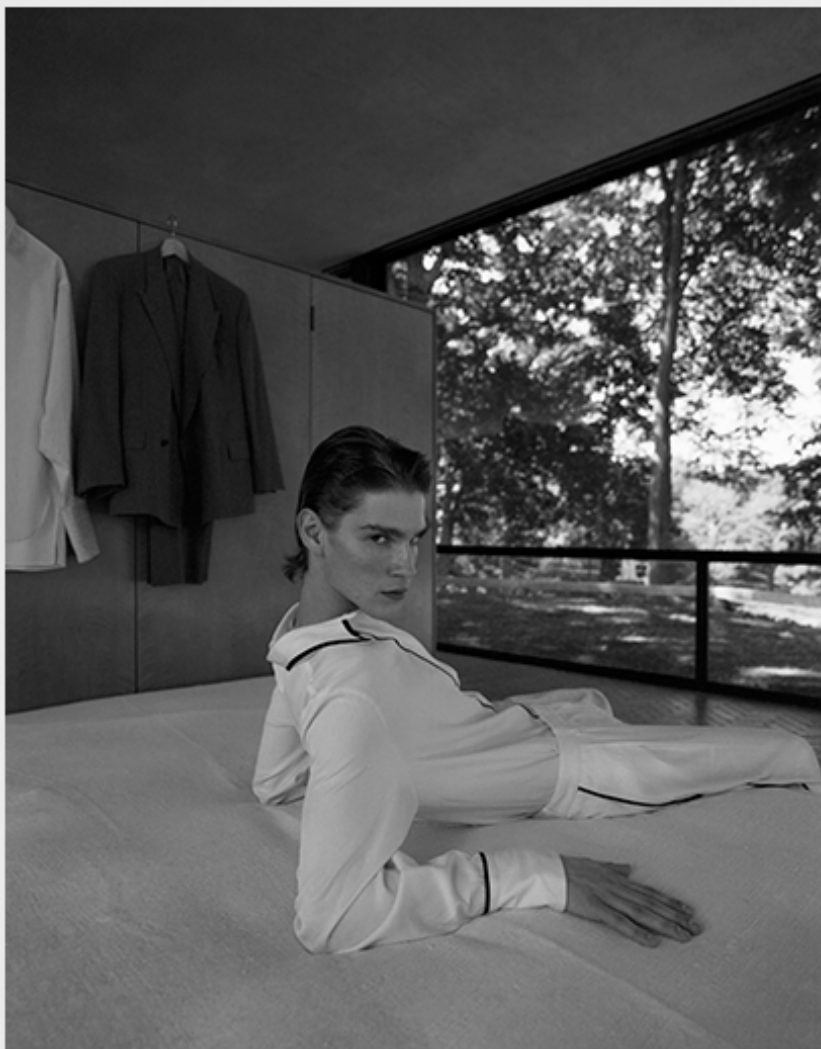


# D S C E N E

MEDIA INFORMATION 2026.

[designscene.net](http://designscene.net)  
[beautyscene.net](http://beautyscene.net)  
[archiscene.net](http://archiscene.net)  
[mmscene.com](http://mmscene.com)

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median age  
**29**

male / female  
**32% / 68%**

visit [designscene.net](https://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 1 020 000 monthly hits  
DSCENE Publishing Socials 750k+ followers

#### DSCENE PRINT CIRCULATION

**9,000 copies**

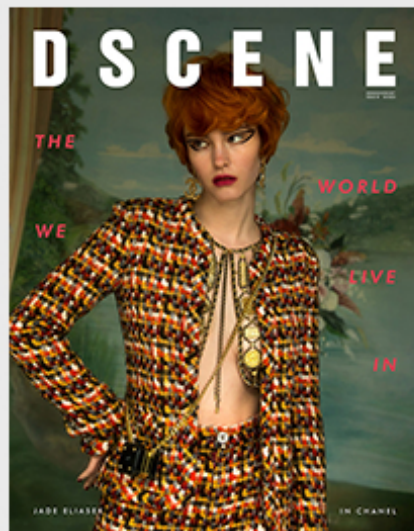
\*digital copy distributed to 11,000+ subscribers

