LAPALME MAGAZINE PRINT MEDIAKIT 2020
Print Run: 72,000 copies
Pass on
Readership: 3.1
ABOUT

Lapalme Magazine has steadily built a strong brand in the print fashion and lifestyle world. Today the magazine sits among the most visited global sources for inspiration in the fields of fashion, travel, music, art and lifestyle in general.

Innovation, progression and always being in the public eye are only some of the core values of Lapalme Magazine. In Summer 2013 the first print issue was born and for over 5 years the drive that has made the magazine what it is today, is the very same that also makes Lapalme continue to stand out.

Lapalme shares all these values with it’s readers, which are young influencers and trendsetters from around the globe. Join the leading voice regarding elevated living as we entertain our audience of over 200,000+ Readers through immersive and vibrant editorials on the latest in fashion, food and travel each season.

Since its launch, Lapalme Magazine has worked diligently to create a network of experienced editors across the globe to bring location specific insights that readers won’t find anywhere else. Our stunning dual-cover publication accompanied by captivating editorials and tactile storytelling fuel our robust community engagement. The success of Lapalme Magazine allows our sponsors and advertisers to engage with readers internationally.
AUDIENCE

GENDER

53% female
47% male

42% USA
35% UK
23% EU

TARGET GROUP

Fashion Impressarios / 
Brand owners & PR specialists / 
Influencers & Early Adopters / 
Trendsetters & Forecasters / 
Collectors /
VISUAL LANGUAGE
FACTS AND DATES

Print Run:
72,000 copies

Frequency:
Quarterly

Pages:
+/– 128 pages

Size:
8.5” x 11”

Newsstand Price:
$4.99 USD
+ shipping costs
EDITORIAL CALENDAR 2020

SPRING
TRAVEL + ADVENTURE
ON SALE 03.30.20
AD CLOSE 02.30.20
MATERIALS 02.30.20

WINTER
SHOPPING + HOLIDAY GIFTING
ON SALE 11.15.20
AD CLOSE 10.15.20
MATERIALS 10.15.20

SUMMER
SAND + SUN
ON SALE 08.15.20
AD CLOSE 06.15.20
MATERIALS 05.15.20

FALL
FASHION + STYLE
ON SALE 09.01.20
AD CLOSE 08.01.20
MATERIALS 08.01.20

TRAVEL + ADVENTURE
FASHION + STYLE
SAND + SUN
WINTER
SHOPPING + HOLIDAY GIFTING
DISTRIBUTION

40% of the print run are being distributed in North America.

50% of the print run are being distributed in Europe.

10% of the print run are being distributed in Asia.
AIRPORTS & HUBS

NY La Guardia
NY Kennedy
Dallas/Ft. Worth
Washington DC
Miami
Chicago
Atlanta
Los Angeles
San Francisco
Others
IN BOOK
AD RATES

1/1 PAGE:
$2500

2/1 PAGE:
$5000

INSIDE LEFT
COVER PAGE
$2750

INSIDE RIGHT
COVER PAGE
$2750

FEATURE
ADVERTORIAL:
prices on request
ONLINE AD PLACEMENT

prices on request

BANNER: 468 x 60

MEDIUM RECTANGLE: 300 x 250

SKYSCRAPER: 160 x 600

PORTRAIT: 400 x 515
NATIVE ADS CREATED FOR LAPALME ONLINE:

Innovative, personalized content informing our readers about your Brand, Talent, Book or Music.

These articles can contain photos and video and can be promoted via corresponding social media posts.

prices on request
CONTACTS

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