

**LAPALME  
MAGAZINE  
PRINT  
MEDIKIT  
2024**







SUMMER 2019



FALL 2018



SPRING 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 its 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 Impassarios /  
Brand owners & PR specialists /  
Influencers & Early Adopters /  
Trendsetters & Forecasters /  
Collectors /



# VISUAL LANGUAGE









# ARTICLES / STORIES

LAFALMAGAZINE.COM

## ESCAPE LIKE A GODDESS

Bring out the mediterranean goddess inside of you wherever your travels take you this summer.

1. L'Oréal Paris Makeup True Match BB Cream SPF 30, \$14.99. 2. L'Oréal Paris Makeup True Match Concealer SPF 15, \$10.99. 3. L'Oréal Paris Makeup True Match Foundation SPF 15, \$14.99. 4. L'Oréal Paris Makeup True Match Lipstick, \$10.99. 5. L'Oréal Paris Makeup True Match Mascara, \$10.99. 6. L'Oréal Paris Makeup True Match Eyeshadow, \$10.99. 7. L'Oréal Paris Makeup True Match Blush, \$10.99. 8. L'Oréal Paris Makeup True Match Bronzer, \$10.99. 9. L'Oréal Paris Makeup True Match Primer, \$10.99. 10. L'Oréal Paris Makeup True Match Sunscreen, \$10.99. 11. L'Oréal Paris Makeup True Match Makeup Remover, \$10.99. 12. L'Oréal Paris Makeup True Match Makeup Wipes, \$10.99. 13. L'Oréal Paris Makeup True Match Makeup Brushes, \$10.99. 14. L'Oréal Paris Makeup True Match Makeup Sponges, \$10.99. 15. L'Oréal Paris Makeup True Match Makeup Storage, \$10.99. 16. L'Oréal Paris Makeup True Match Makeup Organizer, \$10.99. 17. L'Oréal Paris Makeup True Match Makeup Travel Kit, \$10.99. 18. L'Oréal Paris Makeup True Match Makeup Gift Set, \$10.99. 19. L'Oréal Paris Makeup True Match Makeup Starter Kit, \$10.99. 20. L'Oréal Paris Makeup True Match Makeup Complete Kit, \$10.99.

Covered By: [Chloe Coughlin](#) @chloecoughlin

Bill Phelps + Café Moto, The Man + The Vision

Where creativity, photography and food play together.

With a body of work that spans decades, capturing some of today's most iconic moments, photographer Bill Phelps is the embodiment of cool. Celebrity portraits, lifestyle and editorial work, Vintage Motorcycle Clubhouse, filmmaker and visionary. Through all the creative ways of documenting his work, he decided to start a restaurant, but with his own twist, designed with the inspiration he experienced. It was destined to be an original. 14 years ago, Bill opened Café Moto with John Macomber to create Café Moto. Café Moto is a mix of a cafe, restaurant and art gallery in Brooklyn's Borough of Williamsburg. Bill got off his bike, which serves as a metaphor for space as a medium to explore with his thoughtfulness in the crafting of things he can be seen in these photographs. Café Moto means the best for everyone all around the world.

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## THE HOT LIST

### Our Must Haves Under \$1000

Covered by [Chloe Coughlin](#) @chloecoughlin

Runway worthy styles under one thousand dollars isn't as unattainable as it used to be. From fresh faces like Pop & Suki to classic Burberry, we are reporting on these on trend accessories that won't break the bank.

1. Gucci East 100 leather and PVC crossbody bag \$115. 2. Pop & Suki Tassel cross-body leather shoulder bag \$177. 3. Valentino and leather handbag made in cooperation \$1145. 4. Burberry handbag made in cooperation \$990. 5. Prada handbag made in cooperation \$1195. 6. Chanel crossbody bag \$1195. 7. Prada handbag made in cooperation \$1195. 8. Prada handbag made in cooperation \$1195. 9. Prada handbag made in cooperation \$1195. 10. Prada handbag made in cooperation \$1195. 11. Prada handbag made in cooperation \$1195. 12. Prada handbag made in cooperation \$1195. 13. Prada handbag made in cooperation \$1195. 14. Prada handbag made in cooperation \$1195. 15. Prada handbag made in cooperation \$1195. 16. Prada handbag made in cooperation \$1195. 17. Prada handbag made in cooperation \$1195. 18. Prada handbag made in cooperation \$1195. 19. Prada handbag made in cooperation \$1195. 20. Prada handbag made in cooperation \$1195.

