



HM

Hello
Monaco

www.hellomonaco.com

ALL YOU WANT TO KNOW
ABOUT MONACO

Hello Monaco Media

MEDIA KIT
2018 | 2019

Hello Monaco is Monaco based media group including a daily news portal www.hellomonaco.com, Hello Monaco Luxury Lifestyle Magazine and youtube video channel WOW (Monaco Words of Wisdom). Running by Olga Taran a professional journalist with experience on Russian television and former marketing director of financial company on Wall Street, Hello Monaco pretty quickly became the media number one in Monaco.



Sincerely yours,

Olga Taran
Founder, Editor in chief

Olga Taran:

"Our website is designed in such a way that the reader gets direct access to all the resources, whether news, analytical data, entertainment or just useful information.

Being a local resident myself, I am, so to speak, at the very epicentre of events and in direct contact with my readers. It is much easier for me to understand the demands and requirements of our audience.

We are striving to keep it at the highest professional level. The information part or "content", its quality and presentation, are all very important to me as an editor and journalist. Much attention is therefore paid to the choice of topics and methods of presenting information: news, reports, interviews, market reviews, financial ratings, analytical materials, event announcements, essays on historical topics and journalistic insights.

Our new project "HelloMonaco: WOW" will introduce you to the residents of the Principality who have achieved a lot in life and definitely have something to share with this world. They are invaluable resource, vital to our mission of building a library of human wisdom, the focus of which will be on the answers to those questions which are life changing. We are all ponder these eternal and pressing questions about the purpose of life, success, well – being, money and more.

Just to feel the pulse of Monaco, all you need is to follow Hello Monaco!



30,000
COPIES

print run
European Edition:
English | Russian



Monaco/Cote d'azur
Courchevel/3 vallées

London
Dubai
Moscou
Kiev
Miami



320,000

international super
affluent readers per
issue (HNWI &
UHNWI)



YOUR KEY to
selected international
high end distribution
channels

Hello Monaco is Monaco based media group including daily news portal www.hellomonaco.com, HelloMonaco Luxury Lifestyle Magazine and video channel WOW (Monaco Words of Wisdom).

This exclusive publication reach individuals of the highest purchasing power (HNWI & UHNWI) who cultivate and enjoy a sophisticated lifestyle.

Hello Monaco Magazine talks about the pleasures of life, luxury goods, services and the sights worth seeing all over the globe, luxury hotels and destinations, watches and jewellery, fashion, high end cars and yachts, high- profile architecture, interior designs, investment, art and culture... But the most important Hello Monaco Magazine will discover for their readers hidden world with the most interesting stories and interviews of celebrities/sport personalities/business elite/entrepreneurs/millionaires/billionaires/politicians etc.

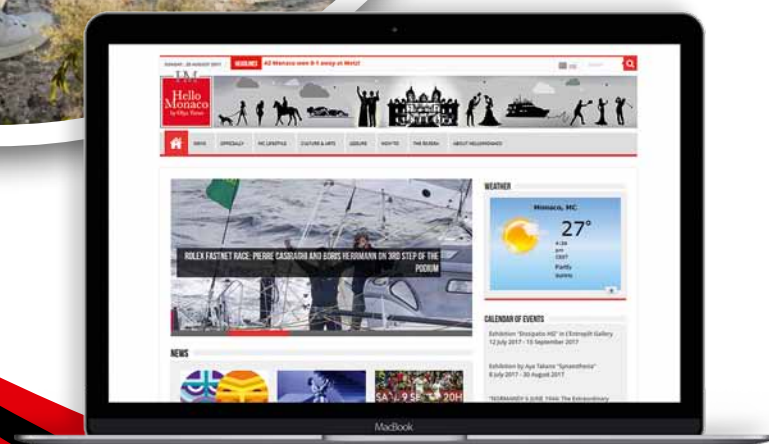




Launched in 2016 web platform
www.HELLOMONACO.com is a leading news and information website about Monaco in English and Russian languages. If you want to be the first to know the latest news and important events in the Principality, start your day with HelloMonaco.com.

We keep our audience informed about all the events, important news and cultural happenings in Monaco and the surrounding area, and help our partners to boost their business thanks to the customized strategy of our website.

HelloMonaco portal is number ONE website about Monaco by Google analytics.



