



ALL YOU WANT TO KNOW
ABOUT MONACO

Hello Monaco Media

**MEDIA KIT
2026-2027**

EDITOR'S LETTER

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



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!

Sincerely yours,
Olga Taran
Founder, Editor in chief

INTRODUCTION



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.



20,000 COPIES
print run
European Edition:
English | Russian



Monaco/Côte d'Azur
French/Swiss Alps
London
Paris
Geneva

1 200 000
international super affluent readers
(HNWI & UHNWI)



YOUR KEY to
selected international high end distribution channels

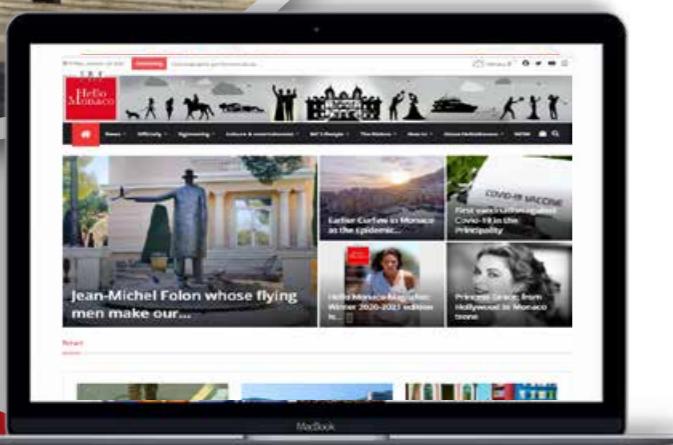
INTRODUCTION



Launched in 2016 web platform www.HELLOMONACO.com is leading news and information website about Monaco in English language. 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.

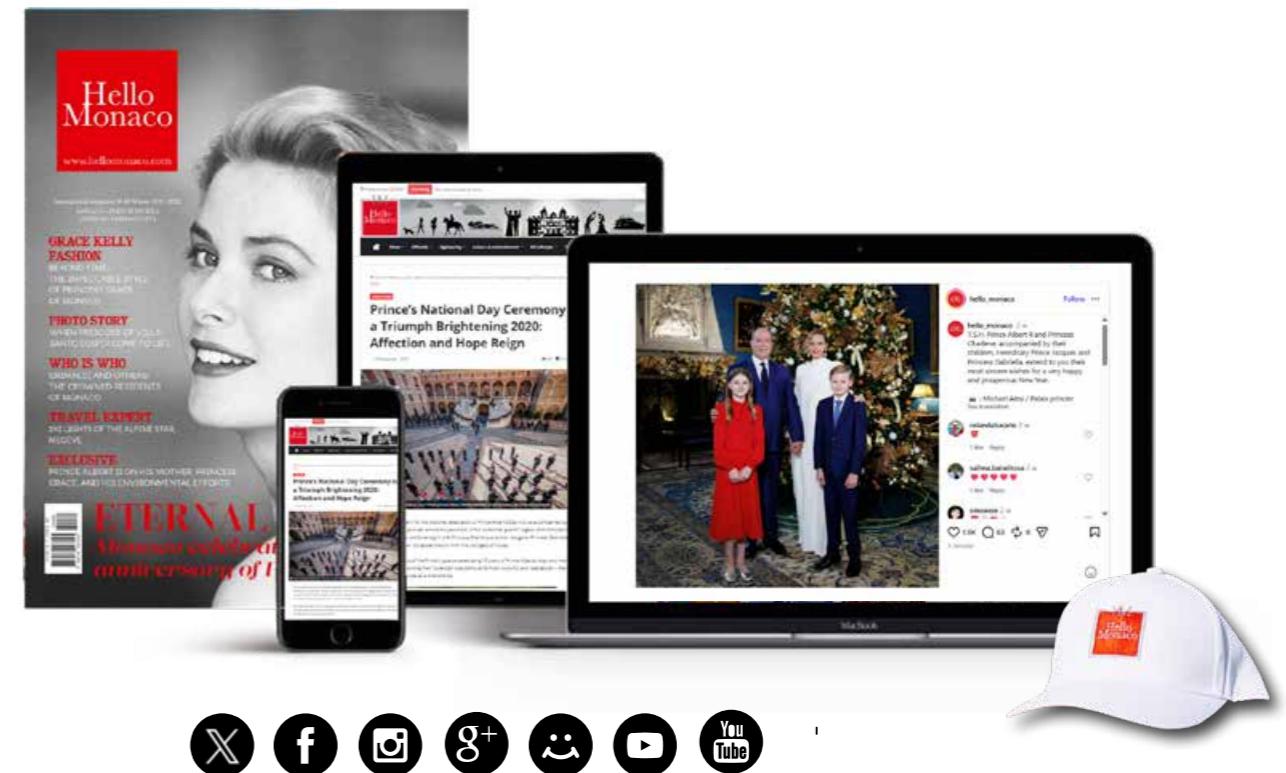
HelloMonaco portal is leading website about Monaco by Google Analytics.