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## HOLIDAY IN THE SUN

Escape to these Islands of Paradise

Written by [Kevin LaPalme](#) and [Laurie Renshaw](#)

This holiday season we want you to escape the cold and embrace the sun. Check out our hand-picked top 10 vacation spots for a week of rest and relaxation. Whether you like beachfront resorts or intimate boutique hotels, we've got you covered. From the tropical islands of the Caribbean to the scenic beauty of the Pacific Northwest, we've got you covered. Each of these holiday spots offers a unique experience and a chance to relax and recharge. So get out there and enjoy the sun and sand this winter.

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## DESTINATION: EXOTICA

The Hottest Rides From Coast to Coast

Whether it's rich history and important landmarks in Boston, New Orleans, or Philadelphia, or a diverse culture and ethnic city identity, like in New York, Vegas or Beverly Hills, each place on this list is a great place to visit, get lost and have fun. We've picked some of the best travel spots to hit on the red, white and blue with some extraordinary deals to boot in, from fun and frolic to some of the most scenic views in the country.

with [Kevin LaPalme](#)

**New Orleans**  
Rolls Royce Droptop Convertible  
Base Price: \$484,000  
rollsroyceusa.com  
\$2400 per day

**Boston**  
2013 Aston Martin Vantage Roadster  
Base Price: \$248,000  
astonmartinusa.com  
\$750 per day

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## DESTINATION: EXOTICA

with [Kevin LaPalme](#)

**Beverly Hills**  
Bentley Mullanne  
Base Price: \$333,700  
bentleyusa.com  
\$2,399 per day

**Las Vegas**  
2014 Porsche 911 Targa 4S  
Base Price: \$116,200  
porscheusa.com  
\$799 per day

**New York**  
Lamborghini Aventador Gold  
Base Price: \$510,000  
lamborghiniusa.com  
\$2,799 per day

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## TOM FORD WINTER SURVIVAL GUIDE

with [Luis Avila](#)

Winter can be a tough time for a busy man. But with the right accessories, you can stay stylish and comfortable all season long. Tom Ford's Winter Survival Guide is the perfect companion to the fall season, globally inspired styles of art, culture, fashion and beauty that is New York City. All Fall King Accessories, part of the collection.

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## COOL HIM STYLE

with [Luis Avila](#)

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## THE HOSHINOYA TOKYO

### REDEFINING THE URBAN ESCAPE

Written by [Kevin LaPalme](#) @kevinlapalme

Located in the middle of the Grand Canal, Hoshinoya Tokyo is an unparalleled luxury urban retreat. The hotel is a masterpiece of modern design, blending traditional Japanese aesthetics with contemporary urban living. The hotel's architecture is a blend of traditional Japanese aesthetics and modern urban living. The hotel's architecture is a blend of traditional Japanese aesthetics and modern urban living. The hotel's architecture is a blend of traditional Japanese aesthetics and modern urban living.

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## LIGHTS, CAMERA, CRAFTSMAN

The new artistic, artistic, modern design. Introducing the new collection.

with [Gina Gershon](#)

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## SWEET & SAVORY SCENTS

ADDING DELICIOUS FRAGRANCES TO ELEVATE YOUR STYLE

with [Gina Gershon](#)

