

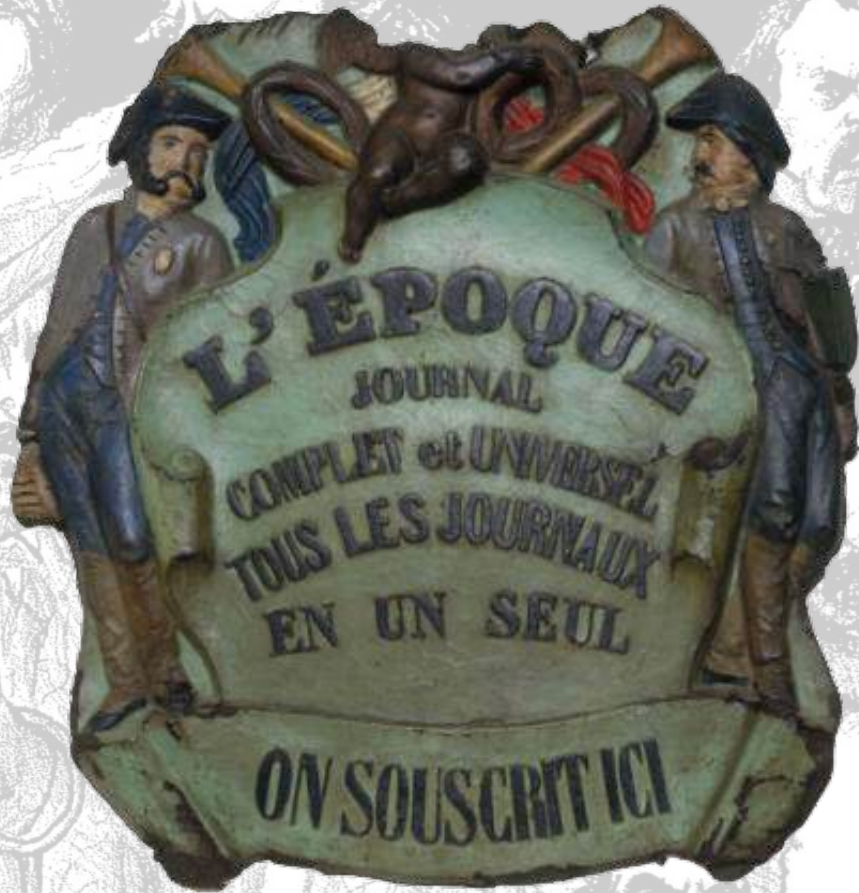
L'ÉPOQUE

L'ÉPOQUE



MEDIA PRESENTATION 2025

BUREAU DE REDACTION
ET DE RECONCILIATION



L'ÉPOQUE

THE HISTORY

Since 1845

Original plate from the L'ÉPOQUE editorial office dating from 1845,
on display at the Musée Carnavalet in Paris

L'ÉPOQUE

THE FONDATION IN 1845



François Guizot

The newspaper L'ÉPOQUE was founded on October 1, 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 dealt with politics, but also with science, law, trade and literature.

Relaunched in Paris in 1865 by Ernest Feydeau, writer, stockbroker, press owner and archeologist, L'ÉPOQUE was a political, moderate and independent newspaper. The first issue of L'ÉPOQUE, a daily evening newspaper, appeared on March 9, 1865.

The new newspaper was 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 became joint Managing Director of the newspaper, while Feydeau retained the functions of Editor-in-Chief and Political Director. Its editorial line, which aims for complete independence, is liberal in terms of 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 June 14, 1866, Feydeau sold L'ÉPOQUE to Frédérick Terme, who became the newspaper's new Editor-in-Chief and CEO, before selling it for 100,000 francs to Auguste Dusautoy, Napoleon III's former tailor. Napoleon III, who had been supported by General Fleury, seems not only to have been the inspiration for Dusautoy's L'ÉPOQUE, but also its financier, as can be seen from the accounting documents found in the Tuileries after the fall of the imperial regime.



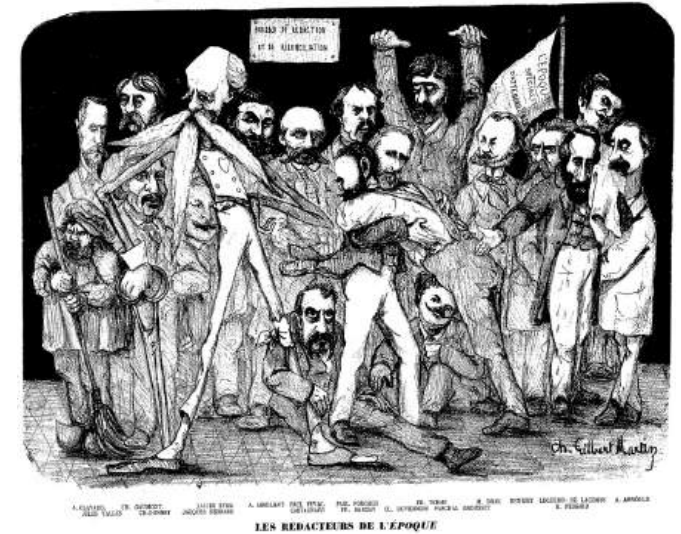
Ernest Feydeau

L'ÉPOQUE

Under this influence, L'ÉPOQUE became the unofficial newspaper of the liberal Empire thanks to Clément Duvernois, who had been its Political Director since July 1, 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 April 1, after acquiring Dusautoy's shares. Frédérick Terme had to restructure the newspaper, which had a circulation of 2,900 copies at the time.

