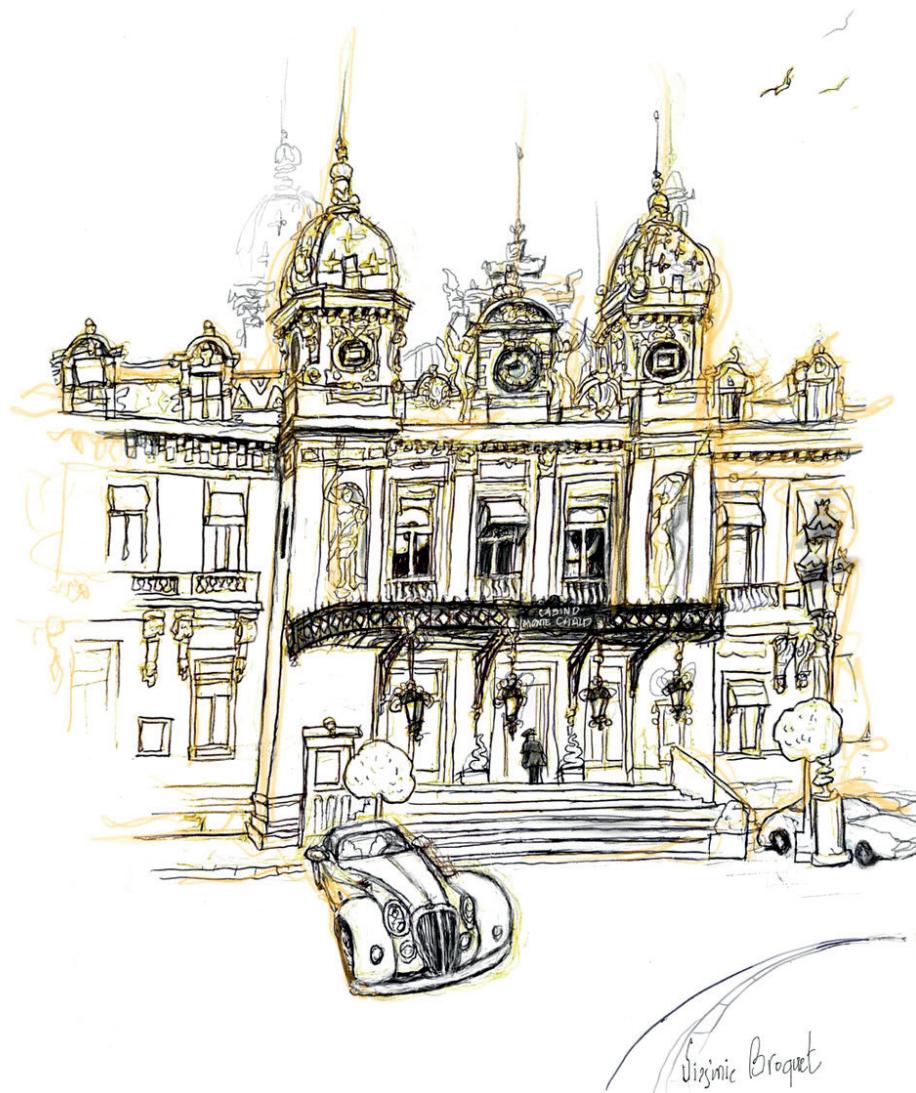


# THE MONEGASQUE

Media Kit 2026



## The Monegasque<sup>TM</sup>

### The Foremost Brand In Nurturing Communities Within The Principality Of Monaco.

Our forte is in our consistent audience growth and the profound relationships we've established with pivotal segments of Monegasque society.

**The Monegasque**<sup>TM</sup> stands as the definitive voice on contemporary Monaco. We delve into the unique lifestyles of the Principality's elite, while also celebrating the splendor of Monaco's architecture, fashion, and other iconic cultural elements.