MULTIPLATFORM

MEDIA EXPERIENCE ALL IN ONE!

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



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.

DISTRIBUTION CHANNELS



PHYSICAL DISTRIBUTION

- Private Jet Lounges | Jets | Heliports Private Jet Companies
- Private Banks
- Wealth Management Companies
- Luxury Real Estate Companies
- Private Clubs, Business Clubs
- 500 Private Yachts 25m+ (Monaco & French Riviera)
- Automobile Owners Clubs
- Classic Car Dealers
- Golf Clubs (Members) & Courses
- Gourmet Restaurants & Exclusive Lounges
- Hotel Spas & Day-Spas, Wellness & Beauty Institute
- Fashion Stores (luxury brands)
- Fine Jewellery & Haute Horlogerie Boutiques
- Special distribution is coordinated at the sites during exclusive world-famous events and fairs (e.g. Monaco Grand Prix, Monaco Yacht Show and Top Marques Monaco), during business meetings (e.g. Business Monaco EXPO, International Luxury Property Expo etc.), during sports events (tennis, polo and golf tournaments, Sportel & Sportel Awards and Golden Foot Award etc.), during automobile events (EVER Monaco, SIAM etc.), during gourmet and cultural events (the Gastronomic Seasons, the Monte-Carlo Comedy Film Festival, the Monte-Carlo Summer Sporting Festival, artmonte-carlo salon etc.), during charity & high society events (the Grand Masked Ball, the Grand Ball of Princes and Princesses, Vivanova gala, Monaco Fashion Week and fashion showrooms etc.), and during Cannes Yachting Festival, BASELWORLD and SIHH Geneva.

DISTRIBUTION CHANNELS

MAIL DISTRIBUTION

- Subscribers from European countries
- General managers of large corporations and other decision makers
- VIP-Mailings to Monaco & Côte d'Azur Residents
- Business aviation Terminals
- Hotels *****
- Paid subscription is available on www.hellomonaco.com in the Shop.

ONLINE DISTRIBUTION

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



EXCLUSIVE FASHION EDITORIALS with luxury brands



WATCHES & JEWELLERY



In 2024, the global luxury jewellery market amounted to about USD 40 billion
83% of HelloMonaco readers own high end jewellery or watches
86% of the audience spends USD 25,000 on watches and jewellery per year

Source: HelloMonaco readers survey 2025, Euromonitor, Statista

TRAVEL CLUB / WELLNESS & BEAUTY



HelloMonaco readers take up to 21 business trips and 5 vacation each year.

78% agree that they found Travel Club information useful and sought out further details after seeing it.



Best advice for everyday healthy living inspiring those who want to transform themselves and boost overall well-being.

"I feel that health and wellness advertising at HelloMonaco magazine is trustworthy"



READERSHIP

READER PROFILE DETAILS

HelloMonaco Magazine readers (HNWI & UHNWI) are international 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.

