

L'ÉPOQUE

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MEDIA PRESENTATION 2023

L'ÉPOQUE USA

THE FONDATION IN 1845

The newspaper **L'ÉPOQUE** has been founded on October 1st, 1845 at 3 rue du Coq Héron in Paris (near the newspaper La Lanterne and the Petit Figaro, both at 5 rue du Coq Héron) under the patronage of François Guizot and directed by Félix Solar until 1847.

This dynastic and ultra-conservative newspaper could have concerned "La Presse", which had turned against the Ministry. In large format (75 x 50 cm), the newspaper have dealt with politics, but also with science, law, commerce and literature.

Relaunched in Paris in 1865 by Ernest Feydeau, writer, stockbroker, press owner and archaeologist, **L'ÉPOQUE** has been a political, moderate and independent newspaper. The first issue of **L'ÉPOQUE**, a daily evening newspaper, has appeared on 9 March 1865. The new newspaper has been financed and managed by a company with a capital of 400,000 francs, based at 5 rue Coq Héron and founded by Feydeau and a partner, the annuitant Jules Giraudeau. The latter had become joint Managing Director of the newspaper, while Feydeau had retained the functions of Editor-in-Chief and Political Director. Its editorial line, aimed at complete independence, is liberal on the rights of the press and citizens, but conservative on certain important political and social issues. **L'ÉPOQUE** thus represents the opposite view of the opposition newspapers of the late 19th century. On 14 June 1866, Feydeau had sold **L'ÉPOQUE** to Frédérick Terme, who thus had become the newspaper's new Editor-in-Chief and CEO, before selling it for 100,000 francs to Auguste Dusautoy, Napoleon III former tailor. Napoleon III, who had been supported by General Fleury, seems to have been not only the inspiration for Dusautoy's **L'ÉPOQUE** but also its financier, as can be seen from accounting documents founded in the Tuileries after the fall of the Imperial regime.

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Under this influence, **L'ÉPOQUE** became the unofficial newspaper of the liberal Empire thanks to Clément Duvernois, who had been its Political Director from July, 1st 1867, while Terme retained the position of Editor-in-Chief.

At the beginning of 1868, **L'ÉPOQUE** changed and became a morning newspaper. Duvernois thus became the new owner of the newspaper on 1st April, having acquired Dusautoy's shares. Frédérick Terme had to restructure the newspaper, which at that time had a circulation of 2,900 copies.

On February, 1st 1869, the newspaper stopped publishing daily and became a weekly before finally ceasing publication.

In 1937, Henry Simond re-established **L'ÉPOQUE** as a daily newspaper. The first issue appeared on 9 June 1937, with an editorial board composed of former journalists from L'Écho de Paris. When Henry Simond died on 24 July 1937, André Pironneau and Henri de Kérillis took over the title of Co-Director, while Raymond Cartier became Editor-in-Chief.

His political positioning, conservative but resolutely hostile to National Socialism, did not guarantee him a large number of readers. Circulation reached 92,000 copies in early 1938.

After the Anschluss in March 1938, **L'ÉPOQUE** was the only French daily to seriously consider the possibility of war against the Third Reich. It rejected the Munich Agreement of September 1938.

However, its publication was interrupted on 10 June 1940 due to the invasion of Paris by the German army. It resumed on 3 May 1945 with the subtitle "Sunk in June 1940". **L'ÉPOQUE** ceased publication for good at the end of 1946 until its refoundation.

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THE RENAISSANCE IN 2023

Since its beginnings, many journalists, writers, poets and politicians of the late 19th century have contributed to the success and reputation of **L'ÉPOQUE** as a liberal source of information.

In 2023, His Royal Highness Prince Nereides Antonio Giamundo de Bourbon, cultural diplomat and founder of the conglomerate **NDB GROUP (NEREIDES DE BOURBON GROUP)** and the diplomatic club **NEREIDES CLUB - INTERNATIONAL CULTURAL DIPLOMACY CORPORATION**, announced the renaissance of **L'ÉPOQUE** after 178 years and becomes its new owner and publisher.