On February 1, 1869, the newspaper ceased daily publication 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 June 9, 1937, with an editorial board composed of former journalists from L'Écho de Paris. When Henry Simond died on July 24, 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. The circulation reached 92,000 copies at the beginning of 1938.

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

L'ÉPOQUE suspended its publication once more at the close of 1946, remaining inactive until it was reestablished and underwent several ownership changes. Ultimately, it was acquired by the NEREIDES DE BOURBON GROUP on October 1, 2022, and subsequently relaunched in January 2023.

L'ÉPOQUE

THE RENAISSANCE IN 2023



**H.R.G. Prince Nereides Antonio
Giamundo de Bourbon**

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, entrepreneur, artist, founder and chairman of the French conglomerate **NEREIDES DE BOURBON GROUP (NDB GROUP)** and the diplomatic club **NEREIDES CLUB - INTERNATIONAL CULTURAL DIPLOMACY CORPORATION**, announced the renaissance of L'ÉPOQUE after 178 years under his patronage as the new owner and publisher. Since January 2023, L'ÉPOQUE is a magazine published by the **NDB GROUP** with its headquarters at 10, Place Vendôme in Paris.



**Lello
Ammirati**

The creative direction of the magazine has been entrusted to the artist Lello Ammirati, co-owner of L'ÉPOQUE and CEO of **NDB GROUP** with more than two decades of career in fashion and editorial photography industry.

The **NDB GROUP** has made great efforts to adapt L'ÉPOQUE to the new policy of numerical transformation of industries by investing in the digital transformation of the magazine and the use of new advanced technologies, including the launch of a blockchain and the development of new algorithm systems capable of distributing content based on the habits and preferences of its subscribers worldwide. However, the use of artificial intelligence has not been extended to content creation, which is the exclusive domain of professional journalists.

With a blockchain license issued by the **NDB GROUP** and managed by LutinX, L'ÉPOQUE has also made its debut in the metaverse by launching a new NFT project to promote a new model of circular economy. L'ÉPOQUE is the first magazine in the world to employ blockchain technology for information resource verification, intellectual property protection and data security.

L'ÉPOQUE

THE RENAISSANCE IN 2023



Prince Nereides de Bourbon holding a historic issue of L'ÉPOQUE in Place Vendôme in the presence of Chinese TV – April 30, 2024

Following the takeover in 2023, the NDB GROUP is investing in the international expansion of the legendary French magazine by launching further editions alongside the historic L'ÉPOQUE PARIS. On May 3, 2023, the American edition L'ÉPOQUE USA was launched on the occasion of World Press Freedom Day, followed by L'ÉPOQUE ITALIA on May 16, Prince Nereides' birthday, and then by L'ÉPOQUE GREECE, which was presented on August 1st of the same year on the occasion of the August Moon Festival, a highly symbolic holiday for the Hellenic people and a godsend for the magazine. Finally, the launch of L'ÉPOQUE MONACO is planned for 2024.

As a result of this global expansion, L'ÉPOQUE reached more than 87 million online subscribers in 2024, making it one of the largest online subscriber databases in the world.

Currently, the new leaders of L'ÉPOQUE diligently uphold the liberal, progressive and revolutionary legacy of the magazine, embodying the values established by its early founders.

The historic motto of L'ÉPOQUE is: *'Complete and universal journal. All newspapers in one'*. True to this progressive model, all editions of L'ÉPOQUE have been centralized on a single numerical platform resulting in a universal encyclopedia. Almost two centuries after its founding, L'ÉPOQUE remains an endless wellspring of culture and freedom of expression, positioning itself as a global leader in premium journalism. L'ÉPOQUE addresses a curated selection of topics, including current events, politics, diplomacy, culture, business, industry developments, philanthropy, art, fashion, luxury, lifestyle, and more.

In the realm of information dissemination, L'ÉPOQUE stands out as a trustworthy and independent resource, recognized as one of the most historically significant yet progressive magazines of its era. Most importantly, L'ÉPOQUE serves as a source of inspiration for emerging generations and acts as a cornerstone of the world's cultural heritage.

5 INTERNATIONAL EDITIONS


L'ÉPOQUE
PARIS
FRANCE

www.lepoquemagazine.com/l-epoque-paris

 @lepoqueparis


L'ÉPOQUE
ITALIA
ITALIA

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L'ÉPOQUE
ΕΛΛΑΣ
GREECE

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L'ÉPOQUE
MONACO
MONACO

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L'ÉPOQUE

DATA 2025

L'ÉPOQUE



> 87 Million Online Readers

Worldwide Monthly Subscribers to L'ÉPOQUE
Website & Newsletter

> 77%

Newsletter Campaigns Average Conversion Rate

KEY FACTS

1

Online Platform

5

International Editions

87,5 M

Global Monthly Uniques

52 M

Monthly Visitors

63 M

Social Footprint

L'ÉPOQUE

DIGITAL CONTENT

The new website and digital assets of L'ÉPOQUE were launched on January 1st, 2023. L'ÉPOQUE's international multi-media platform enables editors to select content from a shared pool of posts sourced from its global digital editions. Hosted on a private cloud that utilizes patented technology, regional editions have access to real-time content from around the world, resulting in a blend of both unique and attributed assets for a genuinely global perspective.

DIGITAL AUDIENCE*

Gender

Female.	55%
Male	45%

Age

18-24	15,5%
25-34	28,5%
35-44	19,5%
45-54	16,5%
55-64	12,5%
65+	7,5%

CORE VERTICALS

Culture
Diplomacy
Entertainment
Fashion
Luxury
Portraits
Technology
Art
Beauty & Wellness
Travels & Stay
Lifestyle
Cars

Forecast based on lepoquemagazine.com network audience.