Who they are

33% Male | **67%** Female
73% Married / Single
Affluence (HHI): Median HHI: **\$97,196**

HelloMonaco magazine is in

English and Russian languages

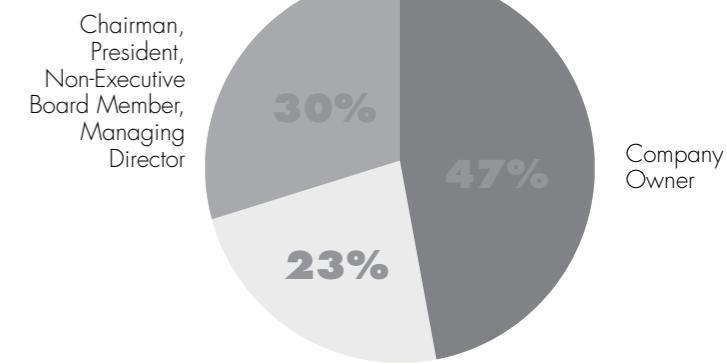
PASSIONS, HOBBIES, INTERESTS:

First class or Business Traveller	85%
Travels Aboard per year	72%
Spends USD 5,000+ On Apparel per month	78%
Spends USD 7,000 On Leisure, Entertainment and Dining per month	41%
Spends USD 25,000+ On Watches or Jewellery per year	86%
Owns 2+ Luxury Vehicles	91%

PROPERTY & REAL ESTATE

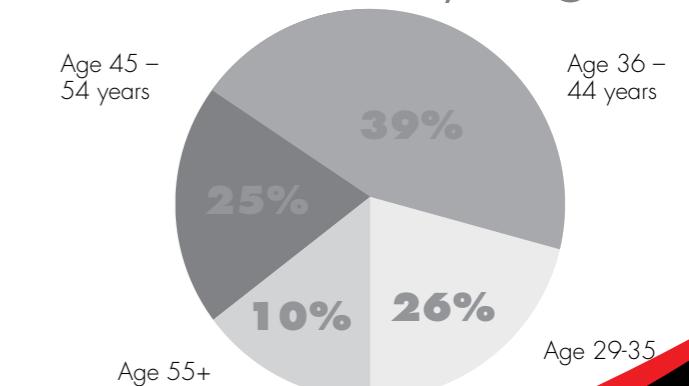
Own Home	96%
Own 2+ Homes	45%
Value Of Principal Residence USD 250,000+	69%
Value Of Principal Residence USD 500,000+	31%

Occupation:



Head of Department, Senior Vice President
Other Senior Management position

Readers by Age



HELLO MONACO MAGAZINE ADVERTISING RATES

ADVERTISING RATES FOR PREMIUM POSITIONS

Format Bleed off	Price EUR (Euros)
 1/1	2500
 1/1 next to the Content or Editor letter	4000
 2/1 1st Spread	8000
 2/1 2nd Spread	7000
 2/1 Panorama (DPS)	5000
 1/1 Third Cover	6000
 1/1 Back Cover	12000
 1/2 landscape / 1/2 upright	1250

Frequency Discounts

Offered for Advertisers Who Buy More Than 2 Issues

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

WWW.HELLOMONACO.COM
is a member of


*Prices do not include VAT

Hello Monaco Magazine can be customized
for your brand. In addition to the relevant luxury
content Magazine can be expertly tailored to connect
with your audience.

- * Cover
- * 2-Page editorial feature
- * 8 pages of photoshoot
- * Inside Front Cover Spread
- * Full digital version of publication
- * 100 personal copies
- * Bus stop box advertising 34 stops
and Light boxes in Monaco

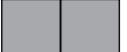
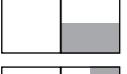
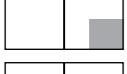
50000€



Premium positions cannot be canceled less
than 60 days before space closed.



ADVERTISING RATES AT DIGITAL VERSION OF HELLO MONACO MAGAZINE

Format Bleed off	Price EUR (Euros)
	750
	1200
	2000
	1500
	1500
	2500
	3000
	400
	250

* Publication includes link to your corporate website or Instagram account



DEADLINES TECHNICAL DATA

DEADLINES | PUBLICATION DATES

issue	on display	publication date	delivery deadline
Spring 2026	2 (Eng; Rus)	Apr, May, June	25/03/2026 15/02/2026
Summer–Autumn 2026	2 (Eng; Rus)	July, Aug, Sep, Oct	10/07/2026 01/06/2026
Winter 2026–2027	2 (Eng; Rus)	Nov, Dec, Jan, Feb, Mar	16/11/2026 20/10/2026

FREQUENCY

6 issues per year

PRINT RUN

20,000 copies

PAPER: HIGH QUALITY

Illustration printing paper:
135 g/m² with
Cover 300 g/m²



Magazine printed following all ecological certificates and rules by a printing company using certified materials.

