

D S C E N E

MEDIA INFORMATION 2021/22



median age
33

male / female
57%/43%

visit designscene.net
89%

live in cities
83%

have been reading for over 5 years
44%

average salary
EUR 75,870

employed within the
creative industries
65%

own their own company
33%

are university graduates
85%

own more than one property
47%

HQ
Belgrade, Milan, New York, Singapore
Global Contributors

Readers in 80 Countries

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

Global Circulation
of 12,000 February 2021 (print and digital copies)
Web 1 650 000 monthly hits
Socials 220 398 followers

Audience Overview

DSCENE audience is international, intelligent and influential, DSCENE is the world's most sought after design and lifestyle magazine brand. Since 2007, DSCENE has attracted a sophisticated global audience by constantly exploring new creative landscapes and ensuring that its features of everything from architecture to design, fashion to travel, interiors to jewellery remains unrivalled. DSCENE readers are prodigious, educated and curious consumers with significant spending power.

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

DSCENE
publishing ltd



DSCENE 2021.22 ISSUE THEMES

DSCENE ISSUE 15 LOVE

ad close May 29th 2021
on sale June 4th digital subscribers
on sale June 10th print edition

DSCENE ISSUE 16 FUTURE OF DESIGN

ad close October 15th 2021
on sale October 19th digital subscribers
on sale October 26th print edition

DSCENE ISSUE 17 MILANO

ad close Feb 19th 2022
on sale March 1st digital subscribers
on sale March 6th print edition

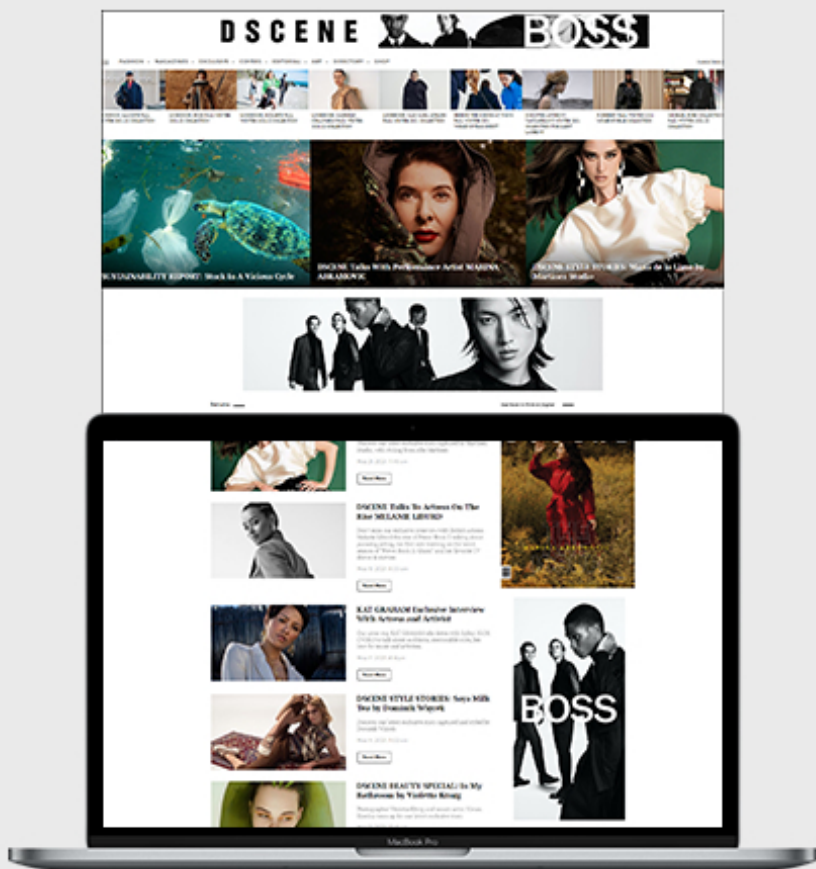
DSCENE ISSUE 18 ART ISSUE

ad close May 25th 2022
on sale June 4th digital subscribers
on sale June 10th print edition

DSCENE
publishing ltd

**PRINT RATE CARD
DSCENE 2021.22**

	PAGE	SPREAD
1st spread	-	€ 8,000
2nd spread	-	€ 7,000
Contents, masthead, contributors	€ 3,000	-
IBC (inside back cover)	€ 3,000	-
Front half	€ 1,700	€ 2,500
Run of magazine	€ 1,400	€ 2,200
Outside back cover	€ 5,000	
Guaranteed right hand / island	+15%	
Gatefold Available on request	-	-
BESPOKE 2021.22		
Bespoke creative solutions from		€8,000



SOCIAL MEDIA STATS

Facebook 126,000
 Instagram 31,700
 Pinterest 57,000 Followers / 10+ Million Views - Monthly
 Twitter 15,400

ALEXA/AMAZON VISITOR STATS

ranking in internet traffic and engagement over the past 90 days

global #61,160
 usa #38,700
 serbia #388

Source: https://www.alexa.com/siteinfo/designscene.net#section_traffic

1 650 000
 monthly page impressions

600 000
 monthly unique users

700 000
 monthly desktop page impressions

250 000
 monthly desktop unique users

350 000
 monthly mobile and tablet unique users

950 000
 monthly mobile and tablet
 page impressions

250 000
 monthly desktop unique users

8 500
 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 up-to-date, 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, as well as 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 social media 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 friendly extensions, creating further platforms for our content.