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## UPDATE & UPGRADE

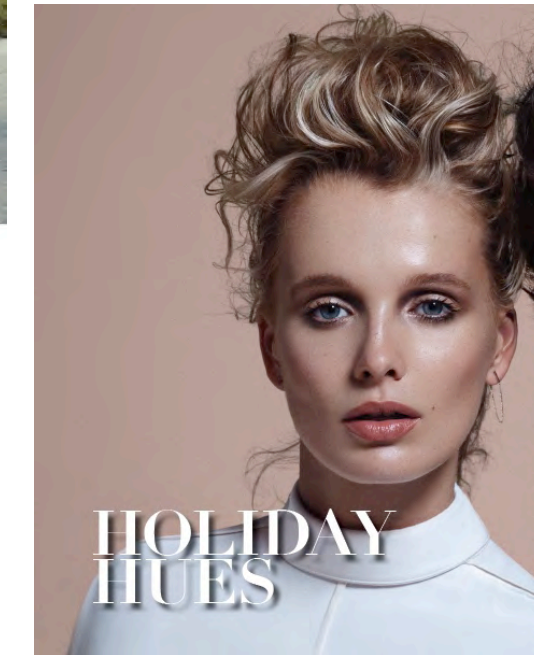
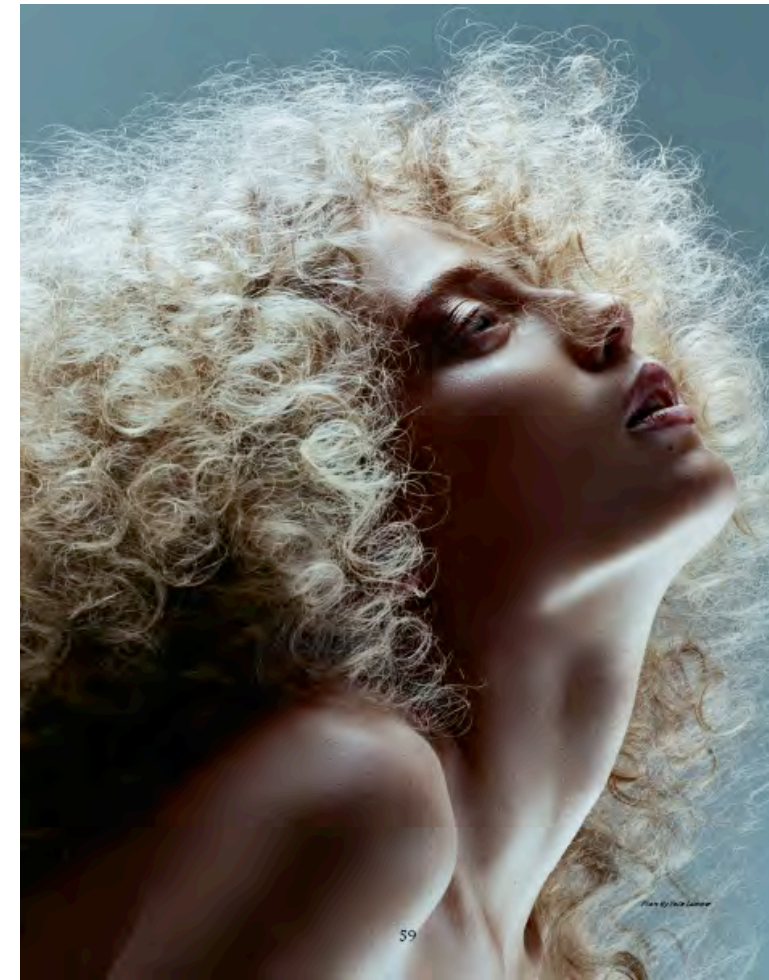
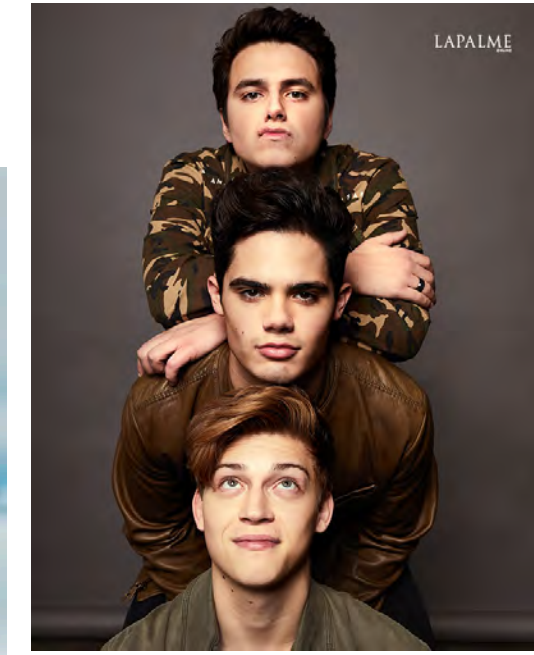
A LITTLE OLD AND A LITTLE NEW TO ELEVATE YOUR STYLE

with [Gina Gershon](#)