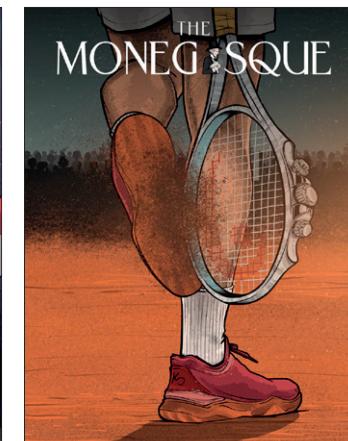
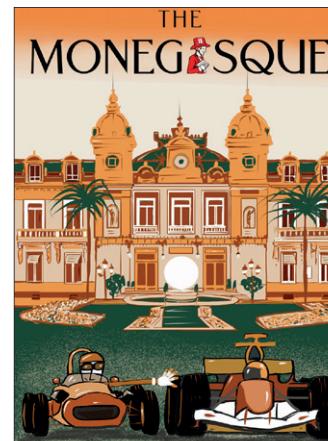
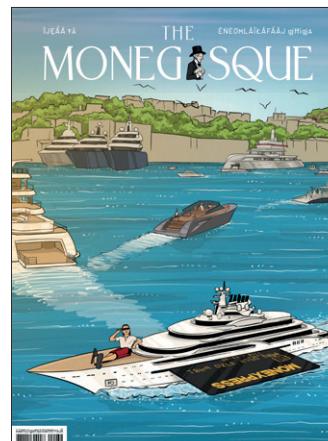
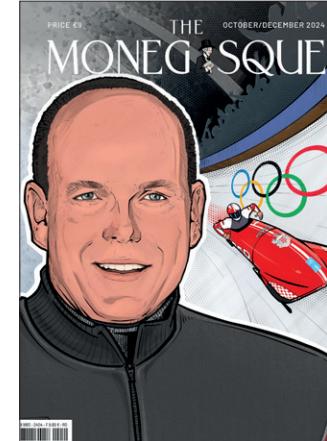
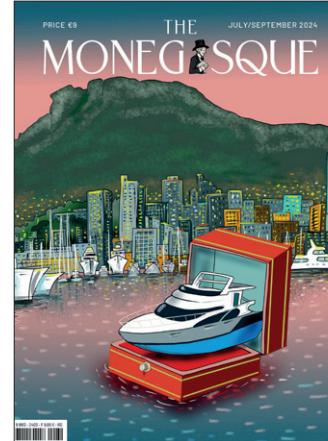


## The Monegasque™ Origins & Global Reach

The Monegasque™ is the brainchild of a locally-celebrated publisher. The magazine tinged with a Monegasque flavour, set its sights on the vibrant diversions and the ebullient social and cultural fabric of the Principality and the Côte d'Azur. It caters to a sophisticated, affluent audience.

It features Monaco's dynamic cultural scene, shaping global perceptions of the country.

