



HM

Hello  
Monaco

[www.hellomonaco.com](http://www.hellomonaco.com)

ALL YOU WANT TO KNOW  
ABOUT MONACO

Hello Monaco Media

MEDIA KIT  
2024-2025

Hello Monaco is Monaco based media including daily news portal [www.hellomonaco.com](http://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



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



Launched in 2016 web platform [www.HELLOMONACO.com](http://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 and Yandex analytics.**



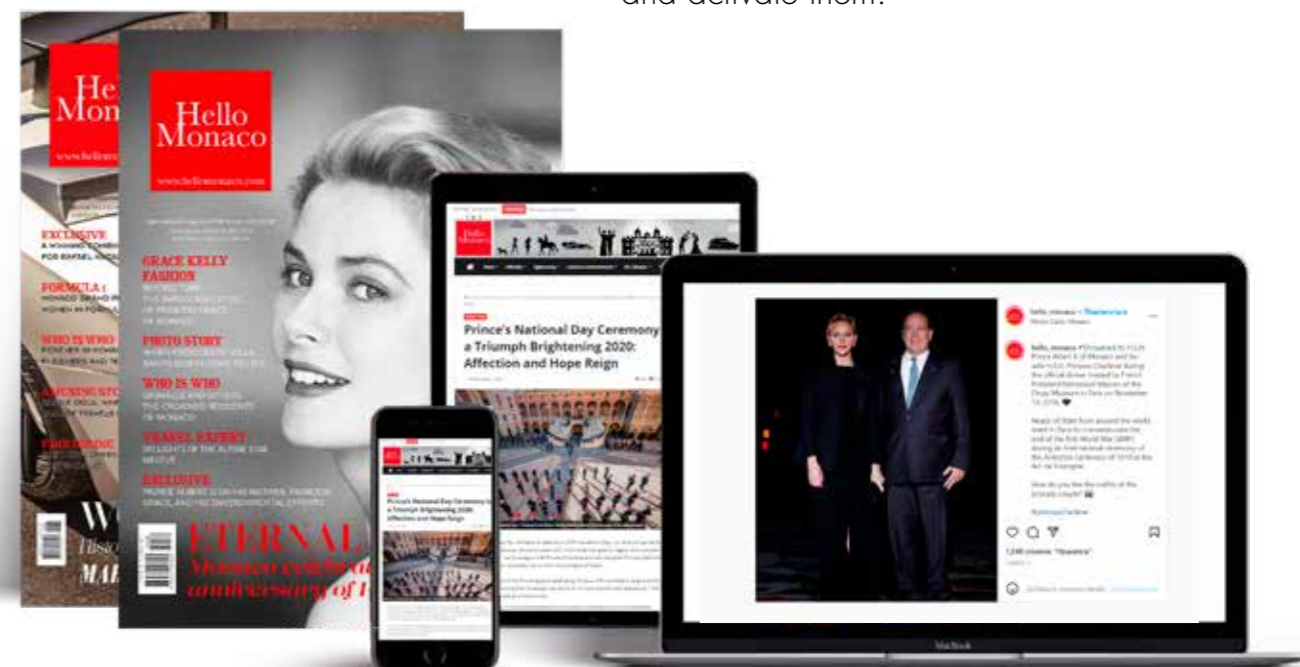
## MEDIA EXPERIENCE

### ALL IN ONE!

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

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.



## 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.



## 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](http://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](http://www.hellomonaco.com).

# EXCLUSIVE FASHION EDITORIALS with luxury brands



# WATCHES & JEWELLERY



In 2018, 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 2019, Euromonitor, Statista



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"

## 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 | Female 67%

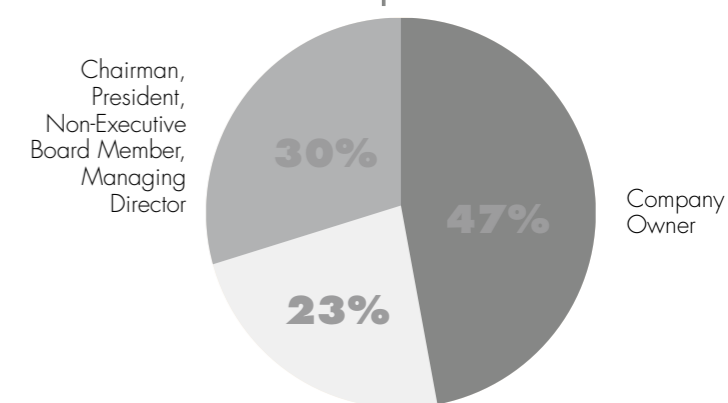
73% Married / Single 27%

Affluence (HHI): Median HHI: \$97,196

### HelloMonaco magazine is in

English and Russian languages

### Occupation:



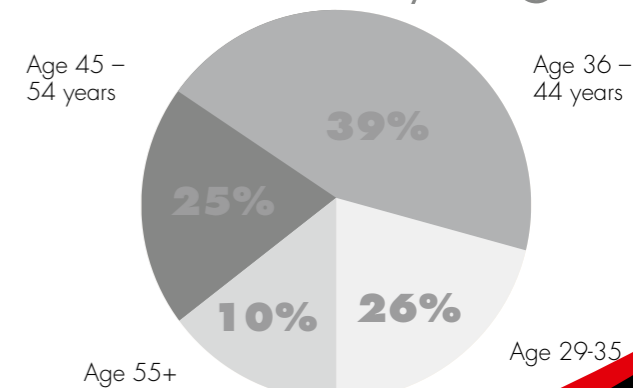
### PASSIONS, HOBBIES, INTERESTS:

