

MEDIA KIT 2026

Monaco's Finest.

Elevate Your Brand with our Digital Advertising



MONACO VIDEO MEDIA

As the premier digital signage leader in the Principality, Monaco Video Media provides tailored solutions designed for your company, needs, targets, and communication strategy.

Our primary goal: Ensuring your brand or establishment achieves unparalleled visibility!

Unlock new communication frontiers with MONACO VIDEO MEDIA digital signage, connecting you clearly and effectively with your target audience.



Sales :	pub@mvm.mc
management :	mail@mvm.mc
administration :	administration@mvm.mc

Head office and show-room 30, boulevard Princesse Charlotte, Monaco
98000 Principality of Monaco
Phone standard : +377 9797 5252 – Skype : mvm-sam

Warehouse c/o SOMO S.A.M. – 6, impasse des Carrières Monaco
98000 Principauté de Monaco
Tel. : +377 9797 3050

Company data Share company : Société Anonyme Monégasque (SAM) established on April 4th 1957 with a share capital of Euro 150.000 fully paid

INTRACOM VAT : FR 21 000 009 315 — RCI 57 S00479

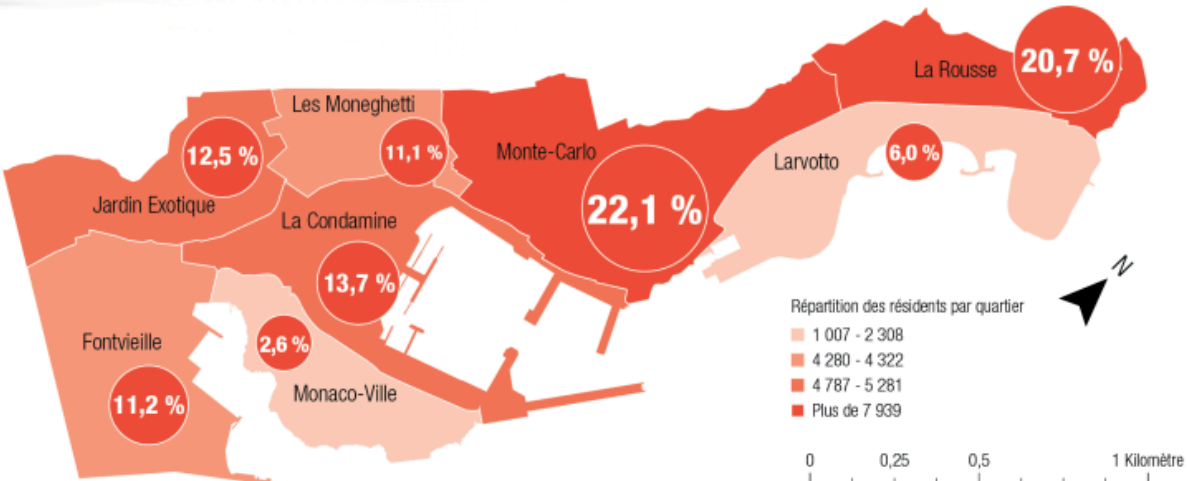
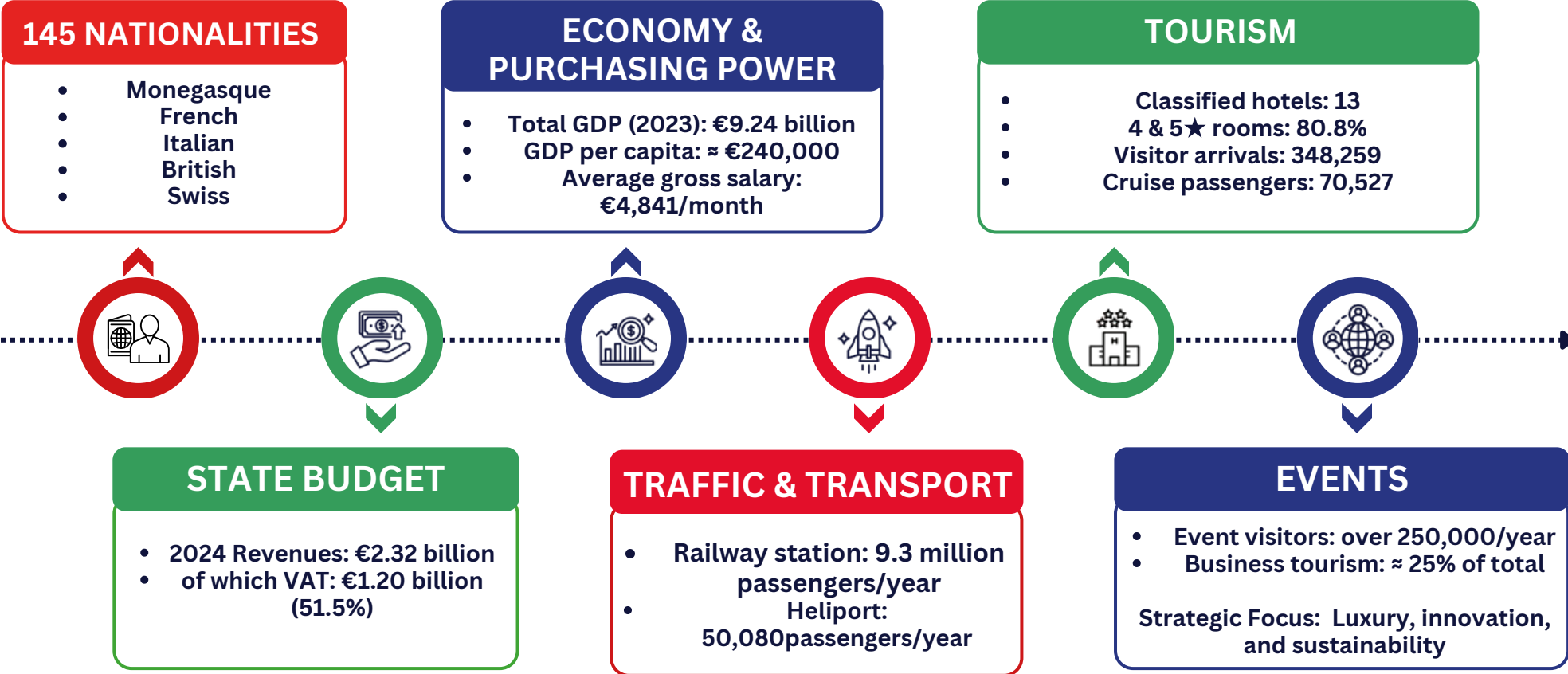