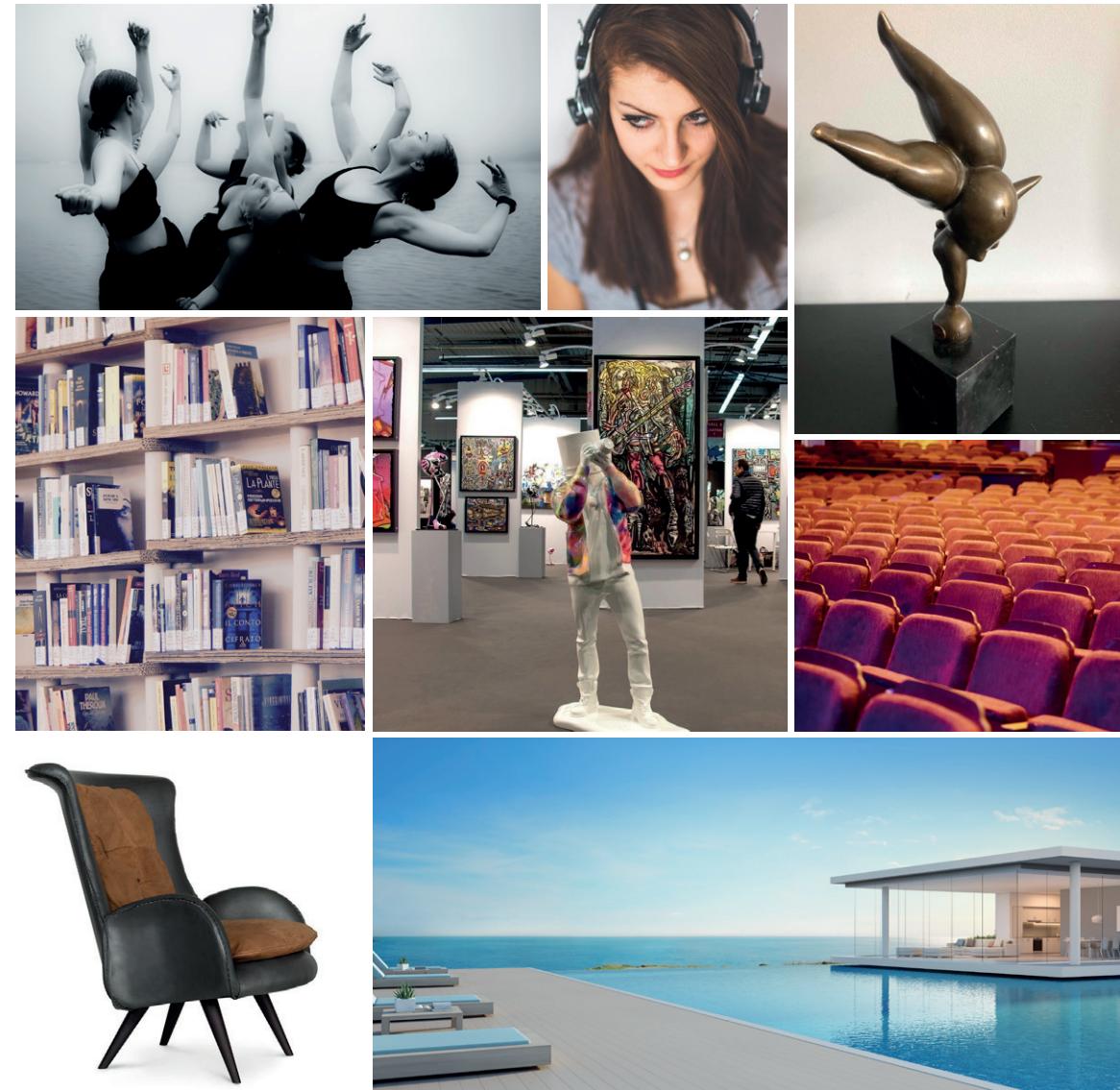
Its commitment to journalistic and literary excellence will bolster Monaco's reputation as a global nexus for media, culture and the arts.



## Who We Are

The Monegasque™ is a premium publication that transforms ideas into tangible experiences across a diverse range of platforms, encompassing video, web, and social media.

Additionally, The Monegasque™ is renowned for crafting unique experiences and orchestrating unprecedented events.



## The World's Most Affluent Readers

The Monegasque™ will engage a loyal and highly sophisticated affluent audience, including the next generation of aficionados across print, online and in-person platforms, live events and experiences and video. Our readers are well-educated, discerning, and cosmopolitan appreciating and desiring quality, artisanship, heritage, fine design and exclusivity. Influential and affluent in equal measure, The Monegasque™ audience is a perfect fit for the world's top luxury and high-end brands.



## Monaco By The Numbers

The **Monegasque**™ is a premium publication that transforms ideas into tangible experiences across a diverse range of platforms, encompassing video, web, and social media.

Additionally, The **Monegasque**™ is renowned for crafting unique experiences and orchestrating unforgettable events.