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%

### Readers by Age



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](mailto:ad@hellomonaco.com)

[WWW.HELLOMONACO.COM](http://WWW.HELLOMONACO.COM)  
is a member of



\*Prices do not include VAT

## CUSTOMIZE HELLO MONACO FOR YOUR BRAND

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

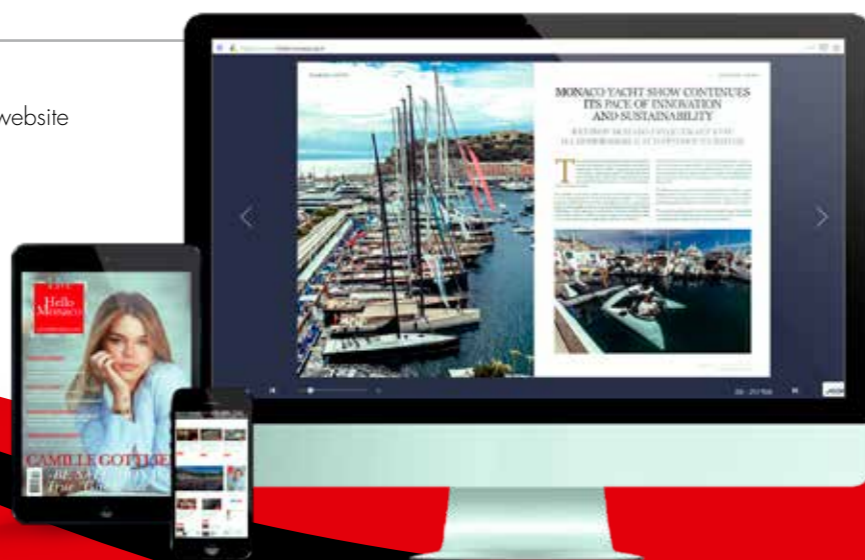
50000€

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



Format Bleed off	Price EUR (Euros)
1/1	750
1/1 next to the Content or Editor letter	1200
2/1 1st Spread	2000
2/1 2nd Spread	1500
2/1 Panorama (DPS)	1500
1/1 Third Cover	2500
1/1 Back Cover	3000
1/2 landscape / 1/2 upright	400
1/4 landscape / 1/4 upright	250

\* Publication includes link to your corporate website or Instagram account



## DEADLINES | PUBLICATION DATES

issue	on display	publication date	delivery deadline
Winter 2024–2025	2 (Eng; Rus)	Nov, Dec, Jan, Feb	16/11/2024 20/10/2024
Spring 2025	2 (Eng; Rus)	Mar, Apr, May, June	25/03/2025 15/02/2025
Summer–Autumn 2025	2 (Eng; Rus)	July, Aug, Sep, Oct	10/07/2025 01/06/2025

## FREQUENCY

6 issues per year

## PRINT RUN

20,000 copies

## PAPER: HIGH QUALITY

Illustration printing paper:  
135 g/m<sup>2</sup> with  
Cover 300 g/m<sup>2</sup>



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

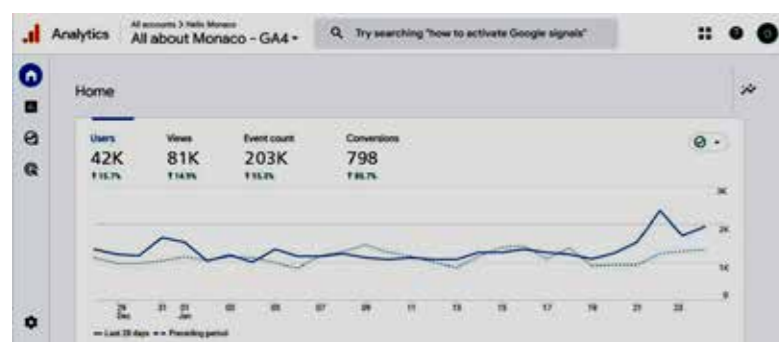


## ONLINE ADVERTISING RATES AT WWW.HELLOMONACO.COM

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 do-follow-link 2500€



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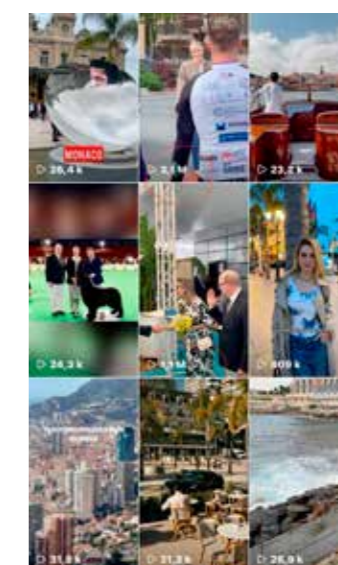
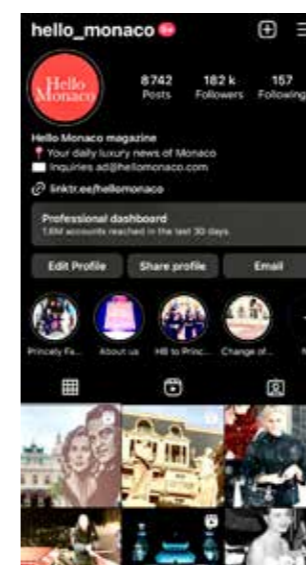
WWW.HELLOMONACO.COM is a member of