Monaco & Monte-Carlo: Where dreams and prestige meet

Combining prestige, innovation, and economic vitality, Monaco stands as a model of excellence at the heart of the Mediterranean. With its strong business environment, international appeal, and unique art of living, the Principality remains a global benchmark for prosperity and quality of life.

KEY FIGURES

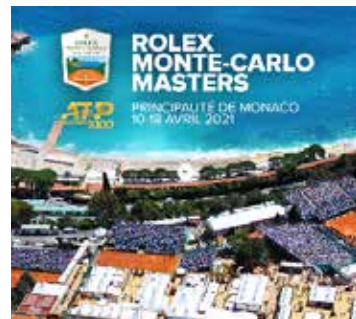
« Chiffres clés – Monaco 2025 (Sources : IMSEE, MEB, Gouvernement Princier) »



Important events in Monaco



MARCH The Aesthetic and Anti-Aging Medicine World Congress (AMWC) is the industry's leading event focusing on the continuing education of physicians and the fostering of new, meaningful professional connections. We thank all the 15,000 attendees, 350 exhibitors, and 300 speakers that attend the event annually, without whom AMWC would not be the pioneering congress that it is today!



APRIL The Monte Carlo Rolex Masters is a worldwide sporting event broadcast on television in more than 60 countries. It is the No. 1 major European tournament in the prestigious ATP World Tour Masters 1000 category, held in the glamorous Principality of Monaco. Monte Carlo Rolex Masters will take place in April at the one-of-a-kind Monte-Carlo Country Club. This unique location promises an unparalleled experience for attendees over several days, with the scenic Mediterranean backdrop enhancing the allure of the tennis spectacle. The tournament will feature the top 10 international tennis players.



APRIL / MAY The historic Monaco Grand Prix, held biennially just weeks before the Formula 1 Grand Prix, showcases the world's most beautiful classic cars racing on the legendary circuit, drawing an ever-growing audience. Additionally, the ABB FIA Formula E World Championship introduces an exhilarating new event spanning the entire iconic circuit.