## Audience Overview.

DSCENE attracts an international, intelligent, and influential audience. As the world's leading independent design and lifestyle magazine, DSCENE has engaged a sophisticated global readership since 2007. By constantly exploring new creative frontiers, DSCENE showcases standout architecture, design, fashion, and travel destinations, along with the latest interiors and jewelry trends. Our readers are discerning, educated, and curious consumers with strong purchasing power.

This audience consists of true aficionados who are passionate about every facet of design and embrace luxury in daily life. Affluent young professionals turn to DSCENE for inspiration, living and working at the forefront of design, fashion, architecture, and interiors. Whether searching for the latest sneakers, bags, refined luggage, or timeless outfits, they consider DSCENE the trusted source for stylish and substantial product recommendations.

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## DSCENE Editorial Calendar. 2026 themes:

### ISSUE 23 ART Special. “The New Disorder”

ad close December 31st 2025.

Januart 7th digital

January 12th print edition

### ISSUE 24 DESIGN Special.

ad close March 14th 2026.

on sale April 1st 2026. digital

on sale April 1st 2026 print edition

### ISSUE 25 Style Special.

ad close August 28th 2026.

on sale August 31st 2026. digital

on sale September 7th 2026 print edition

#### PRIMARY STOCKISTS

ICONIC NEWS New York (3 locations)

SOHO NEWS New York (2 locations)

CASA MAGAZINES

DEMAIN RETRO (Paris)

SMITH&SON Paris (2 locations)

L'edicola di largo Treves Milano

FRABS Milano

Akademija Belgrade (Serbia)

Delfi and Laguna (16 Locations Serbia)

Portfolio Concept Store

SELECTEDD Zagreb, Croatia

Probnik Belgrade

Tell Me Belgrade

Zepter Bookstores + many more

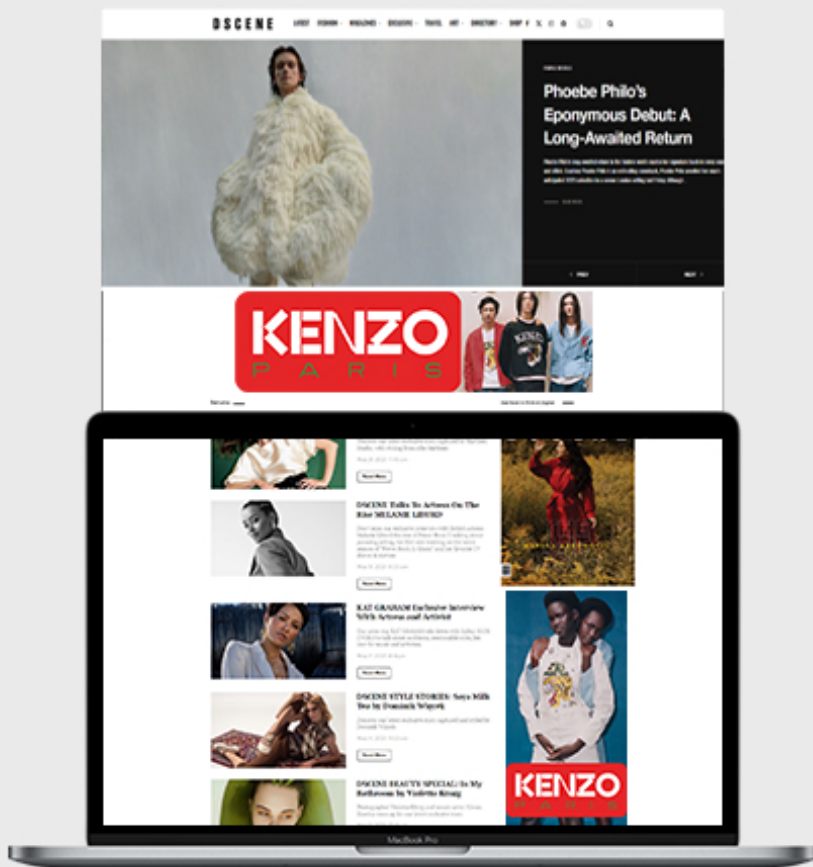
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**PRINT RATE CARD  
DSCENE 2026.**