1.92

square kilometers

39,000

residents in 2022

139

nationalities

€8.34

billion GDP for 2022<sup>6</sup>

17.6%

of GDP from finance  
and insurance sectors

Reserve funds equal  
to 4 years of state  
expenditure,  
2 in liquid assets

+200

billionaire residents, which will  
double in the near future<sup>1</sup>

1 in 3

residents are millionaires  
compared to 1 in 28 in London<sup>2</sup>

1 in 56

residents has assets totaling  
at least \$30 million<sup>3</sup>

90

UHNWIs move here  
every year<sup>4</sup>

1: SOURCE: UBS MONACO

2: SOURCE: SAVILLS

3: SOURCE: WEALTH-X

4: SOURCE: UBS MONACO

5: SOURCE: MONACO ECONOMIC BOARD

6: SOURCE: IMSEE

5,000

businesses

55,472

employees in 2022

€145.9

Billions of Assets managed  
in 2022<sup>5</sup>

## Distribution

**Circulation** : Paris **3,000**; Monaco and Côte d'Azur **11,000**; Total **14,000**

**Four issues** in 2026, increasing to **six issues** per year in 2027.

### POINTS OF SALE

**Int'l Edition** : **65 points** of sale in Paris

**Monaco Edition** : **21 points** of sale in the Principality of Monaco

**19%** **Carefully curated** private mailing list to 4,000+ millionaires along the Côte d'Azur and in Paris

**15%** **450+ newsstands**, bookstores and airports

**14%** **Strategic partnerships** at events such as the Monaco Grand Prix, Monaco Yacht Show and Top Marques among many others

**14%** **Five-star** hotels and luxury villas

**10%** **Targeted affluent** The **Monegasque™** subscribers

**8%** **Private properties**

**6%** **Luxury tailors** and leading fashion boutiques

**3%** **Private jet** lounges, helicopter terminals and flights

**3%** **First- and business-class** lounges

**3%** **Private members'** clubs

**2%** **Superyachts** and marinas

**1%** **Private chauffeurs**

**1%** **Brand partner** garages

**1%** **Top-tier corporate** offices and luxury apartments



## Print Production Specifications

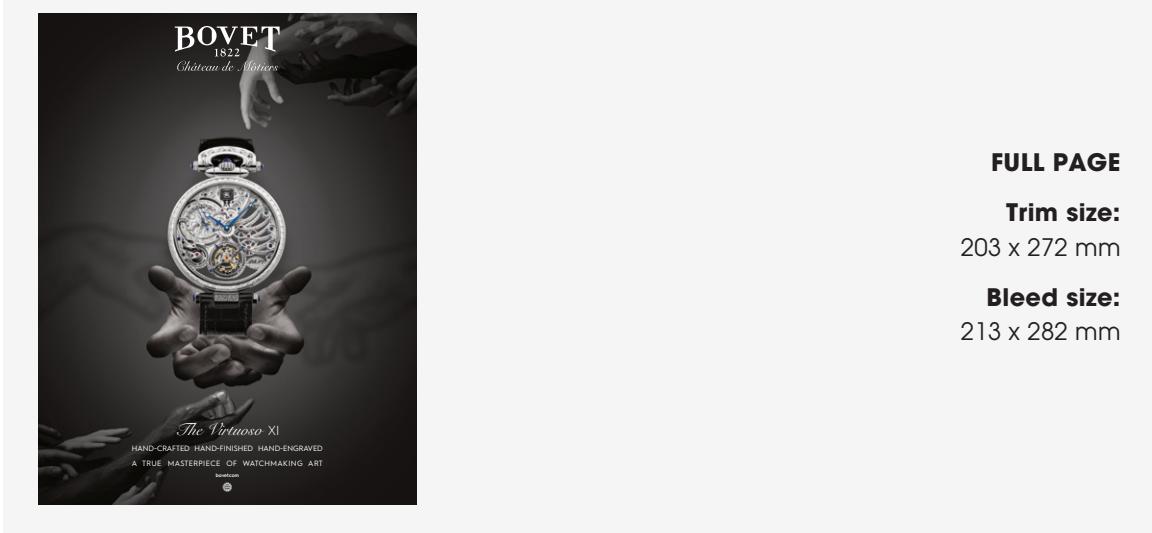
### Bringing Your Print Creative To Life.

**Image Resolution:** 300 dpi. RGB and LAB colors are unacceptable.

**Color:** 4/C Process. Convert spot colors to process. Publisher will match any second color at two-color rate, except metallic-base sheen inks and special inks.

**Preferred Digital File Format:** PDF/X1a, with high resolution CMYK or grayscale images and all fonts embedded. Application files such as Adobe Illustrator, Adobe InDesign, QuarkX-press and Pagemaker are not acceptable.

