG SESSION DURATION: 02m19S

MMSCENE MAGAZINE PRINT: 3.000 copies

MMSCENE MAGAZINE DIGITAL VERSION: 5,000+ downloaded copies

FREQUENCY QUARTERLY - 4 ISSUES A YEAR

DEMOGRAPHIC INSIGHTS

Gender: Male 73,00%

Young Adults: 18-24 29,32%

Adults: 25-34 39,32%

Older Adults: 35-44 17,50%

Affluent \$60k-\$100k - 39,78%

Ethnicity: Caucasian 41,02%

Education: No College 19,12%

COUNTRIES:

#01 United States of America 59,10%

#02 United Kingdom 14,01%

#03 Canada 11,02%

#04 Germany 9,88%

#05 China 9,70

#06 Australia 6,80

Analytics data above extracted from Google Analytics and Google Webmaster Tools, as well as more than 150,000 followers data insight analysed via Facebook, Instagram and Twitter.



MMSCENE



HOW TO ADVERTISE IN MMSCENE

We offer intergration of print & digital advertising, advertisers in our print edition also get a placement on our web pages.

COVER LOOK STYLING \$3000 (cover star wearing a total look from a single brand)

2nd COVER \$1300 (back cover)

1st DOUBLE PAGE SPREAD (DPS) \$1500

2nd DPS \$900

3rd DPS \$800

4th DPS \$700

5th DPS \$600

SINGLE PAGE \$500 (pages 16+)

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

PR TEXT & PHOTOS \$500 SINGLE PAGE (+web post with backlink)

ADVERTORIAL PHOTO SHOOTS

MINI STYLING - SINGLE PAGE \$600

MINI STYLING - 6 PAGES - \$1900

12 PAGE STYLING + TEXT \$3500

Styling features are also posted on our web page plus @mmscene instagram and pinterest.

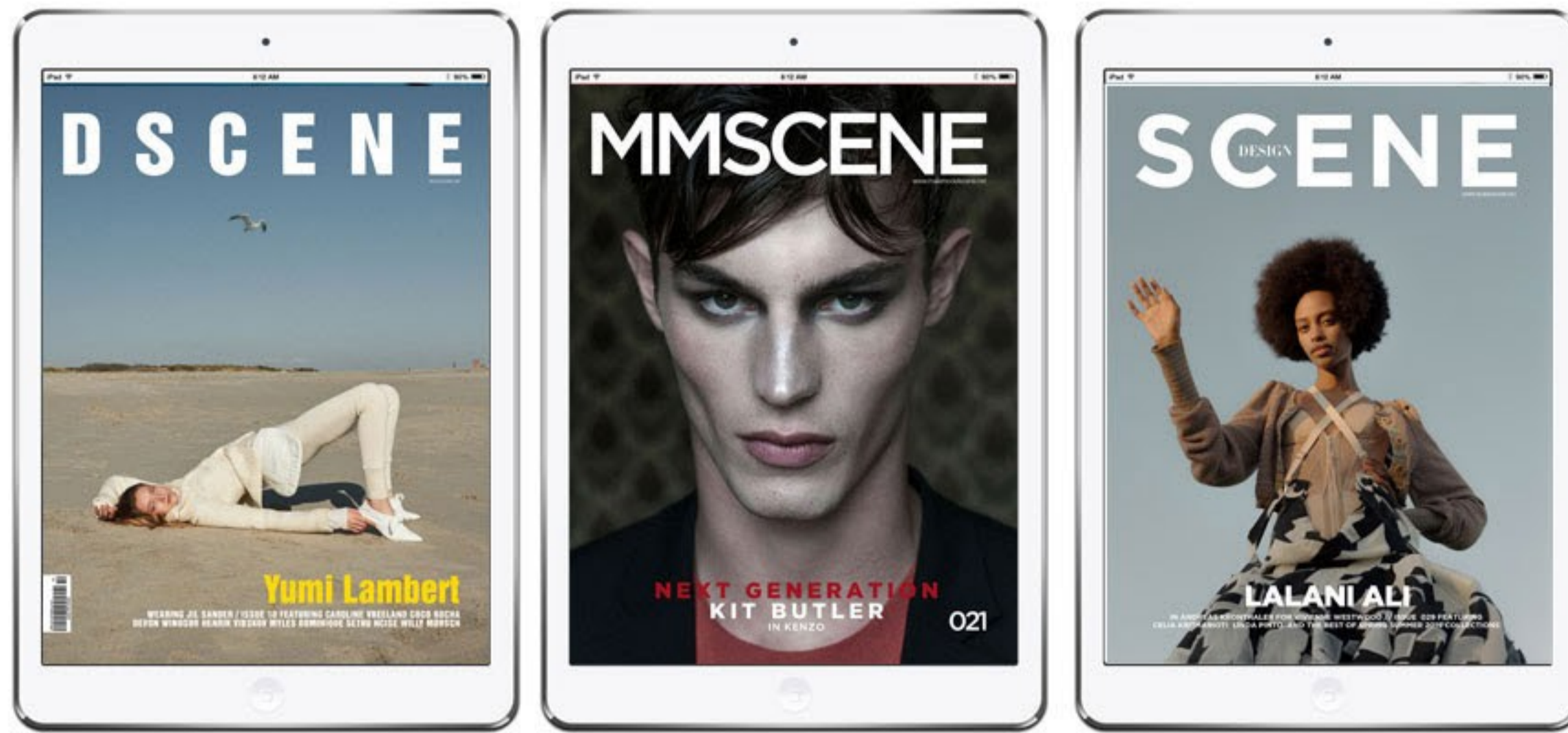
Web ads are displayed on www.mmscene.com/malemodelsce.net.