L'ÉPOQUE

CLIENT SOLUTION

L'ÉPOQUE global network offers clients a unique opportunity to scale content and media for strategic storytelling and extensive reach worldwide. L'ÉPOQUE addresses client needs and objectives by developing custom programs designed to enhance brand solutions and ROI across its multimedia platform.

- **BRANDED CONTENT**

(Video production, Digital Cover Full Content, Digital Cover Product Placement, Content Photoshoot, Product Integration, Interviews, etc.)

- **ADVERTORIALS**

(Content creation using brand guidelines, images, copy content, content alignment)

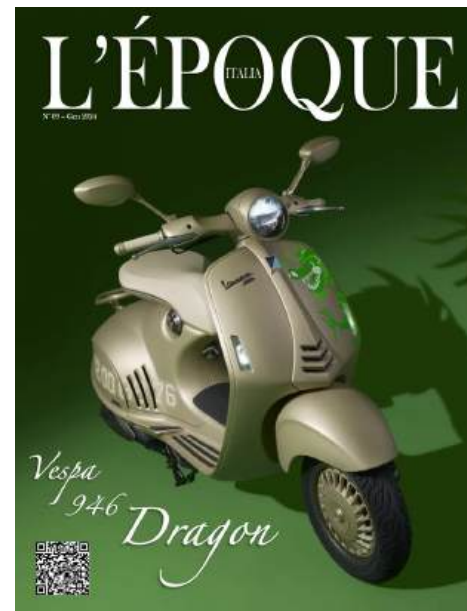
- **NATIVE DIGITAL CONTENT PRODUCTION**
- **HIGH IMPACT AND DISPLAY ADVERTISING PACKAGES**

- **COVER SHOOTS**
- **EVENTS**

Digital Covers

- **CONTENT CREATION**

L'ÉPOQUE



L'ÉPOQUE

L'ÉPOQUE

GLOBAL NETWORK

Welcome to the L'ÉPOQUE online platform, a vibrant, global network that captivates visitors with exclusive news, compelling native stories, and the finest in luxury lifestyle content!

Imagine a place where data dances with technology, weaving together narratives that not only inform but inspire. How does L'ÉPOQUE achieve this magic? By forging powerful connections between brands and an audience that is not just premium, but precisely targeted. This is more than just a platform; it's your gateway to engaging with the most discerning consumers around the globe.

Why settle for ordinary when you can elevate your brand in a space that thrives on creativity and elegance? Join us at L'ÉPOQUE, where every story is an opportunity waiting to unfold!

DIGITAL
+
SOCIAL MEDIA



L'ÉPOQUE

L'ÉPOQUE

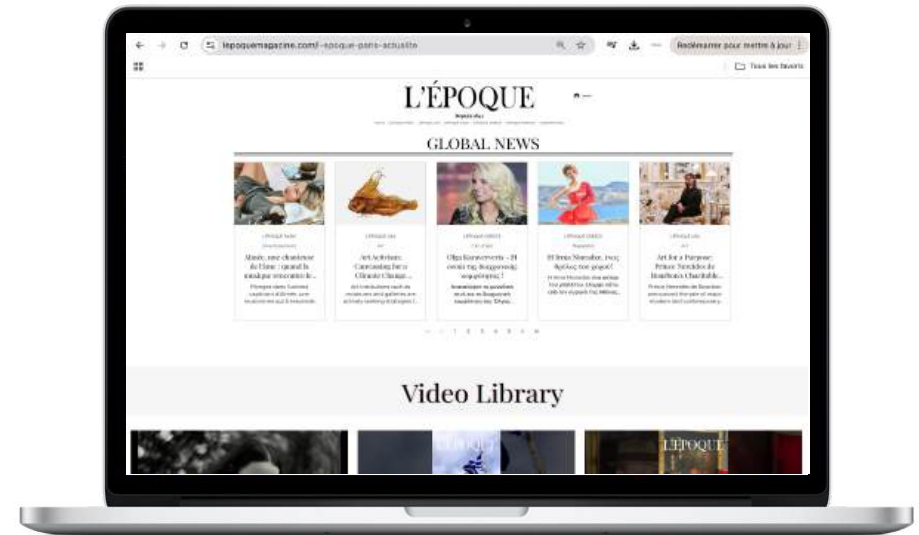
GLOBAL BACKEND

An unseen back-office provides each country with the opportunity to share and multiply content and productions through a common cloud.

More than 150 journalists and contributors contribute to L'ÉPOQUE daily, supplying high-quality news and lifestyle content.



THE STRENGTH OF A NETWORK OF GLOBAL REPORTERS, EXPERTS IN POP CULTURE, DIPLOMACY, LUXURY, ENTERTAINMENT, FASHION, WOMEN & MEN, ART & DESIGN, FOOD, JEWELLERY, WATCHES, HOTELS, BEAUTY AND MUCH MORE.