However, the creative direction has been entrusted to the artist Lello Ammirati, who has already been Creative Director of the **NDB Group** since 2007. Thank you to the use of a blockchain licence issued by **NDB GROUP** and powered by **LutinX**, **L'ÉPOQUE** has made its beginnings in the metaverse.

In 2023, **L'ÉPOQUE** has over 85 million online subscribers, one of the largest online subscriber databases in the world.

True to the liberal values of its first founder, **L'ÉPOQUE** has become a new source of freedom of expression and inspiration.

Since January 2023, **L'ÉPOQUE** has been a magazine published by **NDB GROUP**. **L'ÉPOQUE** is present online and has a global reach through five editions: **L'ÉPOQUE PARIS**, **L'ÉPOQUE USA**, **L'ÉPOQUE ITALIA**, **L'ÉPOQUE GREECE** and **L'ÉPOQUE MONACO**. **L'ÉPOQUE** is considered an international reference for French lifestyle and is one of the leading magazines in the premium press. It offers a photographic view of cultural and contemporary lifestyle. **L'ÉPOQUE** covers selected topics in current affairs, cultural, business, diplomacy, industry trends, philanthropy, art, fashion, luxury, gastronomy and more.

In the world of information, **L'ÉPOQUE** is a reliable and independent source.

5 INTERNATIONAL EDITIONS


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DATA 2023

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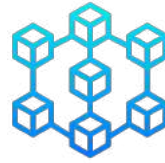
> 85 Million Online Readers