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## 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

220K      72K (English page)      40K (Russian page)

(As of November 22, 2023)

## PRICE LIST

1 post: € 2000 with swipe up link

3 stories: €750 with swipe up link



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.



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.

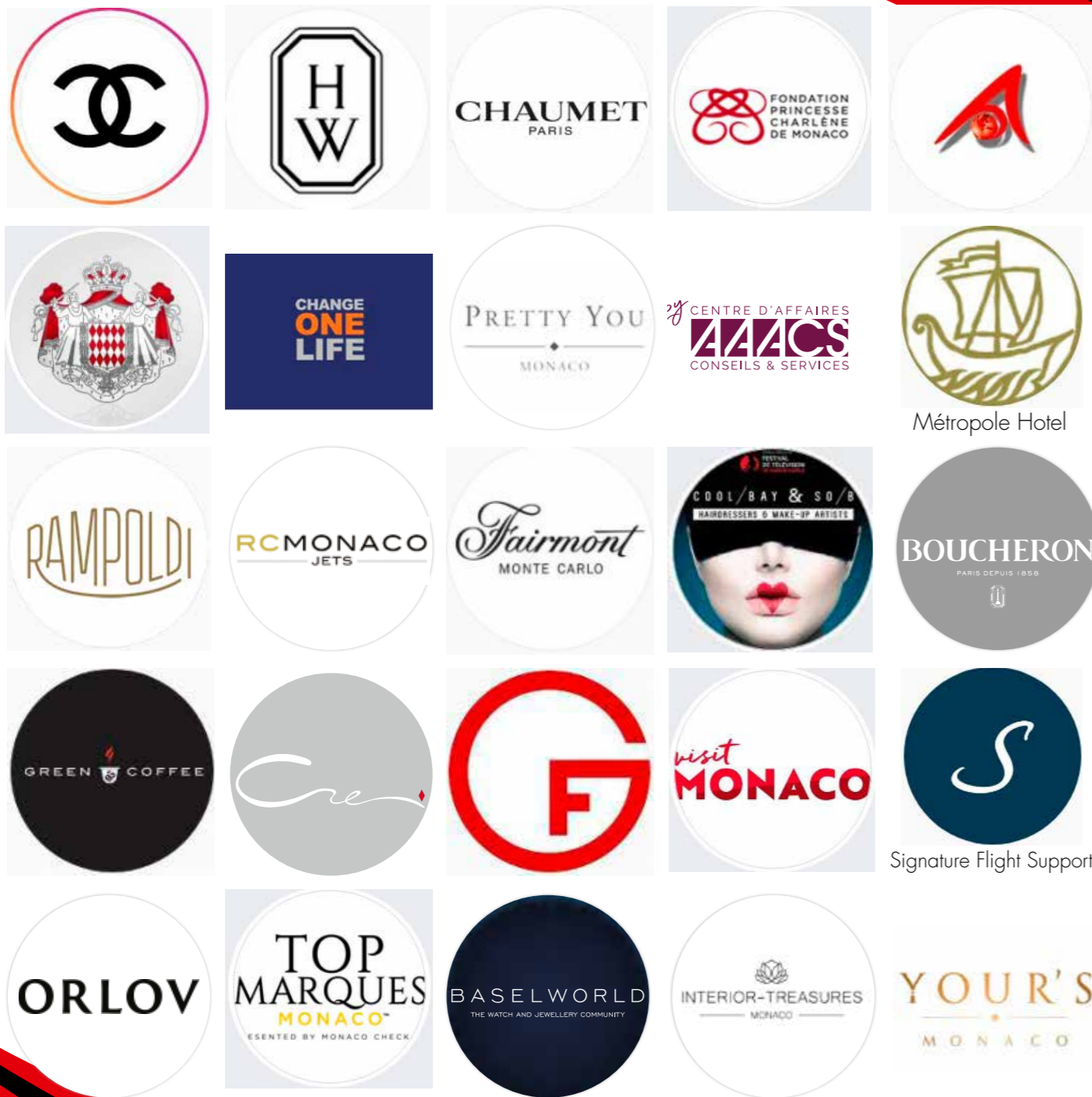
All this matters, of course, but it's residents of the Principality who truly make this place unique. These are the movie stars and artists, outstanding sportsmen, businessmen, entrepreneurs, scientists, philanthropists and art collectors.

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.

Our goal is to make the WOW 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.





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