150

Journalists



L'ÉPOQUE

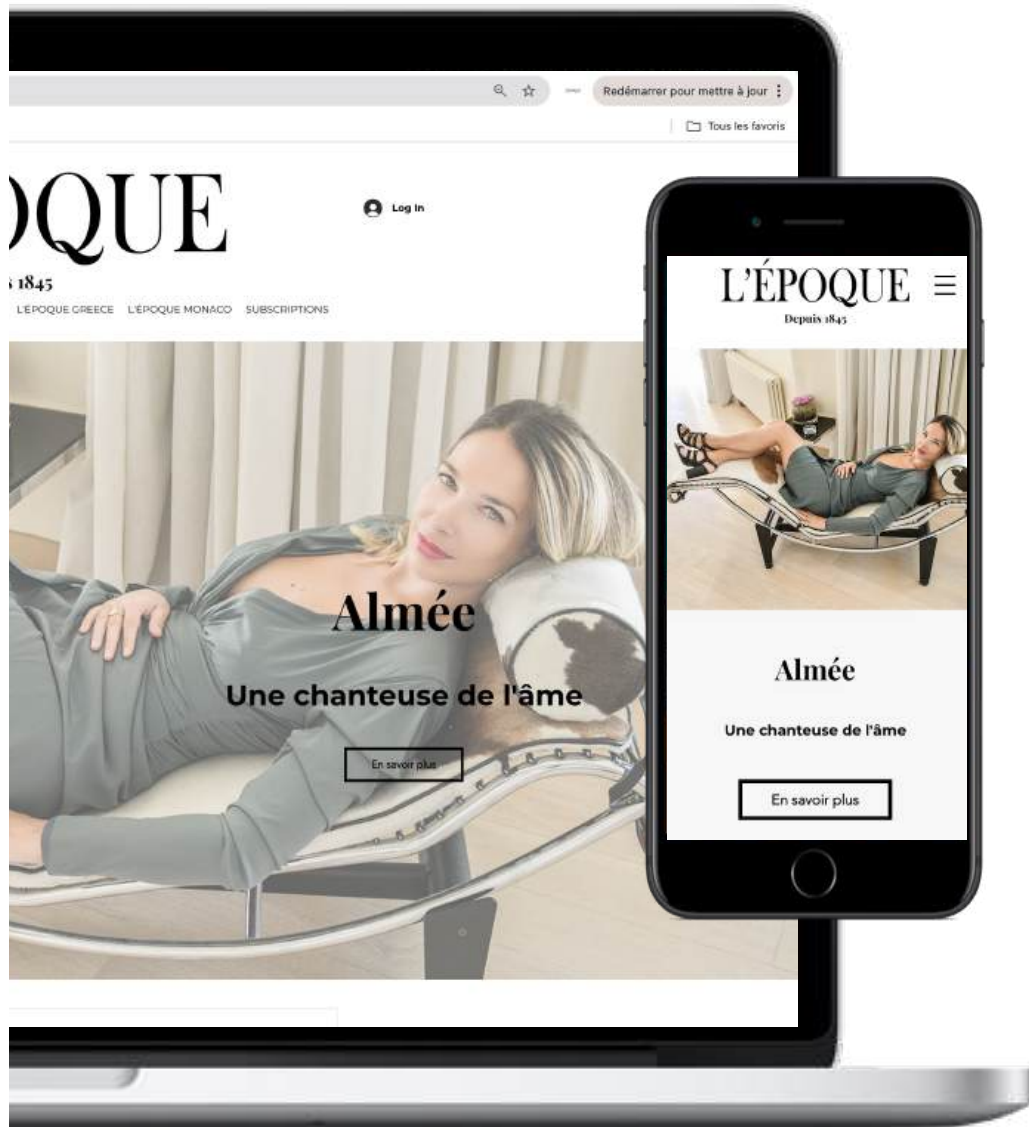
L'ÉPOQUE

CONTENT SYNDICATION

**A UNIQUE HUB OF HIGH
QUALITY CONTENT**

In today's digital age, the power of information at our fingertips is unparalleled, and L'ÉPOQUE magazine Cloud exemplifies this revolution. Each country possesses the ability to access a wealth of high-quality content through specialized search tools that are meticulously designed for ease of use. Whether users are searching by keyword, sector, type of content, country, or contributor, the platform ensures a seamless experience. This functionality not only enhances user engagement but also promotes a deeper understanding of diverse topics and perspectives.

Furthermore, the convenience of accessing pre-translated content in local languages bridges language barriers and fosters inclusivity. The carefully curated material aligns perfectly with the website's layout and content type, ensuring that the information is not only informative but also visually appealing and contextually relevant. In an era where knowledge is power, L'ÉPOQUE magazine Cloud empowers users across the globe to explore, learn, and connect with high-quality resources that cater to their unique needs and interests. This commitment to accessibility and quality sets a new standard for how we consume information in our interconnected world.