For additional informaiton email us at advertising@designscene.net

Prices in USD



MMSCENE



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

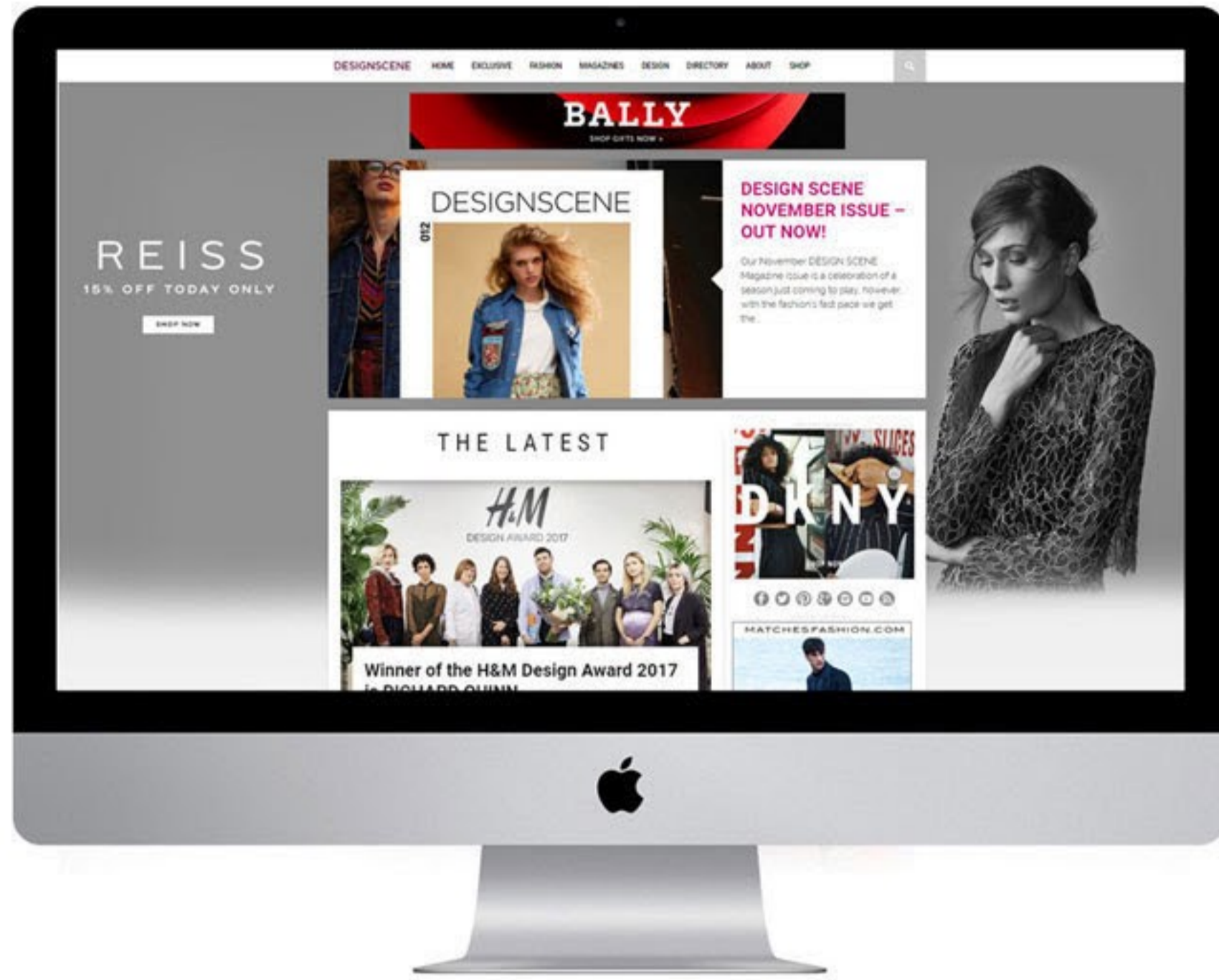
#REGRAM ON SOCIAL

\$4900

packages above are for advertorials produced by dscene publishing



MMSCENE



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**

SOCIAL MEDIA @MMSCENE

Facebook 71,000

Instagram 54,500

Tumblr 107,000

Pinterest 19,000

Twitter 6,059

Email Subscribers 9,000

