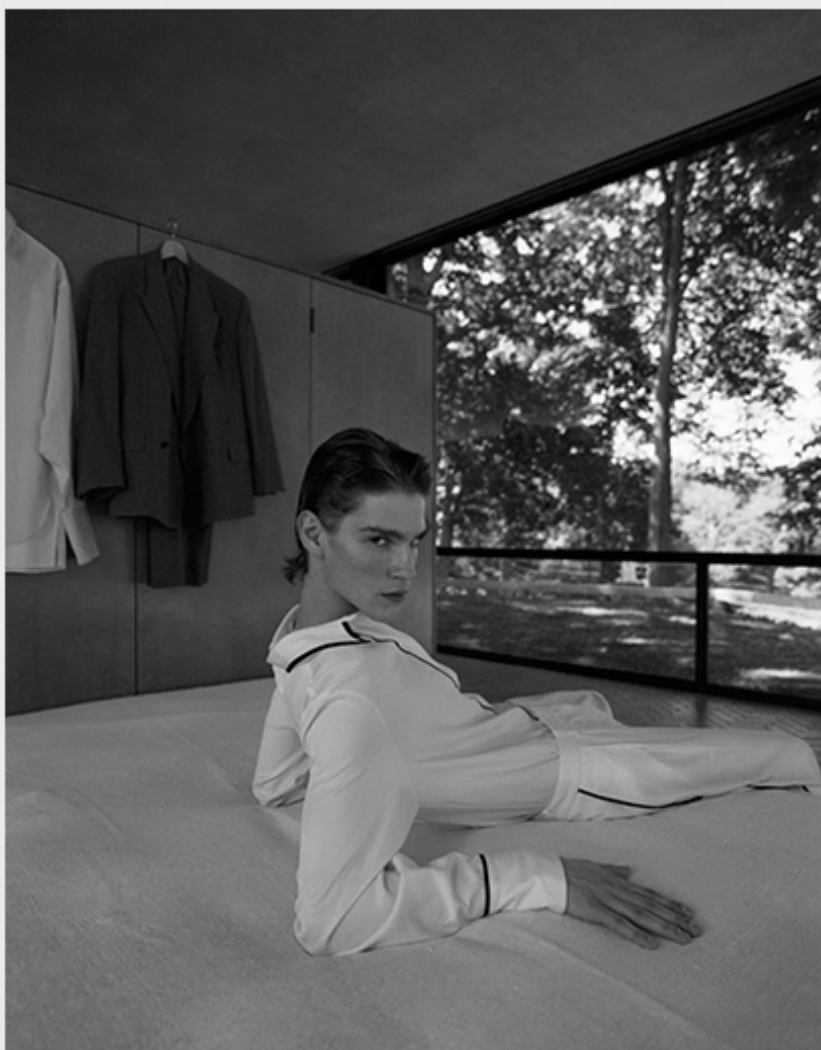


# DSCENE

MEDIA INFORMATION 2025 - 2026.

**DSCENE**  
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median age  
**29**

male / female  
**39% / 61%**

visit [designscene.net](http://designscene.net)  
**87%**

live in cities  
**86%**

have been reading for over 5 years  
**51%**

average salary  
**EUR 98,420**

employed within the  
creative industries  
**71%**

own their own company  
**25%**

are university graduates  
**77%**

own more than one property  
**39%**

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#### Readers in 70 Countries

**Mission:** to inspire the influential and  
promote creative industries

DSCENE Publishing Web 1 050 000 monthly hits  
DSCENE Publishing Socials 700k+ followers

#### DSCENE PRINT CIRCULATION

**9,000 copies**

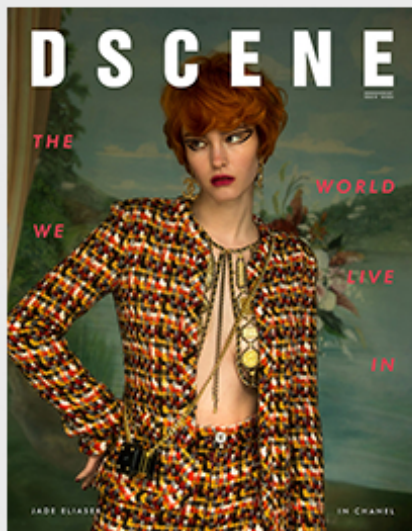
\*digital copy distributed to 11,000+ subscribers

## Audience Overview.

The DSCENE audience is international, intelligent, and influential. Renowned as the world's leading independent design and lifestyle magazine, DSCENE has captivated a sophisticated global readership since 2007. By continuously exploring new creative landscapes, DSCENE features selected architecture, design, fashion, and travel destinations, alongside essential interiors and jewelry trends. Our readers are discerning, educated, and curious consumers with substantial purchasing power.

These true aficionados are passionate about all forms of design and appreciate luxury in every aspect of their lives. Affluent young professionals who read DSCENE live and breathe design, fashion, architecture, and interiors, often leading in these fields. Whether seeking sneakers, bags, exquisite luggage or timeless outfits, they rely on DSCENE as the authoritative source for stylish and substantial product recommendations.