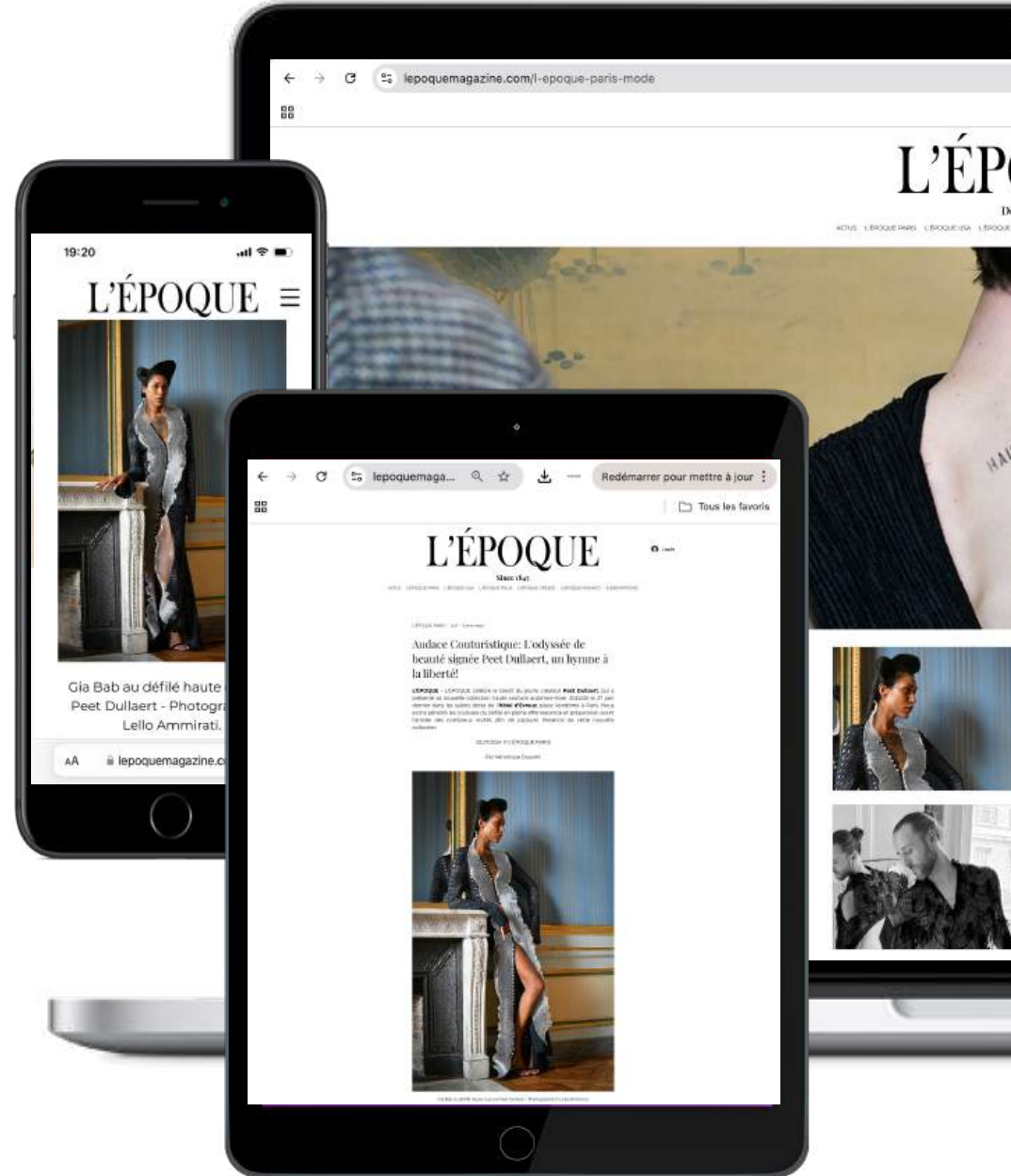
L'ÉPOQUE

L'ÉPOQUE

CONTENT SYNDICATION

At L'ÉPOQUE, we harness the expertise of our global teams to produce a rich tapestry of articles, interviews, diaporamas, videos, and live content, ensuring that information is not just delivered but experienced. Each format serves a unique purpose: articles provide in-depth analysis and insights, while interviews offer personal perspectives that resonate with audiences on a human level. Diaporamas combine visual storytelling with succinct text to captivate viewers, and videos bring concepts to life through engaging visuals and sound. Our live content fosters real-time interaction, creating a sense of community and immediacy.

Regardless of the medium, we are committed to maintaining top-quality standards across all platforms. This multifaceted approach not only enhances the way information is consumed but also enriches the overall user experience, making learning both enjoyable and impactful. With L'ÉPOQUE's dedication to excellence, we empower our clients to connect with their audiences more effectively than ever before.



