

DSCENE

MEDIA INFORMATION 2024.25

DSCENE
publishing ltd



median age
33

male / female
41%/59%

visit designscene.net
89%

live in cities
86%

have been reading for over 5 years
48%

average salary
EUR 91,120

employed within the
creative industries
66%

own their own company
29%

are university graduates
79%

own more than one property
43%

Readers in 70 Countries

Mission: to inspire the influential and
promote creative industries

DSCENE Publishing Web 1 110 000 monthly hits
DSCENE Publishing Socials 700k+ followers

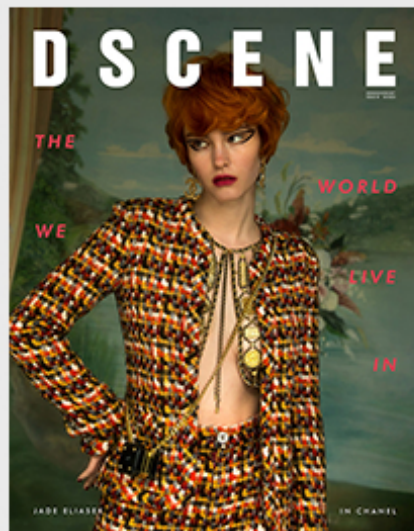
DSCENE PRINT CIRCULATION 9,000 copies
*digital copy distributed to 10,000+ subscribers

Audience Overview

The DSCENE audience is international, intelligent, and influential. DSCENE is the world's most sought-after independent design and lifestyle magazine brand. Since 2007, DSCENE has attracted a sophisticated global audience by constantly exploring new creative landscapes with features on selected architecture, design, fashion, and travel destinations, as well as must-see interiors and jewelry trends. DSCENE readers are prodigious, educated, and curious consumers with significant spending power.

These true aficionados are passionate about design in all its forms and appreciate true luxury in every aspect of their lives. Affluent young professionals who read DSCENE live and breathe design, fashion, architecture, and interiors and are often leaders in these fields. Whether searching for beautiful luggage or timeless outfits, they turn to DSCENE as the authoritative design and lifestyle magazine to recommend products with style and substance.

DSCENE
publishing ltd



editorial calendar DSCENE 2024 ISSUE THEMES

DSCENE ISSUE 20 DESIGN SPECIAL

ad close April 25th 2024
on sale April 30th digital subscribers
on sale May 5th print edition

DSCENE ISSUE 21 STYLE & TRAVEL ISSUE

ad close September 15th 2024
on sale September 20th digital subscribers
on sale September 25th print edition

DSCENE ISSUE 22 ICONS ISSUE

ad close February 20th 2025
on sale February 25th 2025 digital
on sale March 2nd 2025 print edition

PRIMARY STOCKISTS

ICONIC NEWS New York (3 locations)
SOHO NEWS New York (3 locations)
SMITH & SON Paris (2 locations)
DO YOU READ ME? Berlin
L'edicola di largo Treves Milano
Akademia Belgrade (Serbia)
Delfi Belgrade (6 Locations)
Tell Me Belgrade
Zepter Bookstores
+ many more