	<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** **\$8,900**



#### SOCIAL MEDIA STATS @designscene

Facebook 121,000  
 Instagram 43,500  
 Pinterest 95,500 Followers / 3.9+ Million Impressions- Monthly  
 Twitter 14,600  
 TikTok 550,000 likes

**1 090 000**  
 monthly page impressions

**310 000**  
 monthly unique users

**220 000**  
 monthly desktop page impressions

**145 000**  
 monthly desktop unique users

**165 000**  
 monthly mobile and tablet unique users

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

**10 900**  
 email newsletter subscribers

## DESIGNSCENE 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.

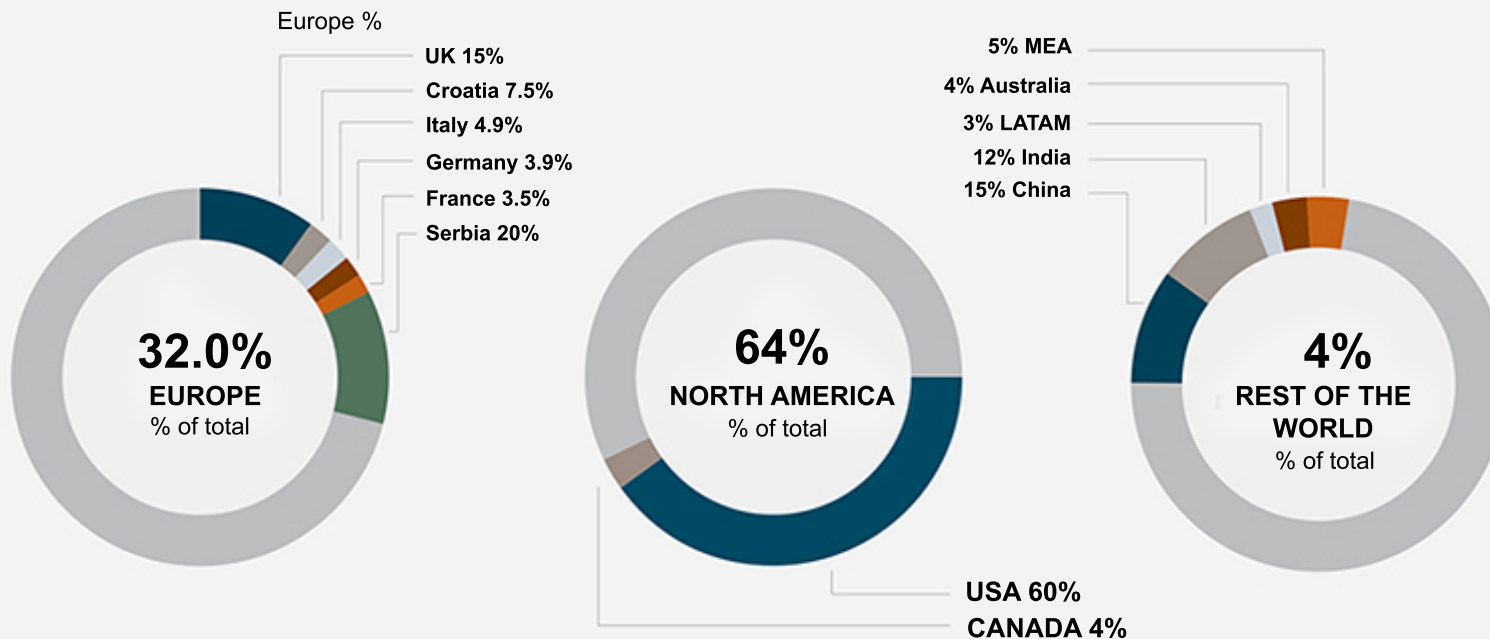
DSCENE Publishing offers unique and innovative features, such as exclusive photo shoots and interviews. In addition to being a trusted resource for users through the DESIGNSCENE.net agency, brand and creatives directories.