L'ÉPOQUE

ADVERTISING FORMATS

FULL SKINPAGE



SELECTIVE SKINPAGE



BILLBOARD



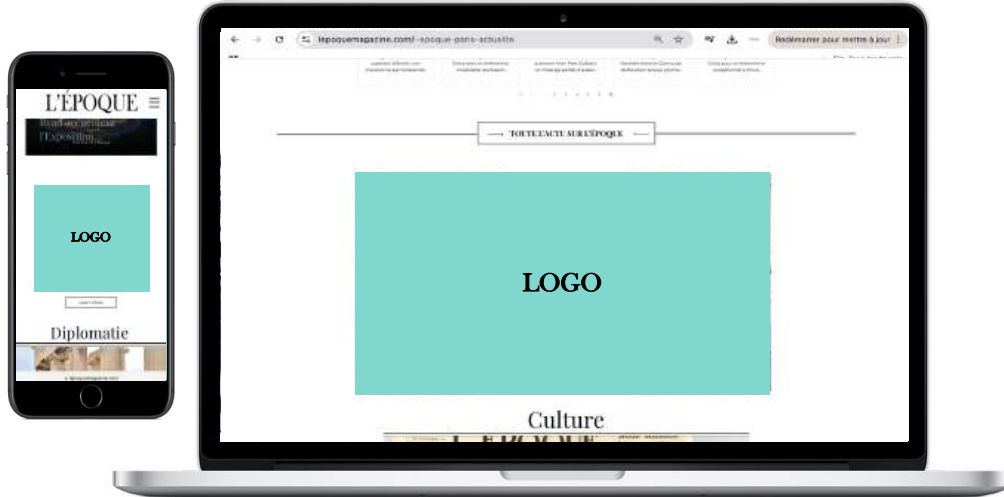
INBOARD



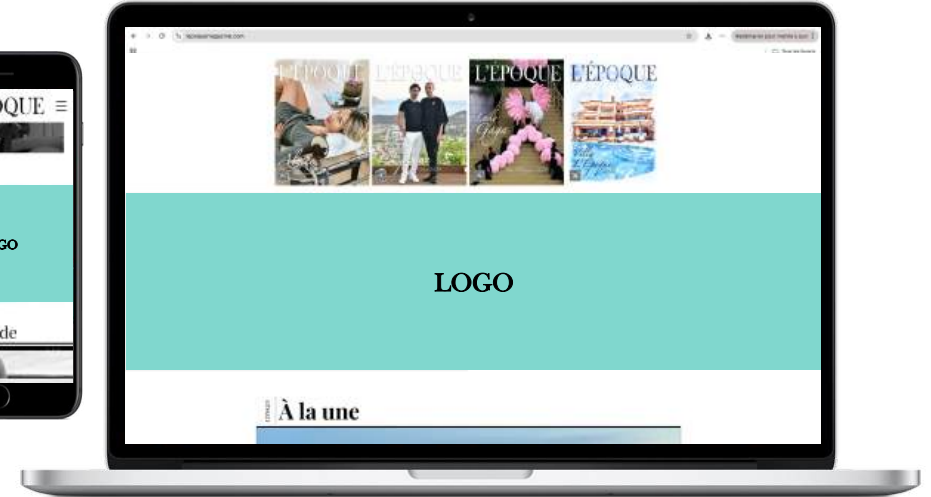
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ADVERTISING FORMATS

CENTRAL BANNER



PAVÉ



INTERSTITIEL



INREAD

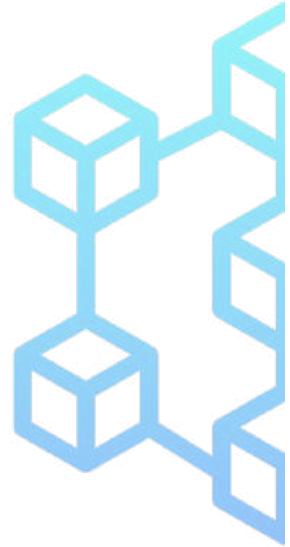


L'ÉPOQUE



World First Magazine to use Blockchain Technology

Verification of Information Sources
Protection of Intellectual Property
Certification of Digital Covers
Cybersecurity
NFTs

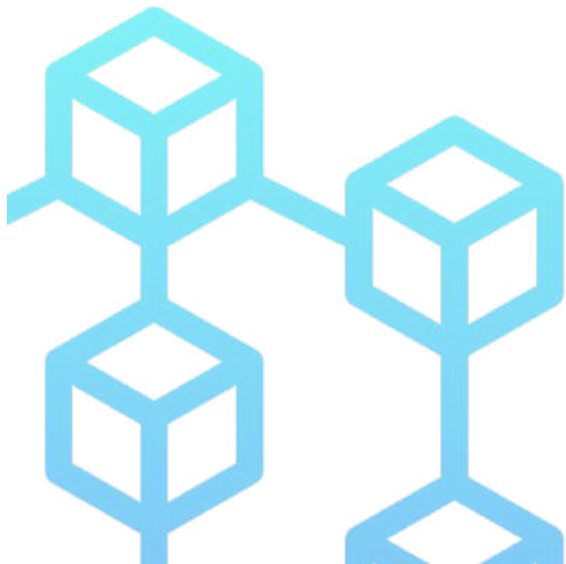


L'ÉPOQUE

blockchain licence is powered
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LutinX.com
DIGITAL DATA CERTIFICATION