MAY Sport and glamour come together at the Monaco Grand Prix, the highlight of the year. In tune with the roar of the engines, a frenzy takes over the city of Monaco. Since 1929 by the Automobile Club de Monaco, the Formula 1 race in the Principality is one of the most prestigious in the world, both for its unique circuit, laid out in the streets of the city and reputed to be very demanding, and for the champions who have marked its history.



JUNE TELEVISION FILM FESTIVAL For 63 years, the Principality of Monaco has been hosting its own international television Festival. Major studios, broadcast networks, digital platforms and renowned talent gather together over several days in this idyllic setting, to promote their programs to the press and public and compete for the prestigious Golden Nymph Awards. With 2,000 guests enjoying the music in the open air.



JULY During this month, the most prestigious international auction houses are organizing a week of sales featuring works of art, collectors' items, and jewelry. In addition to tourism, during this period, the Principality of Monaco is frequented by the world's most affluent collectors.



JULY The Herculis has been voted the world's best meeting seven times (1998, 2008, 2011, 2014, 2015, 2018 and 2020), and has been a member of the prestigious elite Diamond League since 2010. It has seen countless world records set. Since its creation 36 years ago, the Monegasque world athletics meeting has gone from strength to strength, attracting elite athletes and big crowds. Usain Bolt, Carl Lewis, have all made their mark on the track at the Louis-II.



JULY / AUGUST The Jumping International of Monte Carlo is a grand decade of sporting and equestrian achievement, emotion, and exceptional entertainment boasting the best riders in the world and the breathtakingly princely setting of Monaco's waterfront. Throughout these 17 years, thanks to the quality and technical sophistication of its arena and amenities, the Jumping International of Monte Carlo has become a hallmark of equestrian excellence for both riders and spectators. The competition has become the Principality's third most important sporting event.



Since 1991, Port Hercule has hosted the Monaco Yacht Show, the world's leading event for luxury yachting. Each year, the exhibition presents over 120 superyachts and around 60 luxury tenders, including about 40 new launches. Bringing together top shipbuilders, designers, and brokers, the MYS is the ultimate showcase of innovation, elegance, and maritime excellence — the premier global marketplace for yacht purchase and charter.



OCTOBER For more than 30 years, SPORTEL continues to be the Home of the sports business industry. Connect with world-class experts in media rights, broadcast solutions, TV networks, OTT, media tech, sports marketing and communication...

MONACO STATION — Un Emplacement Incontournable pour vos Campagnes Publicitaire

As Monaco’s main transport hub and the 3rd busiest station in the region (after Marseille and Nice), the Monaco–Monte-Carlo station welcomes nearly 8 million passengers per year, with traffic continuing to grow thanks to new TER connections.

Located in the heart of the Principality, it offers exceptional exposure through the Prince Pierre and Sainte Dévote pedestrian galleries — key access routes used by tens of thousands daily.

During major events such as the Formula 1 Grand Prix, footfall surges dramatically, ensuring unmatched visibility for brands.

Choosing Monaco Station means placing your campaign at the crossroads of local residents, commuters, and international visitors, guaranteeing high-impact communication at the very heart of Monaco’s mobility.