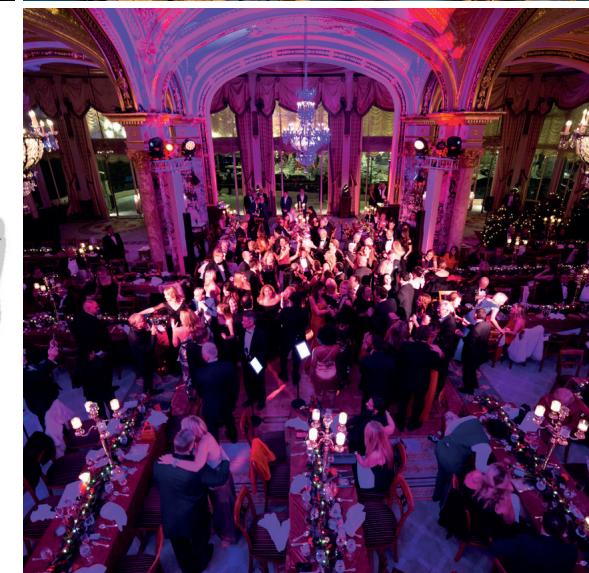
**4pp Cover:** Woodfree Silk Short Grain, 250 gram Inlay: Near Woodfree Silk, 90 gram



## Events & Experiences

The Monegasque™ is consistently innovating to meet the demand of our audience and our event sponsors. Through unparalleled access to leaders, business moguls, visionaries in fashion, the arts, showbiz, politics and tech, we create meaningful moments that inspire, uplift, and move audiences.

From luxury black-tie gala dinners to intimate gatherings, thought-leadership discussions to power summits our unrivalled events and experiences engage, entertain, educate and inspire our attendees whilst driving awareness and demand for our sponsors.



## Advertising Prices Print

<b>Four Page Spread (paper TBC)</b>	<b>Rates</b>
GATEFOLD INSIDE FRONT COVER	€17,000
<hr/>	
<b>Double-Page Spreads</b>	<b>Rates</b>
1 <sup>ST</sup> SPREAD	€9,000
2 <sup>ND</sup> SPREAD	€8,000
3 <sup>RD</sup> SPREAD	€7,500
<hr/>	
<b>Single Pages</b>	<b>Rates</b>
PREMIUM POSITION PAGE (Contents, Editor's Letter, Masthead)	€6,900
ROP	€5,500
ADVERTORIAL (One Page)	€7,900
<hr/>	
<b>Digital</b>	<b>Rates</b>
PREMIUM POSITION BANNER (1 month)	€3,000
BANNER ALL PAGES (1 month)	€5,000
ADVERTORIAL (Up to 600 words with one photo)	€3,700



## Illustrious Contributors

At The Monegasque™, our editorials are bolstered by the insights of an impressive roster of contributors, ranging from renowned celebrities to influential personalities worldwide. Their unique perspectives infuse our stories with exclusive content, all produced under the umbrella of the highest quality journalism. This collaborative approach sets our publication apart, providing our audience with unparalleled depth and breadth in reporting.



