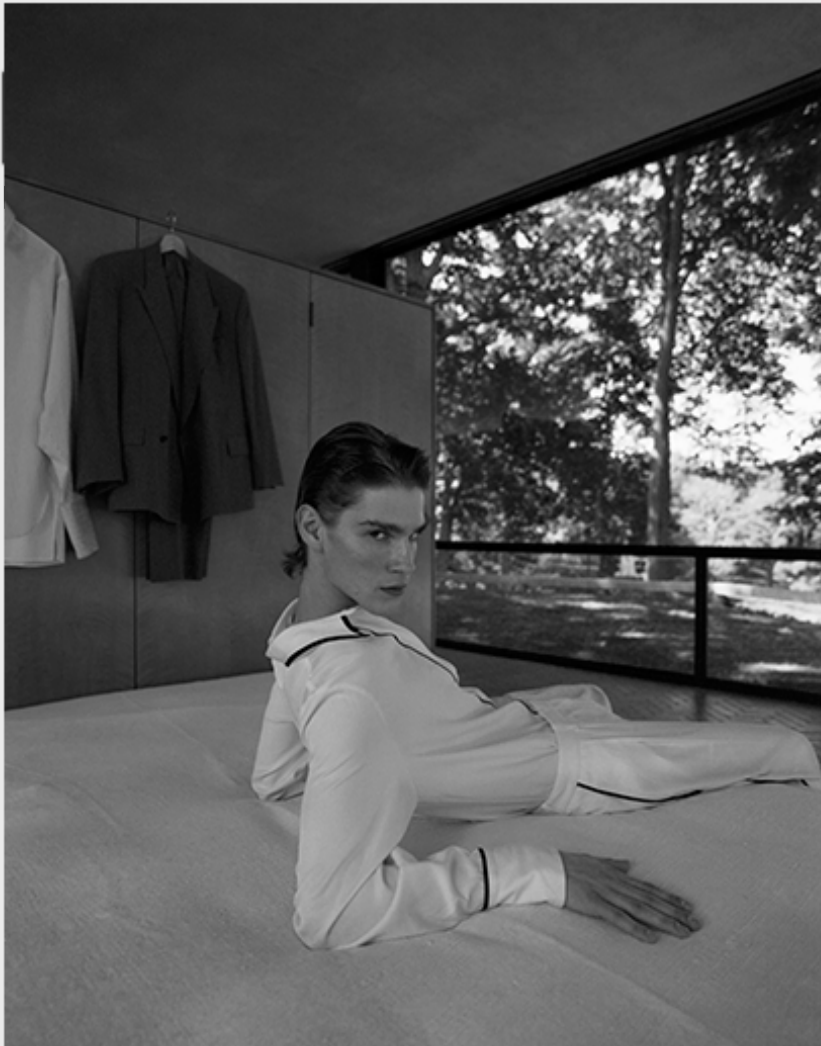


DSCENE

MEDIA INFORMATION 2025.

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median age
33

male / female
39% / 61%

visit designscene.net
89%

live in cities
85%

have been reading for over 5 years
49%

average salary
EUR 97,320

employed within the
creative industries
71%

own their own company
25%

are university graduates
77%

own more than one property
39%

Readers in 70 Countries

Mission: to inspire the influential and
promote creative industries

DSCENE Publishing Web 1 110 000 monthly hits
DSCENE Publishing Socials 700k+ followers

DSCENE PRINT CIRCULATION

9,000 copies

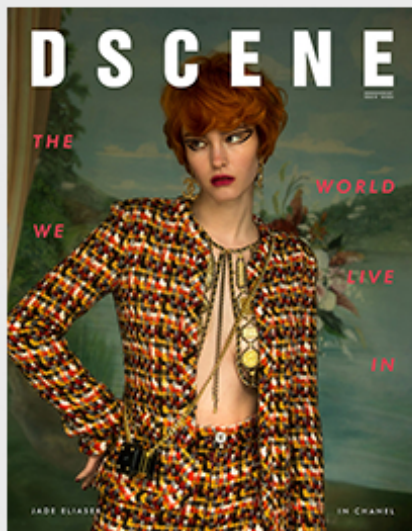
*digital copy distributed to 11,000+ subscribers

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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editorial calendar DSCENE 2025 ISSUE THEMES

ISSUE 22
DESIGN SPECIAL
“Design Destinations”
ad close May 1st 2024
on sale May 10th digital
on sale May 20th 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

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)
Tell Me Belgrade
Zepter Bookstores
+ many more