Worldwide Monthly Subscribers to L'ÉPOQUE
Website & Newsletter

> 70%

Newsletter Campaigns Average Conversion Rate

L'ÉPOQUE



World First Magazine to use Blockchain Technology

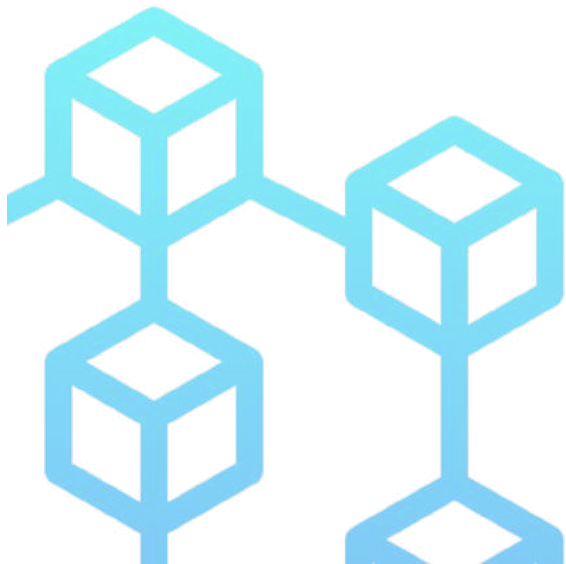
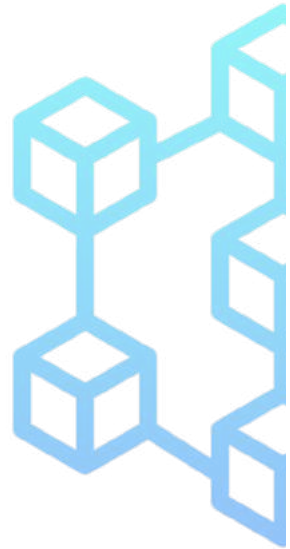
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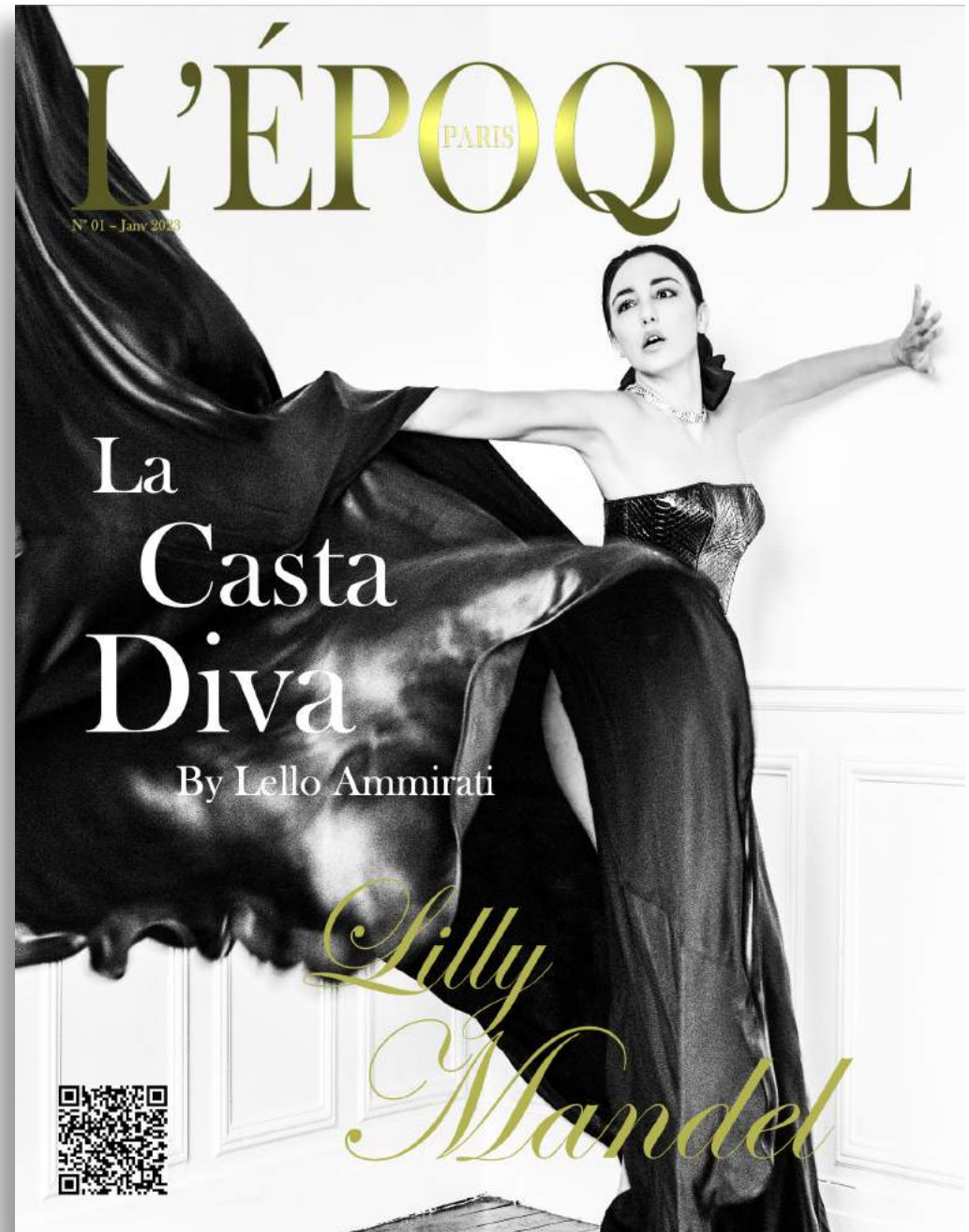
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DIGITAL COVER

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BLOCKCHAIN
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NATIVE ARTICLE

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SHOOTING
&
VIDEO
PRODUCTION

L'ÉPOQUE

DIGITAL RATES 2023 - 'À LA CARTE'