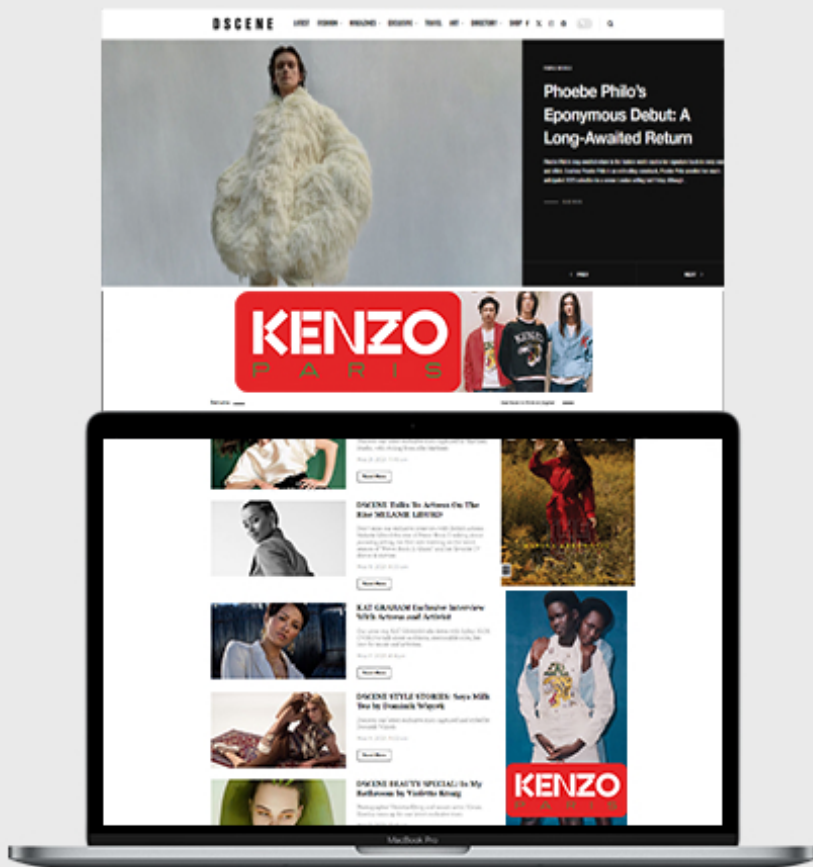
DSCENE
publishing ltd

**PRINT RATE CARD
DSCENE 2024**

	PAGE	SPREAD
Cover Look	-	€ 7,900
1st spread	-	€ 5,900
Contents, masthead, contributors	€ 2,900	-
IBC (inside back cover)	€ 2,900	-
Front half	€ 1,600	€ 2,500
Run of magazine	€ 1,400	€ 2,200
Outside back cover	€ 4,900	
Guaranteed right hand / island	+15%	
Gatefold Available on request	-	-

BESPOKE 2024

Bespoke creative solutions from €8,000



SOCIAL MEDIA STATS

Facebook 124,000

Instagram 36,500

Pinterest 94,000 Followers / 10+ Million Impressions- Monthly

Twitter 15,000

TikTok 94,000 likes

1 110 000

monthly page impressions

385 000

monthly unique users

260 000

monthly desktop page impressions

150 000

monthly desktop unique users

180 000

monthly mobile and tablet unique users

520 000

monthly mobile and tablet
page impressions

130 000

monthly desktop unique users

9 900

email newsletter subscribers

DSCENE ONLINE DESIGNSCENE.net

DESIGNSCENE.net is a fully responsive, multi-platform online design destination, producing trend-setting features from the scenes of design, interiors, art, architecture, travel, fashion and lifestyle.

DESIGNSCENE.net prides itself on providing the user with current, fast paced news, delivered with stunning photography, beautiful design and groundbreaking original video content.

DESIGNSCENE.net offers unique and innovative features, such as exclusive photo shoots and interviews. In addition to being a trusted resource for users through the DESIGNSCENE.net agency, brand and creatives directories.

Creating eye-catching content, DESIGNSCENE.net crosses the boundaries of digital innovation, integrating bespoke partnerships and socialmedia reach, and enabling the brand to connect to a global audience on multiple levels. DESIGNSCENE.net continues to grow the brand through mobile optimisation, as well as mobile phone friendly extensions, creating further platforms for our content.