Legenday World Boxing  
Champion Evander Holyfield



H.I.R.H. Achraduke  
Carl-Christian of Austria



H.R.H. Prince Felix  
of Luxembourg



Helga Piaget



Alberto Repossi



Jermaine Jackson



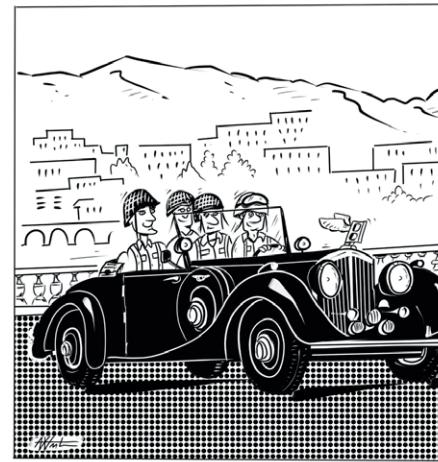
H.R.H. Prince Michel  
of Yugoslavia

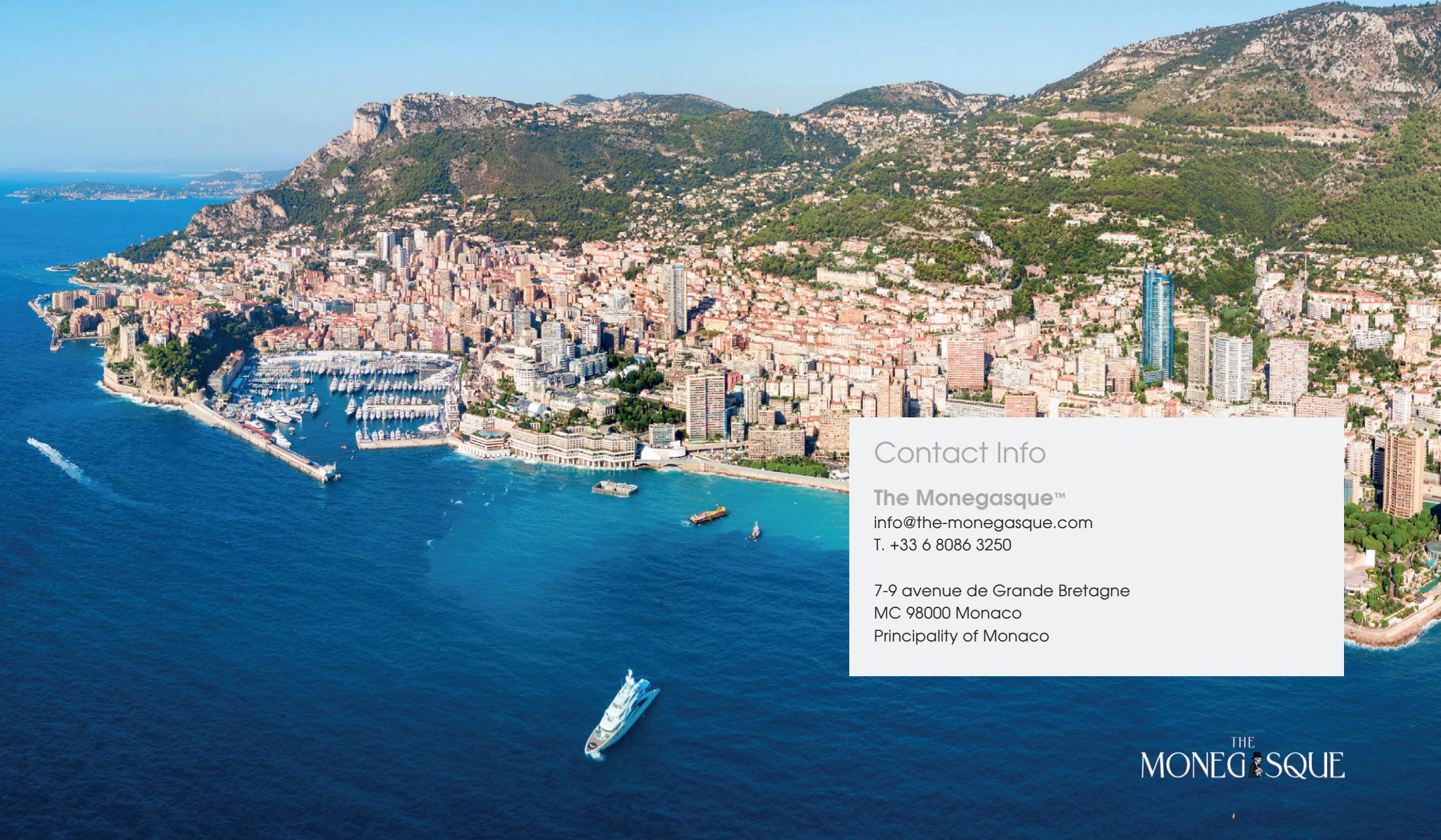


Miss EARTH Germany  
Maren Tschinkel

## Talented Artists

The **Monegasque™** commissions exceptionally talented artists to capture and portray the rich cultural and social tapestry of Monaco. These master cartoonists and illustrators, through their distinctive and creative work, actively promote the Principality's cultural depth, intellectual vitality, and dynamic societal milieu. This initiative significantly contributes to enhancing Monaco's international image and allure.





## Contact Info

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MC 98000 Monaco  
Principality of Monaco

THE  
**MONEGASQUE**