MEDIA	DEVICES	WXL	NET PRICE
NATIVE ARTICLE	DESKTOP/MOBILE	MIN 800 WORDS	L'ÉPOQUE PARIS 10 000 € L'ÉPOQUE USA 7 000 € L'ÉPOQUE ITALIA 7 000 € L'ÉPOQUE MONACO 7 000 € L'ÉPOQUE GREECE 5 000 €
NATIVE ARTICLE + SHOPPING GALLERY	DESKTOP/MOBILE	MIN 800 WORDS	L'ÉPOQUE PARIS 15 000 € L'ÉPOQUE USA 10 000 € L'ÉPOQUE ITALIA 10 000 € L'ÉPOQUE MONACO 10 000 € L'ÉPOQUE GREECE 8 000 €
CLIN D'ŒIL (SINGLE FEATURE)	DESKTOP/MOBILE	1 IMAGE 1 LOGO 1 WEB SITE LINK SOCIAL LINKS 1 INSTAGRAM STORY POST	L'ÉPOQUE PARIS 5 000 € L'ÉPOQUE USA 3 500 € L'ÉPOQUE ITALIA 3 500 € L'ÉPOQUE MONACO 3 500 € L'ÉPOQUE GREECE 2 500 €
ADV BANNER (PHOTO/VIDEO)	DESKTOP/MOBILE	30 DAYS	Home Page L'ÉPOQUE PARIS 15 000 € L'ÉPOQUE USA 10 000 € L'ÉPOQUE ITALIA 10 000 € L'ÉPOQUE MONACO 10 000 € L'ÉPOQUE GREECE 8 000 € Other Pages L'ÉPOQUE PARIS 7 500 € L'ÉPOQUE USA 5 000 € L'ÉPOQUE ITALIA 5 000 € L'ÉPOQUE MONACO 5 000 € L'ÉPOQUE GREECE 4 000 €

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DIGITAL RATES 2023 - 'À LA CARTE'

MEDIA	DEVICES	WXL	NET PRICE
SOCIAL MEDIA	DESKTOP/MOBILE	1 POST INSTAGRAM 1 POST FACEBOOK 1 POST TWITTER 1 POST LINKEDIN	L'ÉPOQUE PARIS 25 000 € L'ÉPOQUE USA 5 000 € L'ÉPOQUE ITALIA 5 000 € L'ÉPOQUE MONACO 5 000 € L'ÉPOQUE GREECE 5 000 €
INSTAGRAM STORY	DESKTOP/MOBILE	3 STORY POST PHOTOS AND/OR VIDEOS 24h	L'ÉPOQUE PARIS 10 000 € L'ÉPOQUE USA 2 500 € L'ÉPOQUE ITALIA 2 500 € L'ÉPOQUE MONACO 2 500 € L'ÉPOQUE GREECE 2 500 €
SHOOTING	DESKTOP/MOBILE	5 hours	10 000 €
VIDEO PRODUCTION EDITED	DESKTOP/MOBILE	1 minute	5000 €
EVENT PRODUCTION	-	-	TBD

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DIGITAL RATES 2023

DIGITAL COVER PACKAGE

MEDIA	DEVICES	WXL	NET PRICE
DIGITAL COVER	DESKTOP/MOBILE	Blockchain registration	<p>L'ÉPOQUE PARIS 50 000 € L'ÉPOQUE USA 35 000 € L'ÉPOQUE ITALIA 35 000 € L'ÉPOQUE MONACO 35 000 € L'ÉPOQUE GREECE 25 000 €</p> <p>* Destination Shooting outside Paris is an additional cost for flight, stay and accommodation for L'ÉPOQUE team.</p>
NATIVE ARTICLE	DESKTOP/MOBILE	MIN 800 WORDS	
SOCIAL MEDIA	DESKTOP/MOBILE	1 POST INSTAGRAM 1 POST FACEBOOK 1 POST TWITTER 1 POST LINKEDIN	
INSTAGRAM STORY	DESKTOP/MOBILE	3 STORY POST PHOTOS AND/OR VIDEOS	
SHOOTING	DESKTOP/MOBILE	Photography & Creative Direction by L'ÉPOQUE *	
BEHIND THE SCENES EDITED	DESKTOP/MOBILE	1 minute vidéo	
MAKEUP & HAIR	DESKTOP/MOBILE	-	

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PUBLISHING COMPANY
NEREIDES DE BOURBON GROUP

PUBLISHER DIRECTOR & EDITOR-IN-CHIEF
H.R.H. Prince Nereides Antonio Giamundo de Bourbon

CREATIVE DIRECTOR
Lello Ammirati

WEBSITE
www.lepoquemagazine.com

GLOBAL EDITORIAL OFFICE
info@lepoquemagazine.com

L'ÉPOQUE
C/O NEREIDES DE BOURBON GROUP
10, Place Vendôme 75001
Paris, France



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