12 SCREENS 32”



20 SCREENS 43”



9 SCREENS 55”

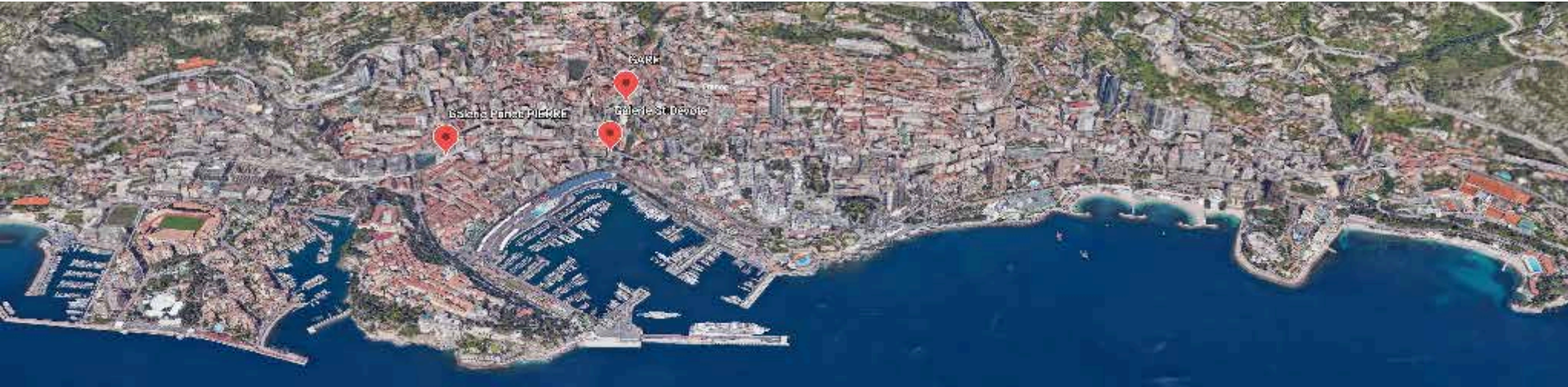


STATION NETWORK

Comprising 41 Full HD screens strategically positioned throughout the pedestrian galleries of Monaco’s SNCF railway station — the Principality’s busiest transit hub — this network offers exceptional visibility and reach. Designed for DOOH campaigns targeting high-mobility audiences, it ensures a guaranteed minimum of 1,201,880 message impressions per month.

- Spot duration: 10 seconds
- Format: Video MPEG-4, H.264
- Screen composition:
 - 29 vertical displays (9:16) – Resolution: 1080 × 1920 px
 - 12 horizontal displays (16:9) – Resolution: 1920 × 1080 px

A premium communication platform delivering impactful exposure at the heart of Monaco's daily flow.



PEDESTRIAN NETWORK			Week	1 month	3 month	6 month	Year
Total number of screens	St Devote	Prince Pierre					
Full network 41 SCREENS	9	32	3.200 €*	6.800 €*	14.250	22.500	37.800 €
HALF-NETWORK A 21 SCREENS	5	16	1.700 €*	3.600 €*	7.500 €	12.500 €	21.000 €
HALF NETWORK B 20 SCREENS	4	16	1.700 €*	3.600 €*	7.500 €	12.500 €	21.000 €

*Increase of +50% for a period including the F1 Grand Prix or the MONACO YACHT SHOW

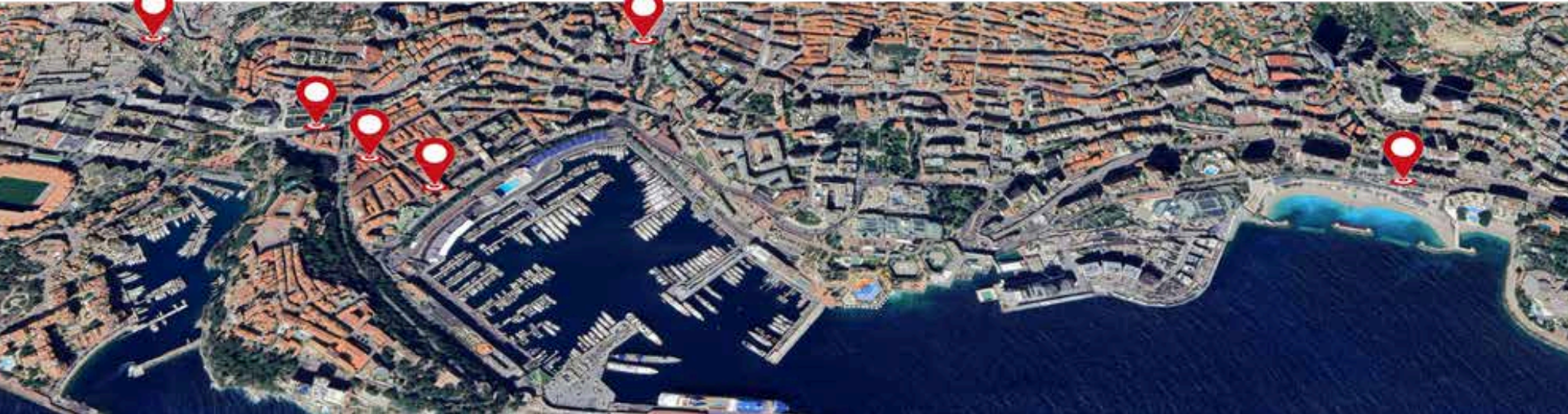
COUVERTURE NETWORK – The Pedestrian Visibility Network in Monaco

A strategically designed mixed network offering broad pedestrian coverage across Monaco’s most dynamic zones. The network features 35 Full HD screens (1920 x 1080 px) in both portrait (25) and landscape (10) formats, ensuring optimal adaptability for every campaign.