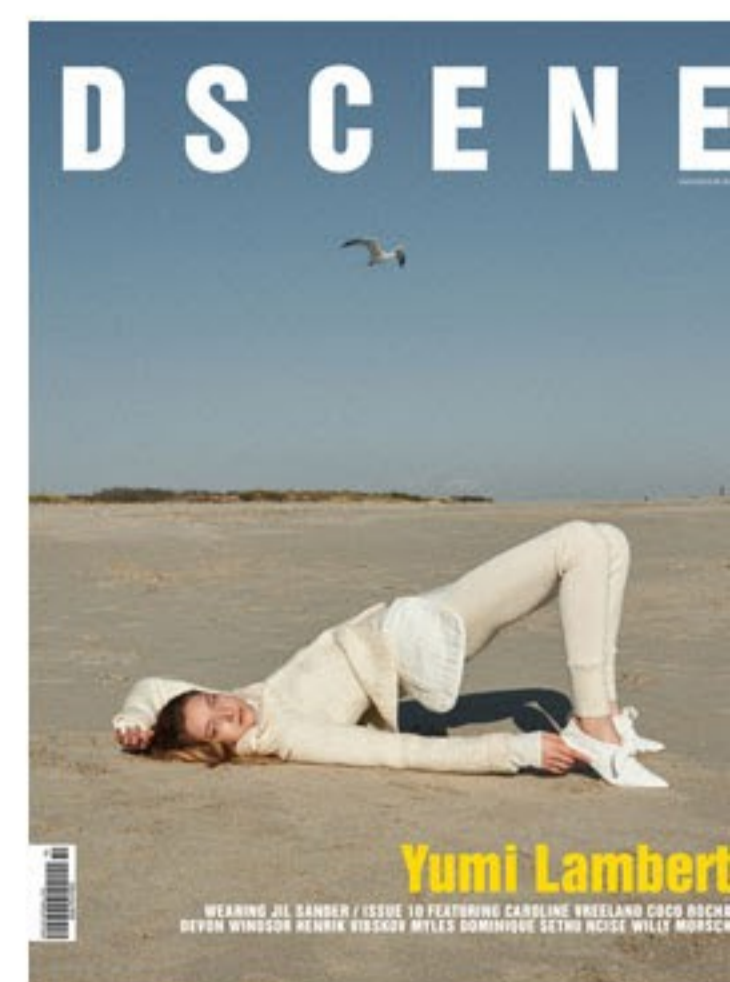
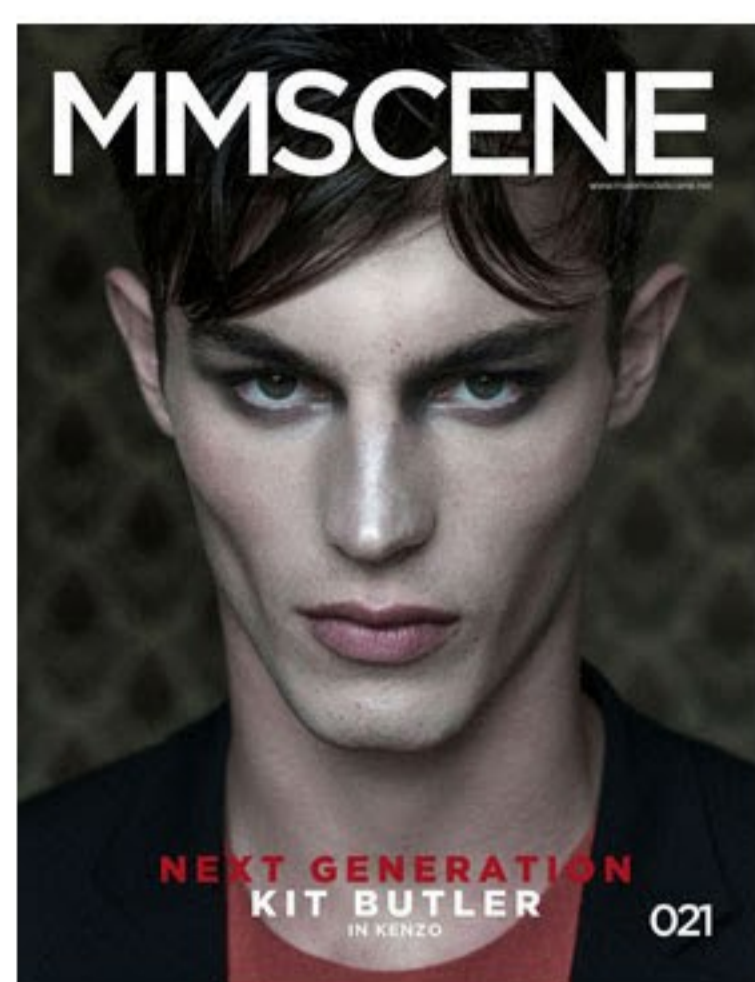
We are actively engaged with a community of over **600,000 fans on social** media who share an interest in women's fashion, menswear and the modelling industry.

For additional information email us at info@designscene.net

ONE WAY
DEPT. OF TRANSPORTATION



MMSCENE



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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D S C E N E