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# EDITORIALS





# CULTURE







## FACTS

**Print Run:**  
72.000 copies

**Frequency:**  
Quarterly

**Pages:**  
+/- 128 pages

**Size:**  
8.5" x 11"

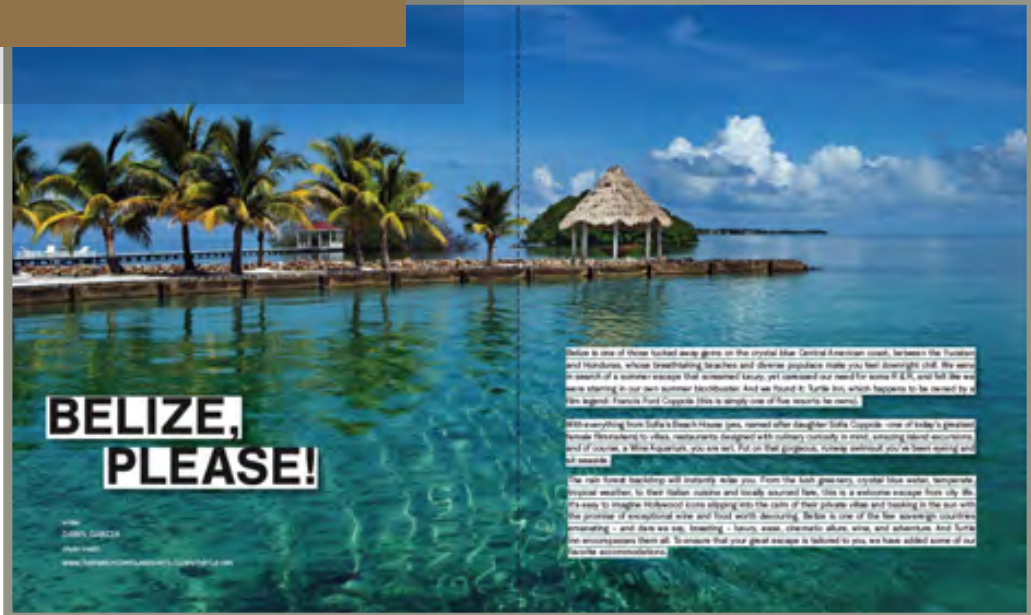
**Newsstand Price:**  
\$4.99 USD





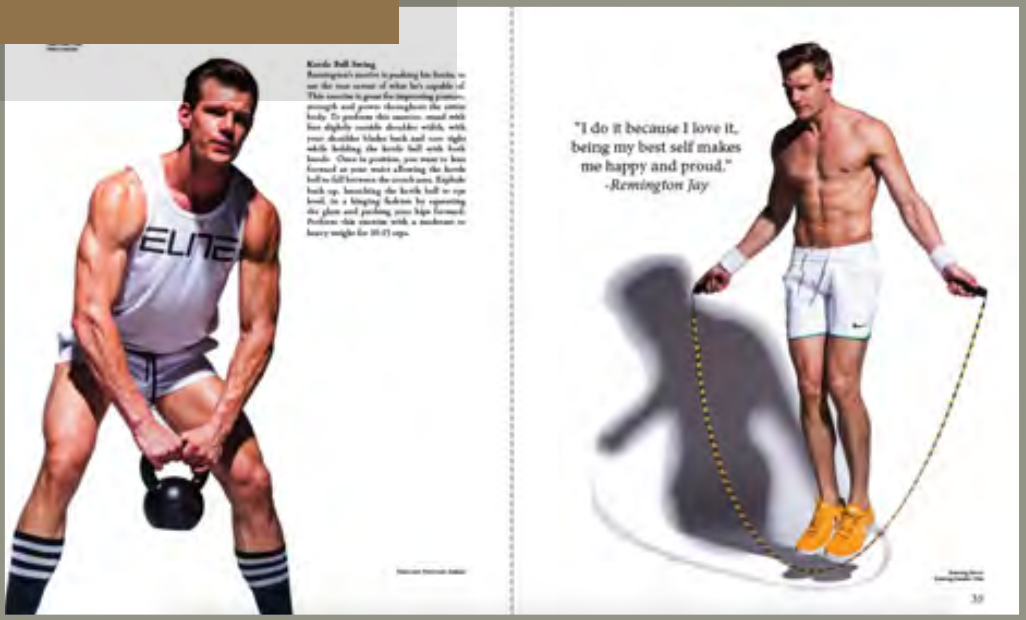
# EDITORIAL CALENDAR 2023

## SPRING



TRAVEL + ADVENTURE

## SUMMER



SAND + SUN

## FALL



FASHION + STYLE

## WINTER



SHOPPING + HOLIDAY GIFTING





## DISTRIBUTION

**40%**

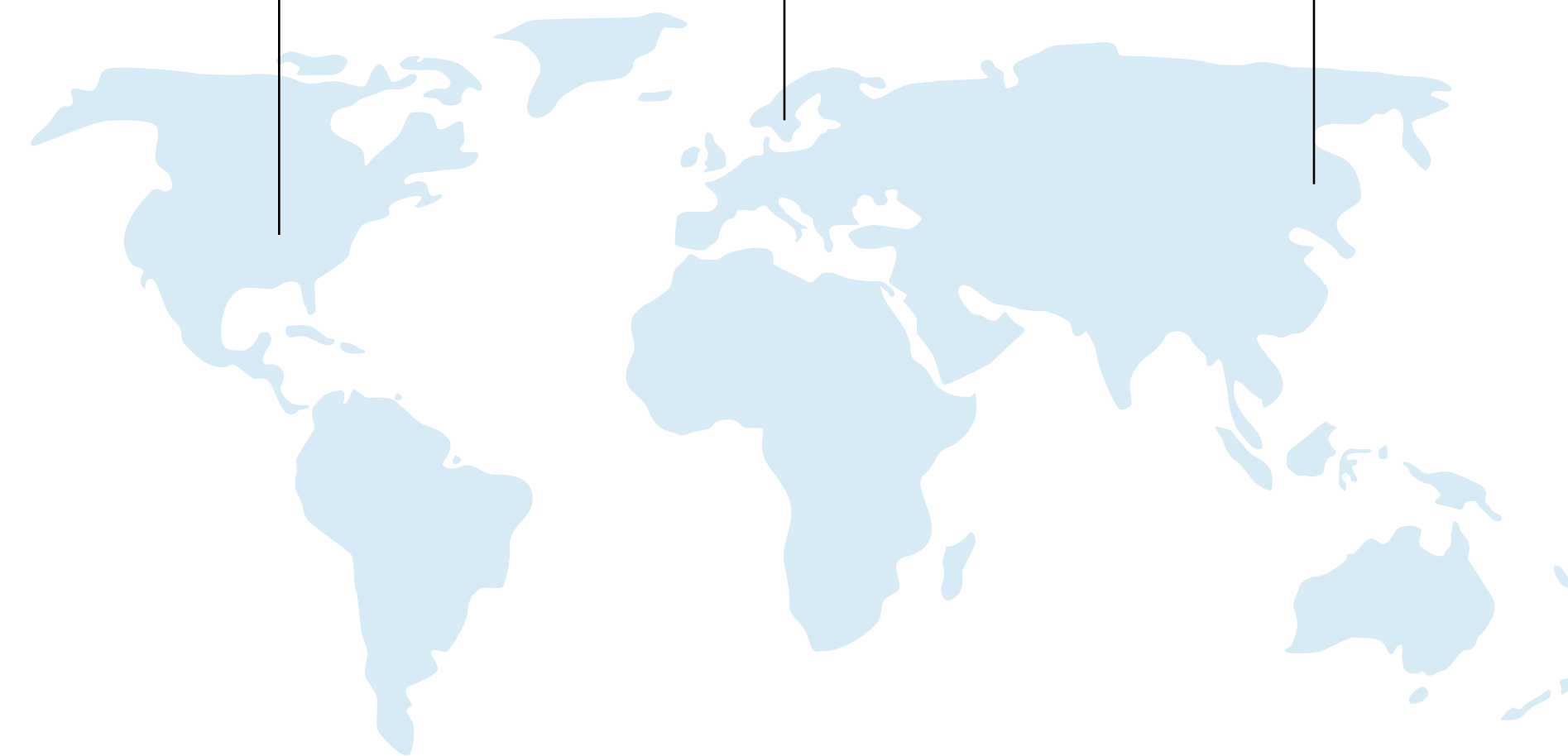
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are being distributed  
in North America.

**50%**

of the print run  
are being distributed  
in Europe.

**10%**

of the print run are  
being distributed in  
Asia.





## DISTRIBUTION

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NY Kennedy

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Chicago

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Los Angeles

San Francisco

Others



GLOBAL  
REACH



# 171 AIRPORT VIP CLUBS & LOUNGES





## BRANDS







## ADVERTORIAL & SPONSORED CONTENT

### **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



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