With 35 high-traffic locations, the Couverture Network ensures strong brand presence across Monaco’s most frequented pedestrian zones — perfect for campaigns seeking local impact and visibility throughout the Principality.



COUVERTURE NETWORK	Week	Week	Week	6 month	Year
Total number of screens		Grand prix historique & Electrique	Grand prix F1 Tennis Yatch Show		
35 SCREENS	1840 €	2.300 €	2.760 €	-	-
Ecran Led du Larvotto - 1 face - 2,81 m2	-	-	-	-	18.700 €



ROAD NETWORK – Strategic Outdoor LED Coverage on Monaco’s Main Roads

A premium DOOH (Digital Out-of-Home) network composed of 4 large LED screens strategically positioned along high-traffic routes across the Principality.

- Guaranteed exposure: minimum 25,200 message repetitions per week
- Spot format: 10-second video (MPEG4, H.264) in landscape 16:9
- Technology: High-brightness LED Pitch 3.9 mm for perfect visibility day and night
- Screen sizes and resolutions:
 - 4.4 m²: 720 × 400 px
 - 7 m²: 896 × 512 px
 - 9 m²: 1024 × 576 px
 - 11.25 m²: 1152 × 640 px



RESEAUROUTE 1	Week	Week	Week	6 month	Year
Total number of screens		Grand prix historique & Electrique	Grand prix F1 Tennis Yatch Show		
N° 4 - St ROMAN SCREEN- 4,4 m2	1.130 €	1.412,50 €	1.695 €	-	19.200 €
N° 3 - STADIUM SCREEN - 9 m2	1.290 €	1.612,50 €	1.935 €	-	21.930 €
N° 2 - CANTON SCREEN - 7m2	1.290 €	1.612,50 €	1.935 €	-	21.930 €
N° 5 - PRINCE PIERRE - 11,25 m2	1.130 €	1.412,50 €	1.695 €	-	19.200 €



ROAD 2 NETWORK – Premium
LED Coverage on Monaco’s Main
Traffic Axes

A dynamic DOOH network of 4 LED screens strategically positioned along Monaco’s most frequented roads, designed to reach a mobile and high-value audience throughout the day.

- Guaranteed exposure: minimum 25,200 message repetitions per week
- Spot format: 10-second video (MPEG4, H.264) in landscape 16:9
- Technology: High-brightness LED Pitch 3.9 mm for perfect visibility day and night
- Screen sizes and resolutions:
 - 4.4 m²: 720 × 400 px
 - 7 m²: 896 × 512 px
 - 9 m²: 1024 × 576 px
 - 11.25 m²: 1152 × 640 px



RESEAUROUTE 2	Week	Week	Week	6 month	Year
Total number of screens		Grand prix historique & Electrique	Grand prix F1 Tennis Yatch Show		
N° 6 - JARDIN EXOTIQUE - 4,4m2	1.130 €	1.412,50 €	1.695 €	-	19.200 €
N° 7 - Bd D’ITALIE - 4,4m2	1.130 €	1.412,50 €	1.695 €	-	19.200 €
N° 8 - PORT - 3,75m2	1.130 €	1.412,50 €	1.695 €	-	19.200 €
N° 9 - GRIMALDI FORUM - 3,75m2	1.130 €	1.412,50 €	1.695 €	-	19.200 €
N° 10 - LARVOTTO - ISM	1.130 €	1.412,50 €	1.695 €	-	19.200 €