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**DSCENE Editorial Calendar.**  
themes:

## ISSUE 22

### “DEFIANCE”

ad close June 5th 2025

on sale June 15th 2025. digital

on sale June 20th 2025. print edition

## ISSUE 23

### ART Special.

### “Creative Currents”

ad close November 14th 2025.

on sale November 15th 2025. digital

on sale November 20th 2025. print edition

## ISSUE 24

### STYLE / TRAVEL Special.

### “On the Road”

ad close March 14th 2026.

on sale April 1st 2026. digital

on sale April 1st 2026 print edition

### PRIMARY STOCKISTS

ICONIC NEWS New York (3 locations)

SOHO NEWS New York (3 locations)

CASA MAGAZINES

DEMAIN RETRO (Paris)

SMITH&SON Paris (2 locations)

L'edicola di largo Treves Milano

Akademija Belgrade (Serbia)

Delfi Belgrade (8 Locations)

Portfolio Concept Store

SELECTEDD Zagreb, Croatia

Tell Me Belgrade

Zepter Bookstores

+ many more

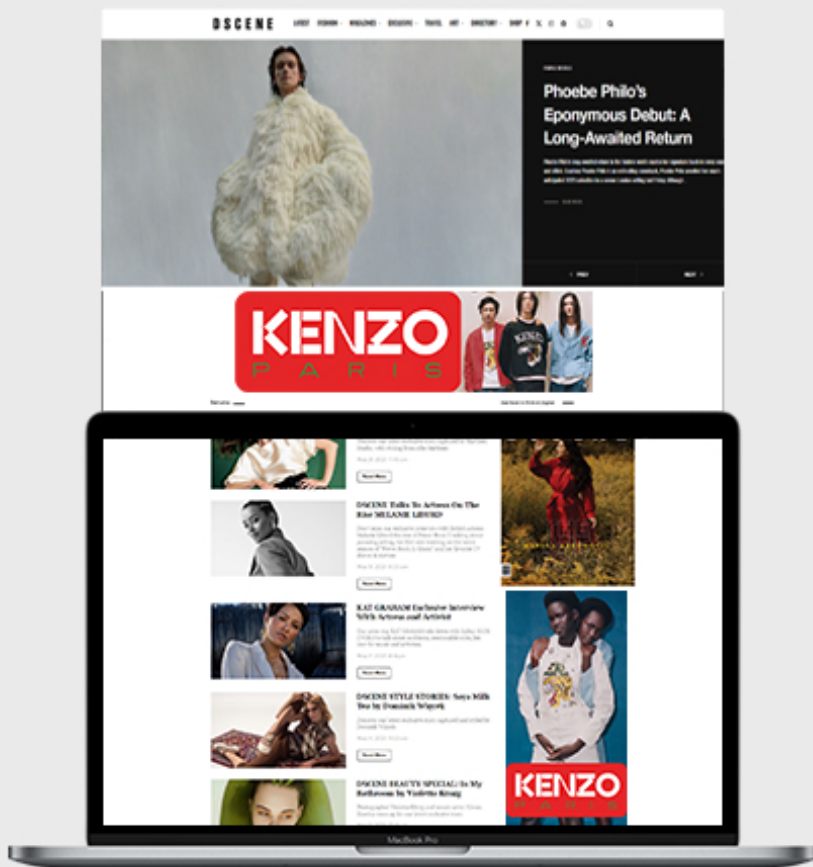
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**PRINT RATE CARD  
DSCENE 2025.26.**

	<b>PAGE</b>	<b>SPREAD</b>
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 2025 [MONOBRAND STORY]**

Bespoke creative solutions from \$8,000



#### SOCIAL MEDIA STATS @designscene

Facebook 121,000  
 Instagram 42,500  
 Pinterest 95,500 Followers / 10+ Million Impressions- Monthly  
 Twitter 14,600  
 TikTok 220,000 likes

**1 090 000**  
 monthly page impressions

**350 000**  
 monthly unique users

**240 000**  
 monthly desktop page impressions

**175 000**  
 monthly desktop unique users

**190 000**  
 monthly mobile and tablet unique users

**490 000**  
 monthly mobile and tablet  
 page impressions

**10 900**  
 email newsletter subscribers

## DESIGNSCENE ONLINE NETWORK.

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.