ADVERTISING RATES 2025

L'ÉPOQUE

L'ÉPOQUE

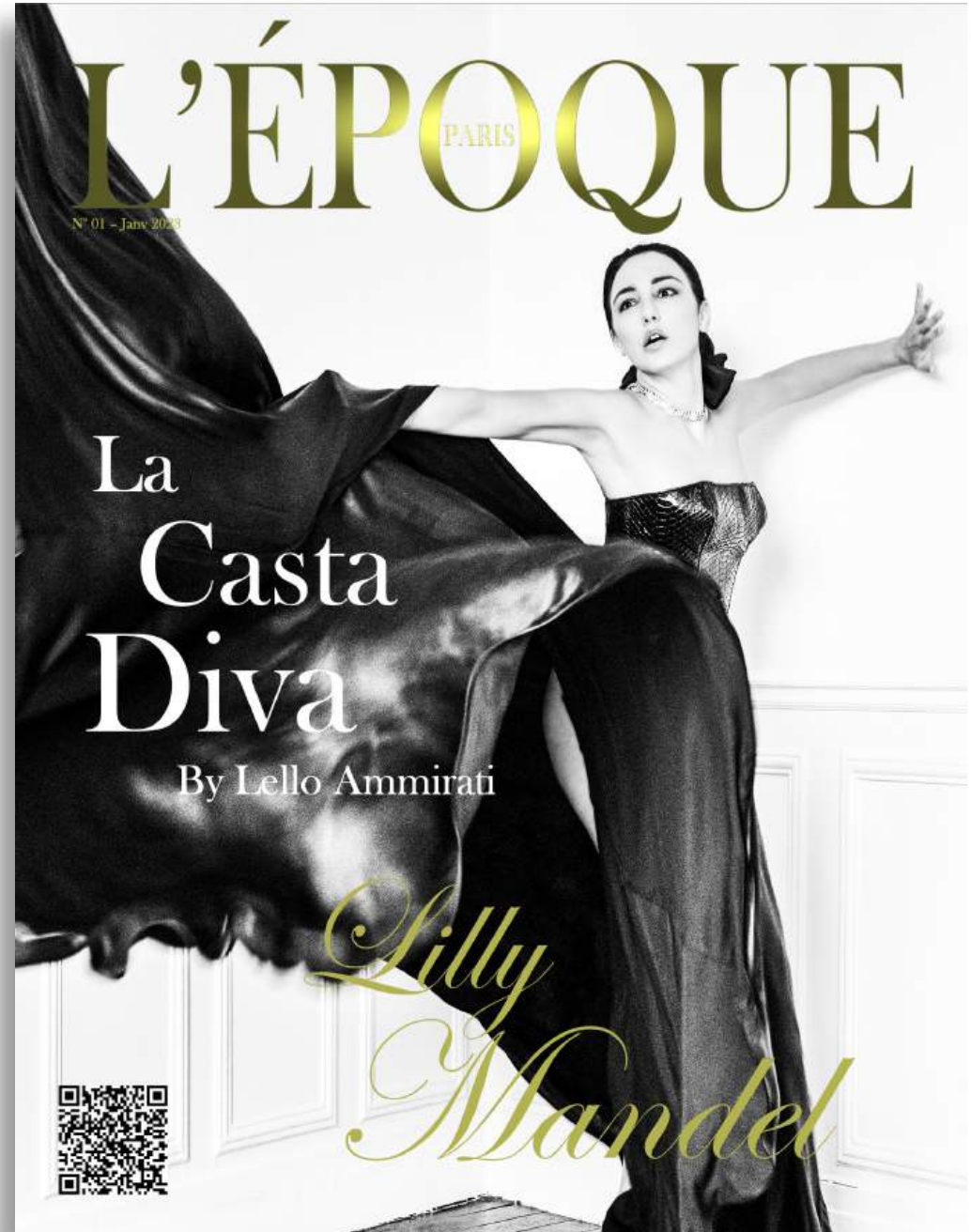
DIGITAL

DIGITAL COVER

DESKTOP / MOBILE



BLOCKCHAIN
REGISTRATION

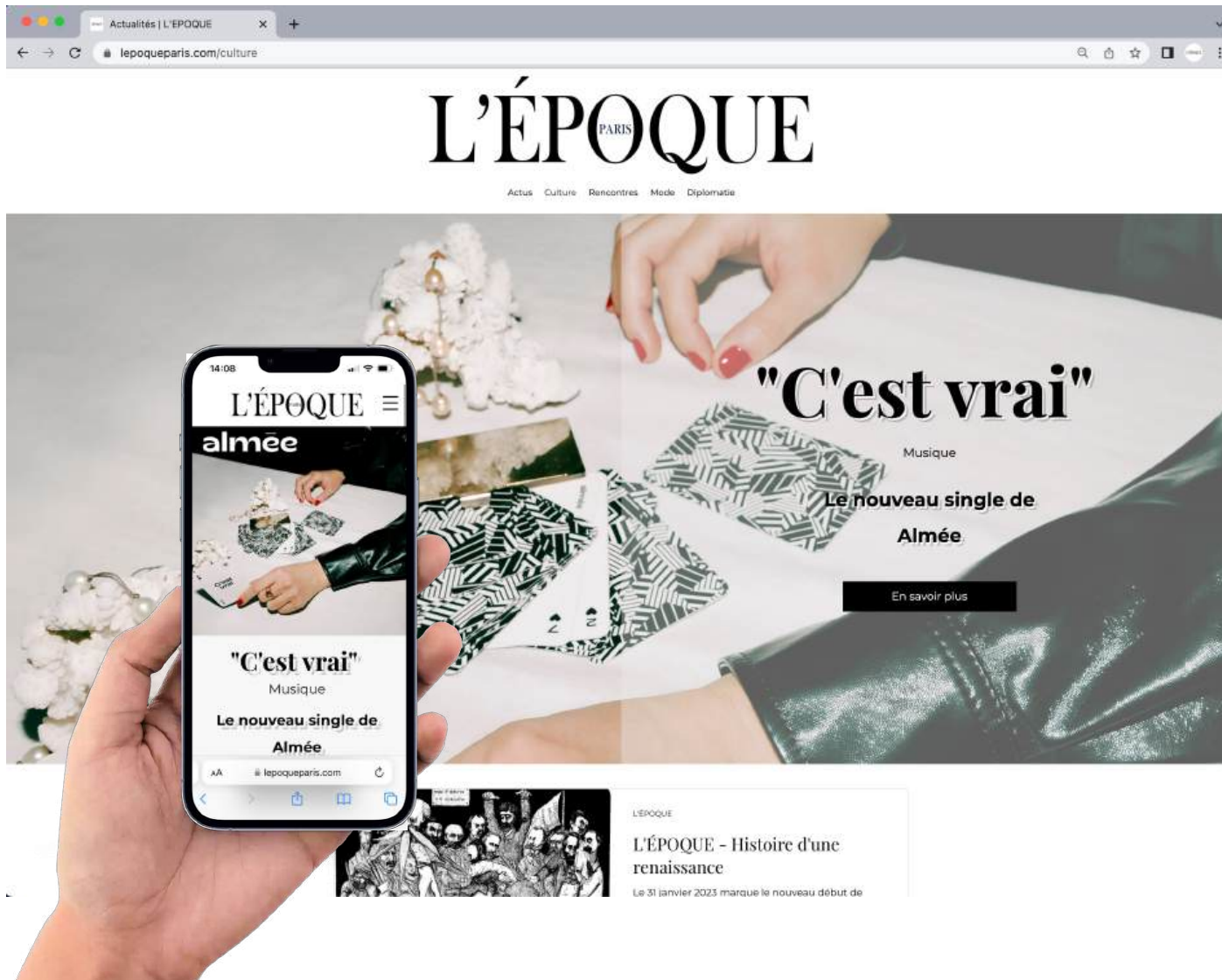


ADVERTISING RATES 2025

L'ÉPOQUE

L'ÉPOQUE

DIGITAL



NATIVE ARTICLE

www.lepoquemagazine.com

DESKTOP/MOBILE

2 DoFollow Links:

Webiste

Instagram Account

ADVERTISING RATES 2025

L'ÉPOQUE

DIGITAL

L'ÉPOQUE



SOCIAL MEDIA ACTIVATION

Instagram

facebook

twitter

Linked in

L'ÉPOQUE

ADVERTISING RATES 2025

L'ÉPOQUE

DIGITAL



SHOOTING
&
VIDEO
PRODUCTION

ADVERTISING RATES 2025

L'ÉPOQUE

DIGITAL



L'ÉPOQUE

L'ÉPOQUE

Events

Celebrities & International Personalities

L'ÉPOQUE

PROMOTIONAL RATES 2025 - 'À LA CARTE'

MEDIA	DEVICES	WXL	NET PRICE
NATIVE ARTICLE (Article/Interview + 2 DoFollow Links)	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 (Product Backlink)	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 1 SOCIAL LINK 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 €
LEAD STORY (Video + Logo + 1 DoFollow Link)	DESKTOP/MOBILE	30 DAYS	L'ÉPOQUE ACTUS 20 000 L'ÉPOQUE PARIS 15 000 € L'ÉPOQUE USA 12 500 € L'ÉPOQUE ITALIA 12 500 € L'ÉPOQUE MONACO 12 500 € L'ÉPOQUE GREECE 10 500 €

L'ÉPOQUE

PROMOTIONAL RATES 2025 - 'À LA CARTE'

MEDIA	DEVICES	WXL	NET PRICE
ADV FULL SKINPAGE (Brand Color Background/Image + Billboard Logo + 1 Adv Central Banner)	DESKTOP/MOBILE	30 DAYS	ALL PAGES 250 000 €
ADV SELECTIVE SKINPAGE (Brand Color Background + Logo + 1 Adv Central Banner)	DESKTOP/MOBILE	30 DAYS	Cover Page L'ÉPOQUE PARIS 80 000 € + L'ÉPOQUE USA 65 000 € Other Pages L'ÉPOQUE ITALIA 65 000 € L'ÉPOQUE MONACO 65 000 € L'ÉPOQUE GREECE 55 000 €
ADV BILLBOARD (Logo + Brand Color/Image)	DESKTOP/MOBILE	30 DAYS	ALL PAGES 50 000 €