* Prix longue conservation par écran

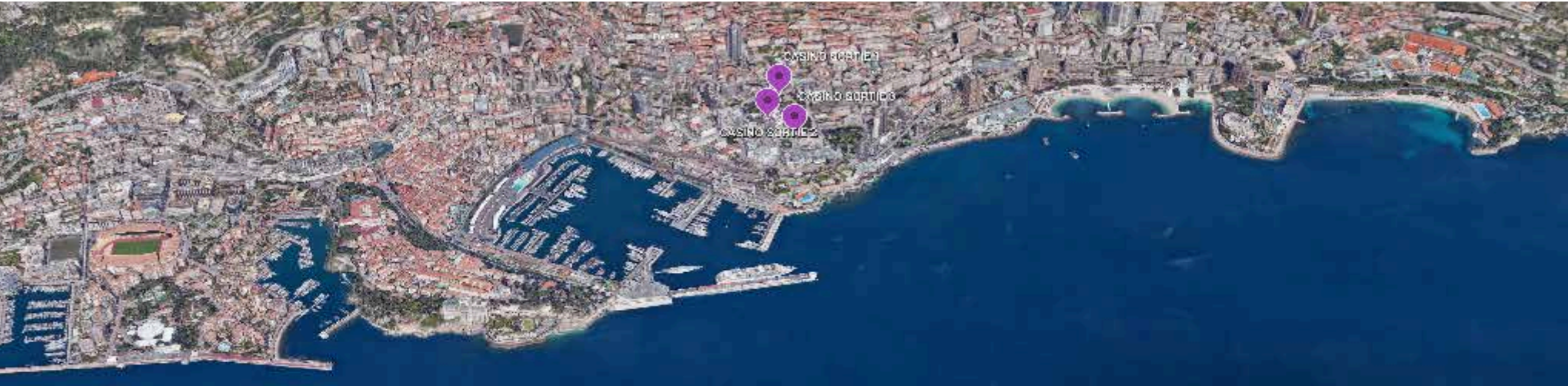



CASINO NETWORK – Premium Exposure in Monaco’s Most Prestigious Location

A high-impact digital network located at the pedestrian entrances of the iconic Casino Square parking area, offering exceptional visibility in the heart of Monte-Carlo’s luxury district — where business, tourism, and prestige meet. Guaranteed minimum message repetition per month: 124.000.

4 digital screens:

- 3 portrait 55" screens (Full HD – 1080 × 1920 px)
- 1 landscape 85" screen (4K – 3840 × 2160 px)
- 1 outdoor LED screen of 3.75 m² (resolution 880 × 528 px)



<div>RESEAU CASINO</div> <div></div>	1 Week
Total number of screens	
5 SCREENS	780 €




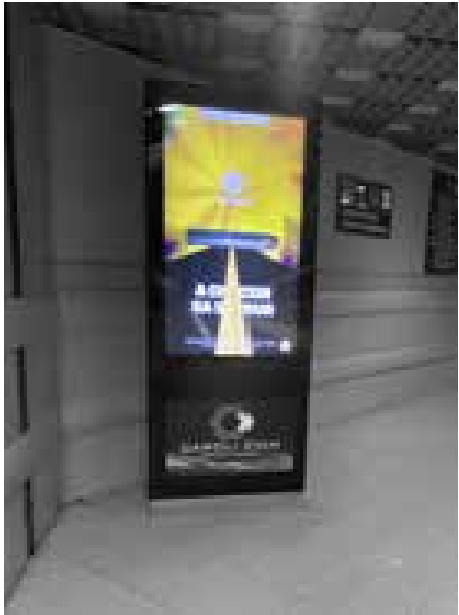
FONTVIEILLE NETWORK – Strategic Coverage in Monaco’s Commercial Hub

Positioned at key pedestrian galleries within the Fontvieille Shopping Center and its parking areas, the FONTVIEILLE NETWORK offers brands the opportunity to connect with consumers in an active mindset — whether shopping, commuting, or relaxing.

- 1 portrait screen – 55" (Full HD – 1080 × 1920 px)
- 1 landscape screen – 85" (4K – 3840 × 2160 px)
- 1 landscape screen – 65" (Full HD – 1920 × 1080 px)
- 1 portrait screen – 43" located at Parking du Port



RESEAU FONTVIEILLE	
	Week
Total number of screens	
4 SCREENS	570 €



TAILOR-MADE SERVICES – Bespoke Corporate Experiences in Monaco

Beyond digital communication, we also specialize in organizing exclusive corporate events that blend innovation, creativity, and technology to deliver unforgettable experiences.

From business meetings and product launches to team-building activities and corporate celebrations, every detail is custom-designed to embody the unique identity and values of your brand.

Our creative team continuously pushes the boundaries of imagination, combining cutting-edge technology with refined aesthetics to create memorable, meaningful, and high-impact events that inspire and connect people.



Siège social: SOMO SA - MC 98000 MONACO - Téléphone : + 377 9797 5252 - Email : mail@mvm.mc - www.mvm.mc