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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# 15 200 000

## 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 platforms now reach over 15 million readers worldwide. Instagram, Facebook, Twitter, TikTok, and Pinterest are central to how we engage our audience and communicate brand messages, consistently delivering high levels of interaction.

Our tailored native partnerships leverage both organic and, when relevant, paid social strategies to maximize value for brand partners.

As the digital home of DSCENE Magazine, [designscene.net](https://designscene.net) extends our global influence, reaching key markets and affluent consumers. We continue to invest in exclusive online editorial content and advertising innovation, fueling growth across all regions and solidifying DSCENE's reputation as a leading destination for design and fashion.

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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 2026.

designscene.net  
mmscene.com  
archiscene.net  
beautyscene.net

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## DSCENE PRODUCES

DSCENE specializes in producing high-quality white label content for brands, offering a full spectrum of creative services from concept to execution. Our experienced team manages every step of the process including photoshoots, castings, lookbooks, and video production, ensuring each project aligns seamlessly with the client's brand identity and marketing goals.

With production capabilities in New York City, Belgrade, and Paris, we provide brands with access to top-tier creative talent and unique locations. This international footprint allows us to deliver visually compelling stories that resonate with diverse audiences and reflect the latest trends in fashion, design, and lifestyle.

From initial creative direction to final delivery, DSCENE's white label content is crafted to drive engagement and elevate brand presence across all channels. Whether launching a new collection or building long-term brand equity, our tailored content solutions help brands stand out in a competitive market.



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## DSCENE BESPOKE

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

- Print Bespoke Promotions
- Digital Bespoke Hubs
- Dedicated branded hub on [designscene.net](https://designscene.net) bespoke with either DSCENE or brand created assets
- Print supplement sponsorships
- International events
- Exhibitions
- Social Campaigns

## ART RESIDENCY

The DSCENE Art Residency with D'Puglia, titled "Go Where The Wind Takes You," is a cross-disciplinary program in Puglia inviting international artists, architects, and designers to create site-specific works that explore the dialogue between place, memory, and materiality.

## 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

1.1 M  
SESSIONS/YEAR

130 000  
SOCIAL MEDIA USERS

11M  
PAGEVIEWS



## ARCHISCENE

**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

### DSCENE PRINT x ARCHISCENE

Special cover projects are part of each DSCENE print edition arranged by ARCHISCENE editors such as the collaboration with HARRY NURIEV and features of iconic residences from SHEATS GOLDSTEIN RESIDENCE visit to home of art collector DAKIS IOANNOU.

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# BEAUTYSCENE.net

0.6M  
SESSIONS/YEAR

2M  
PAGEVIEWS

10 000  
SOCIAL MEDIA USERS



## DSCENE BEAUTY ONLINE

**BEAUTYSCENE.net** is your go-to destination for the latest updates in the beauty, fragrance, skincare, and makeup industries. Covering beauty topics and product launches, with exclusively produced product imagery.

**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

### /mmscene.com

8M  
SESSIONS/YEAR

12M  
PAGEVIEWS

4000  
PRINT CIRCULATION

Instagram  
95,000 / 2.3 million monthly impressions  
Facebook 80,000  
X 20,000  
Pinterest 128,000 / 4 million monthly views  
TikTok 15,000 likes  
Newsletter 6,700 subscribers



**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 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**

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

#### **REGION TARGETED**

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

**FOUNDATION YEAR**  
2009

**D S C E N E**  
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# **DSCENE PUBLISHING**

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ELI PORTER Sneakers and Street Style Editor

MAX WARREN Marketing and Sales Director

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