

ART &
COLLECTABLES

L'ART DE VIVRE
A MONACO

FOODS &
BEVERAGES

TRAVEL &
EXPERIENCES

FASHION
& STYLE

SOCIETY

THE MOST
INFLUENTIAL
PEOPLE

TALK
OF THE ROCK

VOICES
OF VERDICT

PRIVATE
JOURNEY

THE MONEGOSQUE



Media Kit 2024



The Monegasque™
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™ 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.



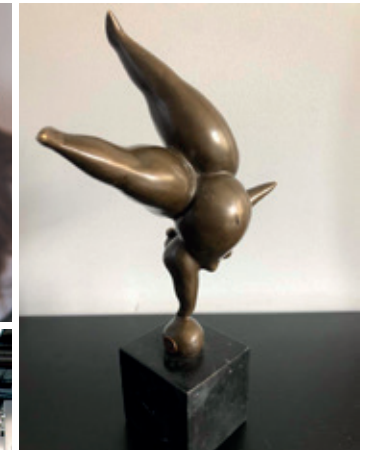
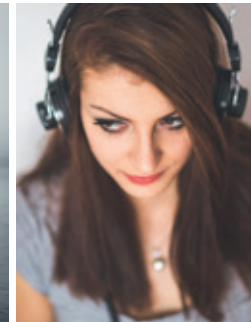
The Monegasque™ Origins & Global Reach

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, artanship, 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 2022⁶

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 future¹

1 in 3
residents are millionaires
compared to 1 in 28 in London²

1 in 56
residents has assets totaling
at least \$30 million³

90
UHNWIs move here
every year⁴

5,000
businesses

55,472
employees in 2022

€145.9
Billions of Assets managed
in 2022⁵

1: SOURCE: UBS MONACO

2: SOURCE: SAVILLS

3: SOURCE: WEALTH-X

4: SOURCE: UBS MONACO

5: SOURCE: MONACO ECONOMIC BOARD

6: SOURCE: IMSEE

Distribution

Circulation : **20.000** copies

Four issues in 2024, increasing to **six issues** per year in 2025.

POINTS OF SALE

Int'l Edition : Monaco, French Riviera, Paris and the French Alps

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

- | | |
|--|---|
| <p>19% Carefully curated private mailing list to 4,000+ millionaires along the Côte d'Azur and in Paris</p> | <p>6% Luxury tailors and leading fashion boutiques</p> |
| <p>15% 450+ newsstands, bookstores and airports</p> | <p>3% Private jet lounges, helicopter terminals and flights</p> |
| <p>14% Strategic partnerships at events such as the Monaco Grand Prix, Monaco Yacht Show and Top Marques among many others</p> | <p>3% First- and business-class lounges</p> |
| <p>14% Five-star hotels and luxury villas</p> | <p>3% Private members' clubs</p> |
| <p>10% Targeted affluent The Monegasque™ subscribers</p> | <p>2% Superyachts and marinas</p> |
| <p>8% Private properties</p> | <p>1% Private chauffeurs</p> |
| | <p>1% Brand partner garages</p> |
| | <p>1% Top-tier corporate offices and luxury apartments</p> |



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



FULL SPREAD

Trim size:
406 x 272 mm

Bleed size:
416 x 282 mm



FULL PAGE

Trim size:
203 x 272 mm

Bleed size:
213 x 282 mm

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

Four Page Spread (paper TBC) Rates

GATEFOLD INSIDE FRONT COVER	€17,000
-----------------------------	---------

Double-Page Spreads Rates

1 ST SPREAD	€9,000
2 ND SPREAD	€8,000
3 RD SPREAD	€7,500

Single Pages Rates

PREMIUM POSITION PAGE (Contents, Editor's Letter, Masthead)	€6,900
ROP	€5,500
ADVERTORIAL (One Page)	€7,900

Digital Rates

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. Achduke
Carl-Christian of Austria



H.R.H. Prince Felix
of Luxembourg



Helga Piaget



Alberto Repossi



Jermaine Jackson



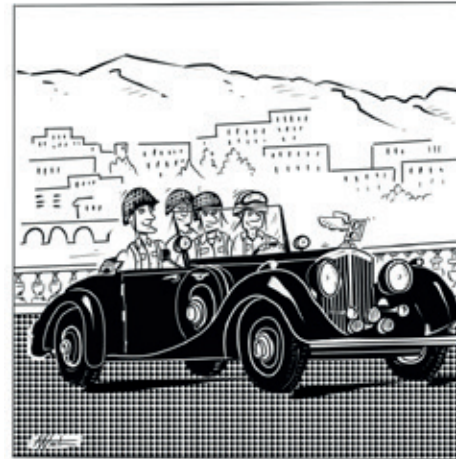
H.R.H. Prince Michel
of Yugoslavia



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

The Monegasque™

info@the-monegasque.com

T. +33 6 8086 3250

2, avenue de la Madone

1st floor

MC 98000 Monaco

Principality of Monaco