DSCENE
publishing ltd

16 100 000

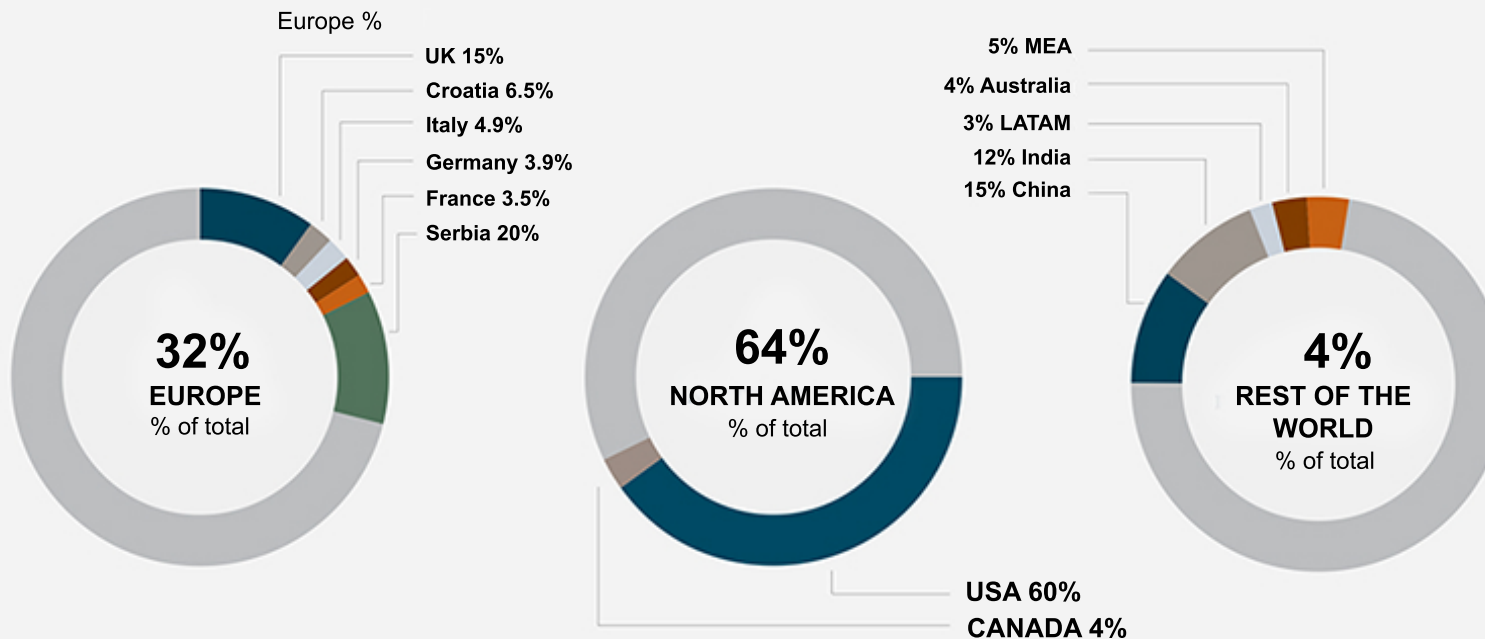
DSCENE MONTHLY SOCIAL MEDIA REACH

DSCENE SOCIAL MEDIA AND GLOBAL REACH

DSCENE's social reach has grown to more than 16 million followers across our main platforms. Instagram, Facebook, Twitter, TikTok, and Pinterest are core parts of our media offering in terms of how we communicate brand messages to our audience, as they offer the highest levels of engagement and interaction.

Through our bespoke native partnerships, we maximize the use of organic social and, where relevant, paid social to deliver maximum value to brand partners.

As the online presence of DSCENE magazine, designscene.net provides global reach across the most important markets for targeting an affluent audience. We are investing significantly in both our exclusive online editorial production and innovation in advertising. This is driving significant growth across all markets and reinforces DSCENE's position as the leading global online design and fashion destination.



DSCENE Global Reach Via Web Pages
(data from Google Analytics, Facebook Insights)

DSCENE
publishing ltd

DISPLAY

Leaderboard	€33 cpm
MPU	€36 cpm
Super MPU	€45 cpm
Billboard	€71 cpm
Filmstrip	€61 cpm

Newsletter	€390
------------	------

VIDEO

In Read	€110 cpm
---------	----------

DSCENE digital cover	€2900
----------------------	-------

TAKEOVERS

Standard Home page Triptych - 1 month	€3500
Complete Web Page Tekover - 1 month	€4900

ONLINE SPONSORED ANNOUNCEMENT*	€790
--------------------------------	------

YEARLY PACKAGES

12 brand announcements + 1 page in each print edition	€4900
---	-------

*Special conditions apply

**DIGITAL
RATE CARD
DSCENE 2024**
running across
designscene.net
malemodels.scene.net
archiscene.net
beautyscene.net

DSCENE
publishing ltd



DSCENE BESPOKE

designscene.net

Bespoke is the creative partnerships division of DSCENE. Our Bespoke clients benefit from having creative control in an editorial setting.