PHYSICAL DISTRIBUTION

- Private Jet Lounges | Jets | Heliports Private Jet Companies
- Private Banks
- Wealth Management Companies
- Luxury Real Estate Companies
- Lawyer's Offices
- Private Clubs, Business Clubs
- 500 Private Yachts 25m+ (Monaco & French Riviera)
- Yacht Clubs
- Premium Yacht Dealerships
- Premium Car Dealerships
- Automobile Owners Clubs
- Classic Car Dealers
- Golf Clubs (Members) & Courses
- Gourmet Restaurants & Exclusive Lounges
- Cigar Lounges & Cigar Clubs (Members)
- Hotel Spas & Day-Spas, Wellness & Beauty Institute
- Medical & Private Practices, Private Beauty Clinics
- Fashion Stores (luxury brands)
- Fine Jewellery & Haute Horlogerie Boutiques
- Luxury Shopping Miles | Store Distribution
- Special distribution coordinated at the area during Exclusive Events | Fairs: Monaco Grand Prix, Monaco Yacht Show, ART Ball (London), Bal de Noel (Monaco), Cannes Yachting Festival, Top Marques Monaco, BASELWORLD, SIHH Geneva, Tennis, Polo, Golf Events, Automobile Events, Gourmet Festivals



MAIL DISTRIBUTION

- Subscribers from European countries
- General managers of large corporations and other decision makers
- VIP-Mailings to Monaco & Cote d'Azur Residents
- Business aviation Terminals
- Hotels * * * * *
- Monte Carlo SBM

ONLINE DISTRIBUTION

Unlimited full access to every issue of the magazine is available via web-portal www.hellomonaco.com



- MONACO / CÔTÉ D'AZUR
- COURCHEVEL / 3 VALLÉES
- LONDON
- MOSCOW

- KIEV
- DUBAI
- MIAMI

MEDIA EXPERIENCE

ALL IN ONE!

- **PRINT**
- **WEB**
- **SOCIAL MEDIA**
- **VIDEO PLATFORM**

We do not sell advertising placement, we develop an advertising strategy for our clients!

To grow your brand, you need effective advertising. To simply run ads isn't enough; you need to craft campaigns that speak directly to your target audience, campaigns that excite and activate them.



Crafting campaigns like these is what we do at HelloMonaco. Our mission is to help our brands leverage advertising campaigns to build brand awareness and drive product demand. Whether you're an established brand or a new market contender, our team can help you build through effective advertising.

HelloMonaco presents **WOW**,
a new video project Monaco **W**ords **O**f **W**isdom

Make the world a better place with Words of Wisdom

Monaco is a unique place in the world. But in the wider public's mind, the names Monaco and Monte-Carlo remain synonymous with casinos, Formula One, luxury yachts, Grace Kelly and offshore tax havens.

All this matters, of course, but it's residents of the Principality who truly make this place unique. These are the movie stars and artists, outstanding sportsmen, businessmen, entrepreneurs, scientists, philanthropists and art collectors.

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The framework of our interviews is very simple: 1 question - 1 answer - 60 seconds. Our goal is to make the MWW library easy to access and browse. That's why we've contained our answers into bite-sized videos. So no matter where or how busy you are, it's easy for you to get your daily dose of philosophy and perspective.

The most interesting interviews we publish in the HelloMonaco Magazine.



EXCLUSIVE FASHION EDITORIALS with luxury brands

STRATEGIC

WE CAN HELP YOU TO REACH YOUR TARGET AUDIENCE

- TAILOR-MADE EXPOSURE of the business / company / service to the readers
- DIRECT PERSONAL COMMITMENT to potential clients
- CREATING A RELEVANT IMAGE for the business or service concerned
- COST-EFFICIENCY regarding our commitment to clients
- Communication through detailed ANALYTICAL DATA
- DEDICATED TEAM providing an up-to-date info and user-friendly experience