ONLINE ADVERTISING RATES AT WWW.HELLOMONACO.COM

Ad Banner placement with the link to your corporate website

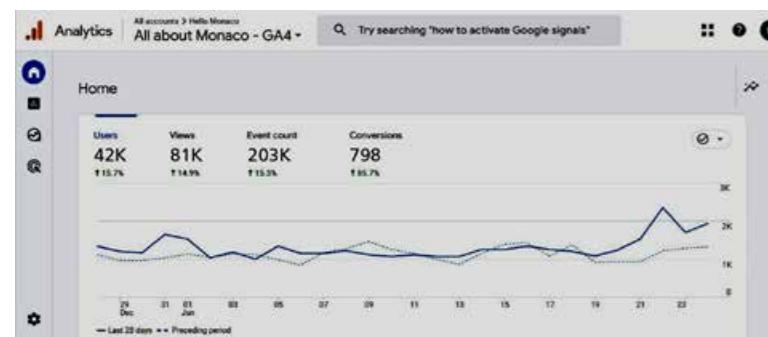
500€ per week / banner
production not included

Ad Banner placement with the link to your corporate website

2000€ per month / banner
production not included

Tailor made article + FB and Instagram promotion + inclusion
in weekly HM Newsletter during one month (4 times) +
permanent dofollow-link

2500€



Frequency Discounts Offered for Advertisers Who Buy More Than 2 Issues

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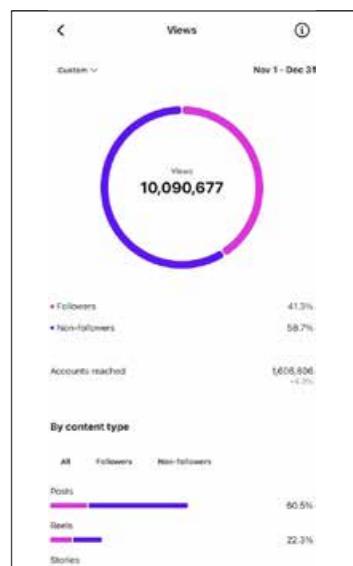
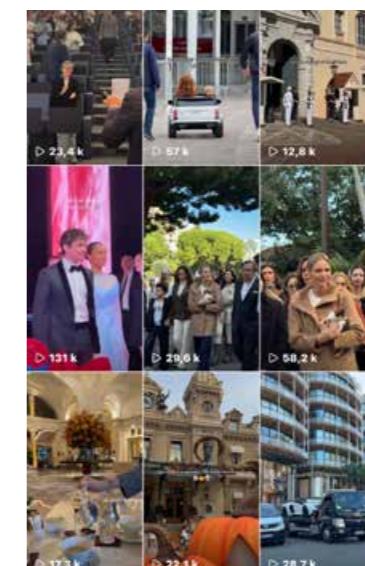
WWW.HELLOMONACO.COM
is a member of


*Prices do not include VAT



EXCEPTIONAL ENGAGEMENT AND RESPONSE FROM SUBSCRIBERS

- ▶ Luxury content
- ▶ Behind-the-scene access to the world of Luxury in Monaco and the Riviera.
- ▶ Close partnerships with all the key stakeholders in Monaco within hospitality, events, gastronomy, culture and business.