DSCENE
 publishing ltd

15 500 000

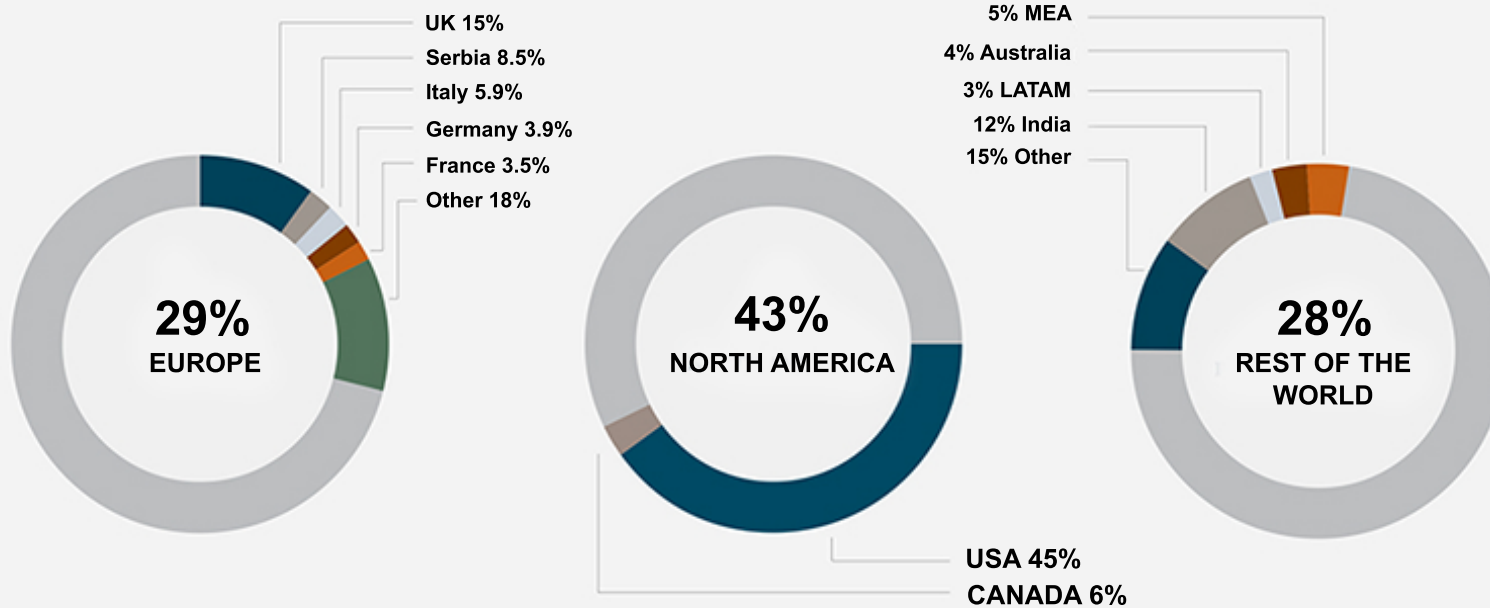
DSCENE SOCIAL MEDIA REACH

DSCENE SOCIAL MEDIA AND GLOBAL REACH

DSCENE social reach has grown to more than 5.5 million followers across our main platforms. Instagram, Facebook, Twitter and Pinterest are a core part 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 maximise the use of organic social and, where relevant, paid social to deliver the 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
(data from Google Analytics)

D S C E N E

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 daily sponsorship €1900

TAKEOVERS

Standard Home page Triptych €3500

Complete Web Page Tekover €4900

DIGITAL RATE CARD

DSCENE 2021.22

designscene.net



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 €10,000

DESIGN SCENE NON PROFIT

dscene team established NGO working on making creations for young creatives and furthering sustainability within art, design and fashion industries as well as local communities.

Founded in 2018.

D S C E N E
publishing ltd

CONTACTS

GLOBAL HQ

dscene publishing ltd
zdravka celara 8
apartment 07
11120 Belgrade Serbia

ZARKO DAVINIC - Editor-In-Chief / Managing Director
KATARINA DJORIC - FASHION DIRECTOR / DESIGN SCENE NGO DIRECTOR
ANA MARKOVIC - Deputy Editor
IGOR CVORO - Art Director
MAJA VUCKOVIC Social Media Manager
+381116762962

info@designscene.net

MILANO

Emily Lee - Milano Fashion Director
C/o Dal Zero Via Vigevano,43 20144 Milano
+39 339 194 6942

emily@designscene.net

NEW YORK

Damien Vaughan Shippee - New York Fashion Director
108 Perry Street 1B New York NY 10014
+1 (929) 666-9297

damien@designscene.net

D S C E N E
publishing ltd

D S C E N E

D S C E N E
publishing ltd