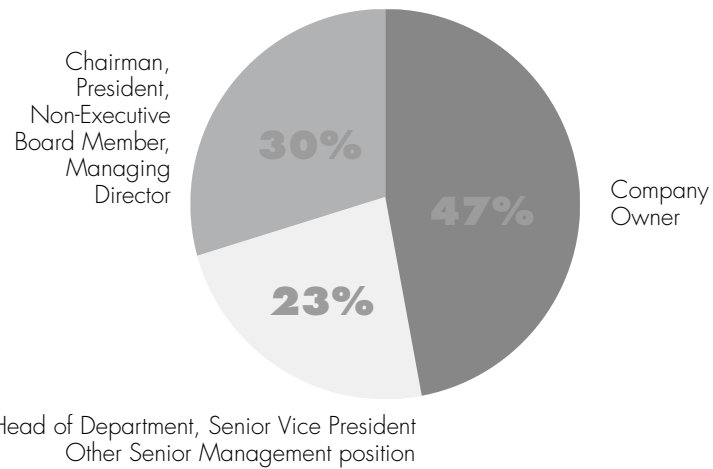


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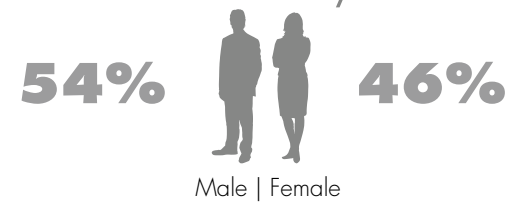
READER PROFILE DETAILS

HelloMonaco Magazine readers (HNWI & UHNWI) are international Russian-English speaking affluent High Net Worth Individuals and therefore used to the good things in life: Known as frequent travelers, they enjoy besides their busy lives the nice things offered to them. Being among (ultra) high net worth individuals means that they treat themselves with a high quality of life and as little stress as possible to allow them to have their dreams fulfilled.

Occupation:



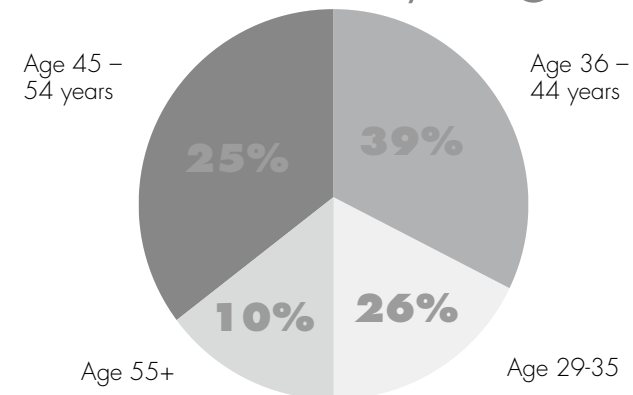
Who they are



HelloMonaco magazine is in



Readers by Age



HELLOMONACO MAGAZINE

Format Bleed off	Price EUR (Euros)
1/1	4,000
1/1 next to the Contents or Editorial	6,000
2/1 Panorama (DPS)	7,000
2/1 Opening DPS (inside cover)	10,000
2/1 1st Spread	9,000
2/1 2nd Spread	8,000
3/1 Gate Folder (inside)	12,000
1/1 Back Cover	12,000
1/1 Third Cover	7,000
2/2 Panorama	3,000
1/2 upright format	2,000
1/2 landscape	1,500

WWW.HELLOMONACO.COM ADVERTISING RATES

Ad Banner placement with the link to your corporate website	2000 Euros per month / banner production not included
Tailor made article + FB and Instagram promotion + inclusion in weekly HM Newsletter during one month (4 times)	2,500

*The price for advertising campaign on WWW.HELLOMONACO.COM includes placement in English and Russian version of website

*Prices are valid until 31.12.2019 and do not include VAT

Prices and conditions are subject to change according to publisher right
Regarding special projects, discounts and various cooperations please enquire
coo@hellomonaco.com.

WWW.HELLOMONACO.COM
is a member of



DEADLINES | PUBLICATION DATES

issue	on display	publication date	delivery deadline
Winter 2018 2019	Nov, Dec, Jan, Feb, Mar	15/11/2018	10/10/2018
Spring 2019	Apr, May, June	01/04/2019	01/03/2019
Summer 2019	July, Aug, Sep, Oct	01/07/2019	01/06/2019
Winter 2019	Nov, Dec, Jan, Feb, Mar	15/11/2019	10/10/2019

FREQUENCY

4 editions per year

PRINT RUN

30,000 copies

PAPER: HIGH QUALITY

Illustration printing paper:
135 g/m² with

Cover 300 g/m²





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Magazine printed
following all ecological
certificates and rules,
by an Imprim'Vert certified
printing company using
a PEFC certified paper.



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