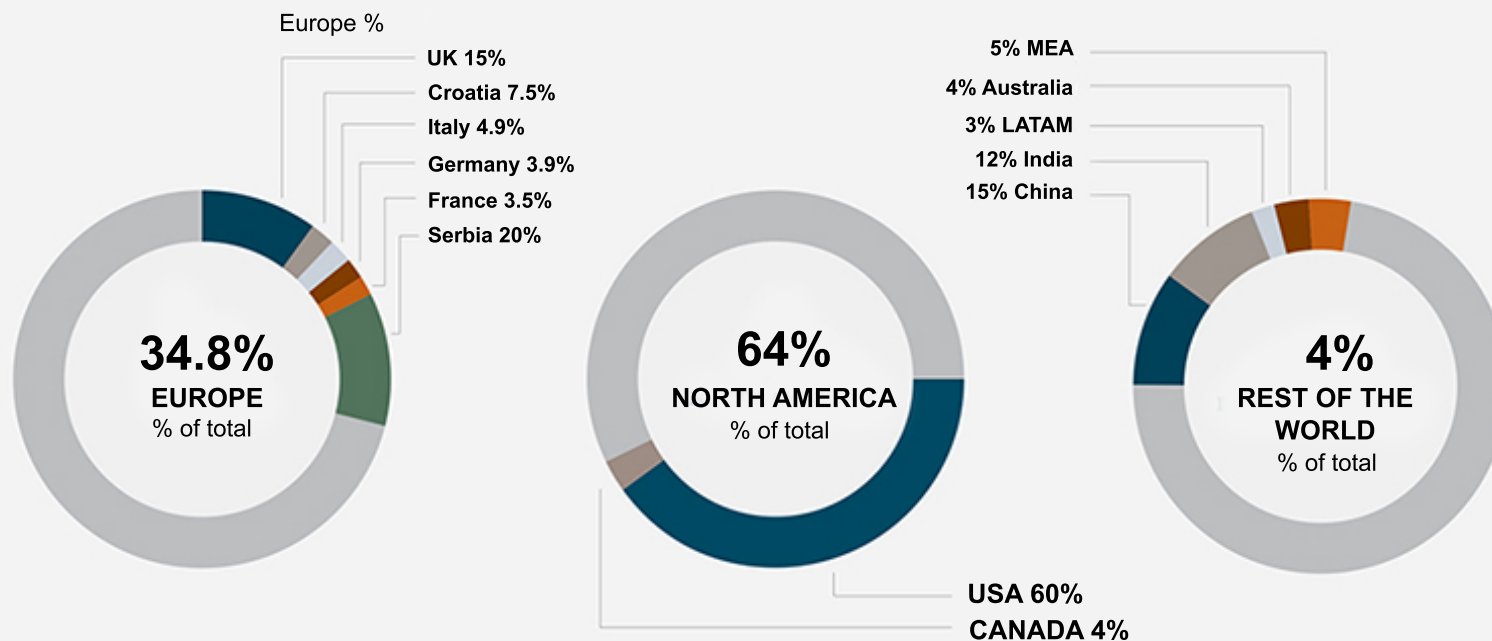
DESIGNSCENE Publishing offers unique and innovative features, such as exclusive photo shoots and interviews. In addition to being a trusted resource for users through the DESIGNSCENE.net agency, brand and creatives directories.

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.

**DESIGNSCENE**  
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# 15 300 000

## DSCENE MONTHLY SOCIAL MEDIA REACH



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

## DSCENE PUBLISHING SOCIAL MEDIA AND GLOBALREACH

DSCENE's social reach has grown to more than 15 million readers 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](https://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.

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## DISPLAY

Leaderboard	\$33 cpm
MPU	\$36 cpm
Super MPU	\$45 cpm
Billboard	\$71 cpm
Filmstrip	\$61 cpm

Newsletter	\$690
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## VIDEO

In Read	\$110 cpm
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DSCENE digital cover	\$2900
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## TAKEOVERS

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

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ONLINE SPONSORED ANNOUNCEMENT*	\$790
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## YEARLY PACKAGES

12 brand announcements + 1 page in each print edition	\$4900
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\*Special conditions apply

## DIGITAL RATE CARD DSCENE 2025.26

designscene.net  
malemodels.scene.net  
archiscene.net  
beautyscene.net

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## 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.

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# ARCHISCENE.net

0.9M  
SESSIONS/YEAR

11M  
PAGEVIEWS

130 000  
SOCIAL MEDIA USERS

## ARCHISCENE ONLINE

**ARCHISCENE.net** is a global hub for architects and designers, offering a diverse range of content. It features architecture, design, furniture, and exclusive interviews with top creatives. Our platform is wholly committed to highlighting groundbreaking 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

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# BEAUTYSCENE.net

0.6M  
SESSIONS/YEAR

2M  
PAGEVIEWS

10 000  
SOCIAL MEDIA USERS

## BEAUTYSCENE ONLINE

**BEAUTYSCENE.net** is your go-to destination for the latest updates in the beauty, fragrance, skincare, and makeup industries.

### PROFESSIONAL TARGET:

Hair Stylists, Makeup Artists, Beauty Experts, Skincare Experts, Skincare Brands, Stylists, Photographers, Fashion Models, and Model Agents.

### REGION TARGETED

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

### FOUNDATION YEAR

2009

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# MMSCENE MAGAZINE

# MALEMODELSCENE.net

8M  
SESSIONS/YEAR

12M  
PAGEVIEWS

398,000  
SOCIAL MEDIA USERS

Instagram 95,000  
Facebook 81,000  
Twitter 19,500  
Pinterest 128,000  
Tumblr 98,500  
TikTok 14,000 likes

**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

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**JOVANA BICANIN** Copy Editor

**BORISLAV UTJESINOVIC** Social Media Director

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**KATARINA DJORIC** Fashion Director / DESIGN SCENE Non-Profit Managing Director / DSCENE Co-Founder

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