

Palace Costes

Gift-magazine for Costes Group's customers
6 issues per year, issued on Fridays
Cover Price: € 0.00



MARKET POSITION:

Palace is a gift-magazine for Costes Group's customers that brings a new look to fashion. It delivers exclusives news on very exciting items for Parisian trend-setters. **Palace** is the magazine of the people who built Paris. Contemporary and eclectic vision, Palace captures today's trends and tomorrow's influences. It targets Premium readers with the highest purchasing power in France. **Palace** wants to position itself as a sought-after and unique magazine which depicts the temptations of Paris.

		PALACE
Total Circulation	Costes marketing survey 09	35,000
Readership	Costes marketing survey 09	450,000

EDITORIAL PROFILE:

Palace will contain key sections on all aspects of fashion:

- Talents section provides forthcoming news about glamour actors/actresses, singers or artists.
- The "Focus du mois" gives the vision of the editor in chief regarding the cover of the magazine.
- A portfolio, shot in exclusive Parisian places regarding one event taking place in Paris, will feature in the magazine.
- The section "carnet de mode" presents 15 designers with their new collections.
- Finally, "Infomania" presents irresistible Art pieces, best-known places or innovating concepts in Paris. "Palacescope", which is designed as a diary, and "Le Shopping De Colette", which presents must-have accessories offered by Cult Parisian concept-store of Rue Saint Honoré.

TECHNICAL SPECIFICATIONS:

Please contact us for details.

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