Each Bespoke project is approached differently working with the following formats:

- Print Bespoke Promotions
- Minimum DPS with DSCENE created assets
- Digital Bespoke Hubs
- Dedicated branded hub on designscene.net bespoke with either DSCENE or brand created assets
- Videos produced by DSCENE
- Print supplement sponsorships
- International events (receptions, parties and panel discussions)
- Exhibitions
- Social Campaigns

Minimum investment level €11,000

DESIGN SCENE NON PROFIT

In 2018 DSCENE team established "DESIGN SCENE" a non-profit organisation working on making creations for young creatives and furthering sustainability within art, design and fashion industries as well as local communities.

DSCENE
publishing ltd

ARCHISCENE.net

0.9M
SESSIONS/YEAR

11M
PAGEVIEWS

130 000
SOCIAL MEDIA USERS

ARCHISCENE ONLINE

ARCHISCENE.net is a destination for architects and designers with an international outreach. Featuring architecture, design, furniture and exclusive interviews with leading creatives in the field.

Our pages are fully dedicated to showcasing innovative new projects and designs.

PROFESSIONAL TARGET

Architects, Civil Engineers, Designers, Brands, Consumers, Retailers

REGION TARGETED

Global - Focus on EU, USA, Canada, Japan, South Korea, China, Australia

FOUNDATION YEAR

2010

D S C E N E
publishing ltd

BEAUTYSCENE.net

0.6M
SESSIONS/YEAR

2M
PAGEVIEWS

10 000
SOCIAL MEDIA USERS

BEAUTYSCENE ONLINE

BEAUTYSCENE.net
is our beauty destination bringing
you the latest from beauty, fragrance
skincare, and makeup industry

PROFESSIONAL TARGET

Fashion Models, Model Agents,
Hair Stylist, Makeup Artist, Beauty
Experts, Skincare Experts, Skincare
brands

REGION TARGETED

Global - Focus on EU, USA, Canada,
Japan, South Korea, China, Australia

FOUNDATION YEAR
2009

D S C E N E
publishing ltd

MMSCENE MAGAZINE

MALEMODELSCENE.net

8M
SESSIONS/YEAR

12M
PAGEVIEWS

398,000
SOCIAL MEDIA USERS

Instagram 90,000
Facebook 79,000
Twitter 18,500
Pinterest 127,000
Tumblr 98,500

MMSCENE
ONLINE
AND PRINT

MALEMODELSCENE.net is a go-to page for male model agents, male models, and fashion industry professionals, but it is also a destination for menswear, style stories, and lifestyle.

MMSCENE is a unique menswear magazine with a special focus on the fashion modeling industry and modeling as a profession.

MMSCENE serves as a directory for models, photographers, and reputable model agencies, in addition to providing daily menswear coverage.

PROFESSIONAL TARGET

Male Models, Model Agents, Photographers, Fashion Industry Creatives, Brands, Fashion Designers

REGION TARGETED

Global - Focus on EU, USA, Canada, Serbia, South Korea, China, Australia

FOUNDATION YEAR
2009

D S C E N E
publishing ltd

CONTACTS

GLOBAL HQ

DSCENE PUBLISHING LTD
Gavrila Principa 06
Suite 13
11000 Belgrade RS

ZARKO DAVINIC Editor-In-Chief / Managing Director / Founder
ANA MARKOVIC Deputy Editor
JOVANA BICANIN Copy Editor
NIKOLA BAJOVIC Music & Culture Editor
BORISLAV UTJESINOVIC Social Media Director
ANASTASIJA PAVIC Beauty & Makeup Trends Editor
PAVLE BANOVIC Editorial Assistant

+381 638404431
info@designscene.net

SEOUL/MILAN

EMILY LEE - Contributing Editor
emily@designscene.net

BERLIN

SUSSAN ZECK - Contributing Editor

NEW YORK

MAX WARREN Marketing and Sales Director
KATARINA DJORIC Fashion Director / DESIGN SCENE Non-Profit Managing Director / DSCENE Co-Founder
DAMIEN VAUGHAN SHIPPEE - New York Fashion & Beauty Director

108 Perry Street 1B New York NY 10014

+1 (646) 549-6776
damien@designscene.net
katarina@designscene.net

DSCENE
publishing ltd

D S C E N E