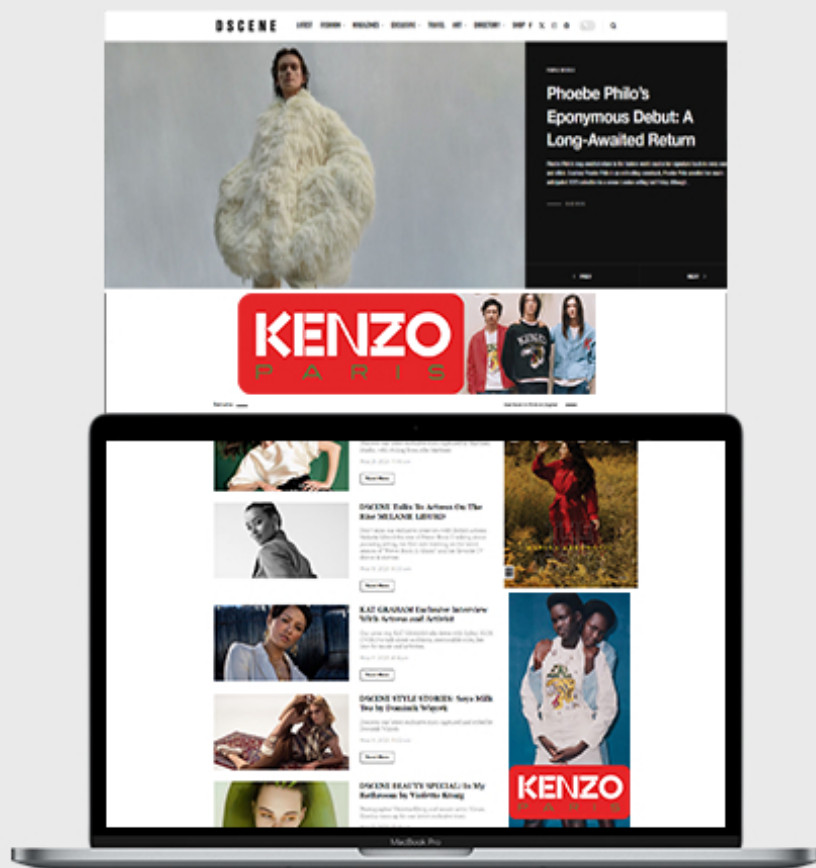
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**PRINT RATE CARD
DSCENE 2025**

	PAGE	SPREAD
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

Facebook 121,000

Instagram 40,200

Pinterest 94,000 Followers / 10+ Million Impressions- Monthly

Twitter 14,800

TikTok 220,000 likes

1 090 000

monthly page impressions

350 000

monthly unique users

240 000

monthly desktop page impressions

165 000

monthly desktop unique users

170 000

monthly mobile and tablet unique users

490 000

monthly mobile and tablet
page impressions

130 000

monthly desktop unique users

10 100

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 current, 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. 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.

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16 300 000

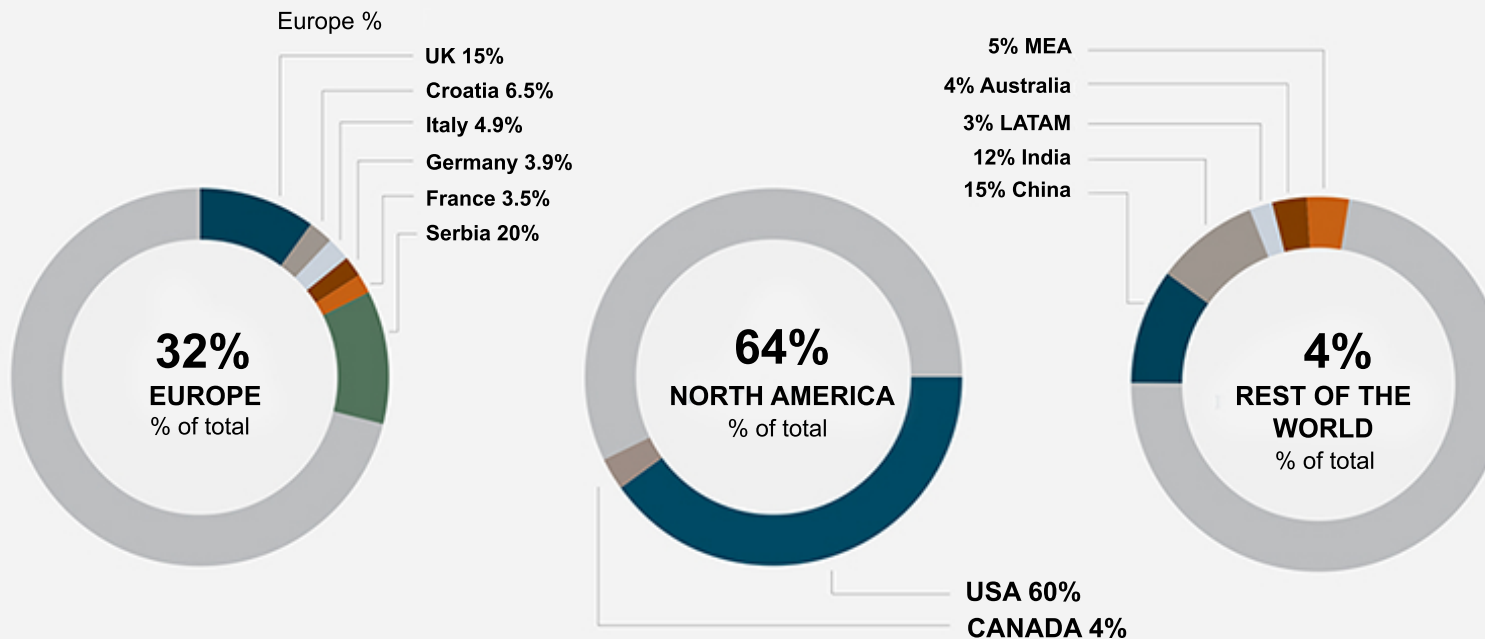
DSCENE MONTHLY SOCIAL MEDIA REACH

DSCENE SOCIAL MEDIA AND GLOBAL REACH

DSCENE's social reach has grown to more than 16 million followers 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 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 Via Web Pages
(data from Google Analytics, Facebook Insights)

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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

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

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 94,000
Facebook 82,000
Twitter 19,500
Pinterest 129,000
Tumblr 98,500
TikTok 13,900 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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