SOCIAL MEDIA FOLLOWING



240K



72K



40K



15K

(English page)

(Russian page)

(As of November 22, 2025)

PRICE LIST

1 post: € 2000 with swipe up link

3 stories: €750 with swipe up link

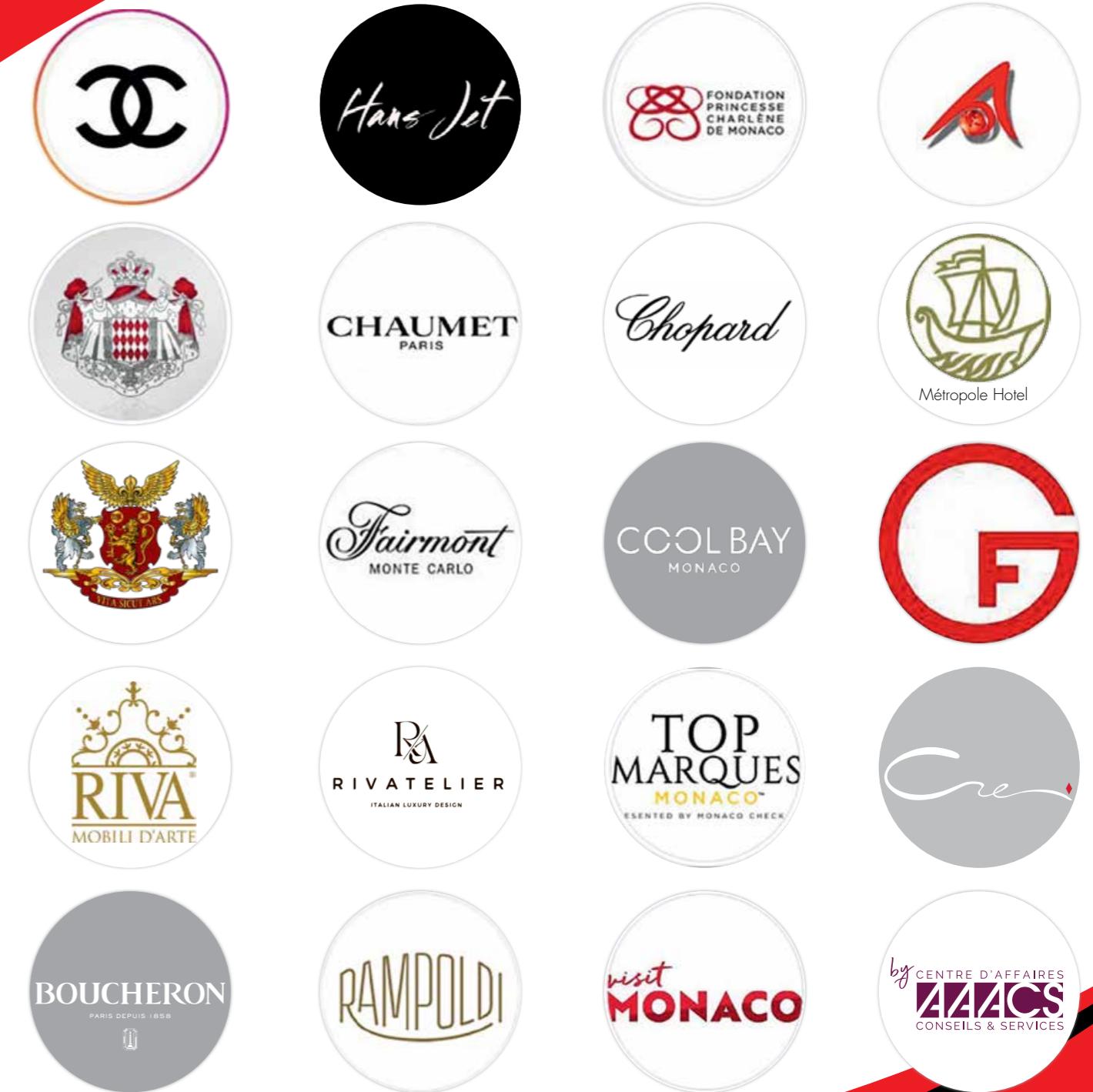
BESPOKE EVENTS



Hello Monaco creates highly tailored experiences within an exclusive and intimate setting, allowing our partners direct access to high-net-worth readers and VIP guests to ensure maximum benefit and return on investment. Hello Monaco offers bespoke event solution models, craft private dinners, product launches, and cocktail receptions based on client needs. Each event provides an unique opportunity for partners to interact with our audience, the most influential and affluent consumers.



OUR PARTNERS



www.HELLOMONACO.com
@hello_monaco 
info@hellomonaco.com
ad@hellomonaco.com

HM
Hello
Monaco
www.hellomonaco.com