ADV INBOARD (Logo + Brand Color/Image)	DESKTOP/MOBILE	30 DAYS	ALL PAGES 55 000 €

L'ÉPOQUE

PROMOTIONAL RATES 2025 - 'À LA CARTE'

ADV BANNER FORMAT	DEVICES	WXL	NET PRICE
ADV CENTRAL BANNER (Image/Logo/Video + DoFollow Link)	DESKTOP/MOBILE	30 DAYS	Home Page L'ÉPOQUE ACTUS 20 000 € 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 €
ADV PAVÉ (Image/Logo/Video + DoFollow Link)	DESKTOP/MOBILE	30 DAYS	Home Page L'ÉPOQUE ACTUS 25 000 € L'ÉPOQUE PARIS 17 000 € L'ÉPOQUE USA 12 000 € L'ÉPOQUE ITALIA 12 000 € L'ÉPOQUE MONACO 12 000 € L'ÉPOQUE GREECE 10 000 € Other Pages L'ÉPOQUE PARIS 8 500 € L'ÉPOQUE USA 6 000 € L'ÉPOQUE ITALIA 6 000 € L'ÉPOQUE MONACO 6 000 € L'ÉPOQUE GREECE 5 000 €

L'ÉPOQUE

PROMOTIONAL RATES 2025 - 'À LA CARTE'

ADV BANNER FORMAT	DEVICES	WXL	NET PRICE
ADV INTERSTITIEL (Logo + DoFollow Link)	DESKTOP/MOBILE	30 DAYS	L'ÉPOQUE ACTUS 15 000 €
ADV INREAD (Logo/Image+ 1 DoFollow Link)	DESKTOP/MOBILE	1 - 5 PLACEMENTS	L'ÉPOQUE PARIS 3 000 € L'ÉPOQUE USA 2 500 € L'ÉPOQUE ITALIA 2 500 € L'ÉPOQUE MONACO 2 500 € L'ÉPOQUE GREECE 2 000 €
		5 - 10 PLACEMENTS	L'ÉPOQUE PARIS 2 550 € L'ÉPOQUE USA 2 125 € L'ÉPOQUE ITALIA 2 125 € L'ÉPOQUE MONACO 2 125 € L'ÉPOQUE GREECE 1 700 €
		10+ PLACEMENTS	L'ÉPOQUE PARIS 2 100 € L'ÉPOQUE USA 1 750 € L'ÉPOQUE ITALIA 1 750 € L'ÉPOQUE MONACO 1 750 € L'ÉPOQUE GREECE 1 400 €

L'ÉPOQUE

PROMOTIONAL RATES 2025 - '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

L'ÉPOQUE

PROMOTIONAL RATES 2025

DIGITAL COVER ACTIVATION

MEDIA	DEVICES	WXL	NET PRICE
DIGITAL COVER	DESKTOP/MOBILE	Blockchain registration	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 €
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	-	

L'ÉPOQUE

L'ÉPOQUE

PUBLISHING COMPANY
NEREIDES DE BOURBON GROUP

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L'ÉPOQUE