



**ELEVATE YOUR BRAND WITH
PREMIUM DIGITAL ADVERTISING IN
MONACO.**

MEDIA KIT 2027 _____



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.



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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

Key Figures – Monaco 2025 (Sources: IMSEE, MEB, Princely Government)

145 NATIONALITIES

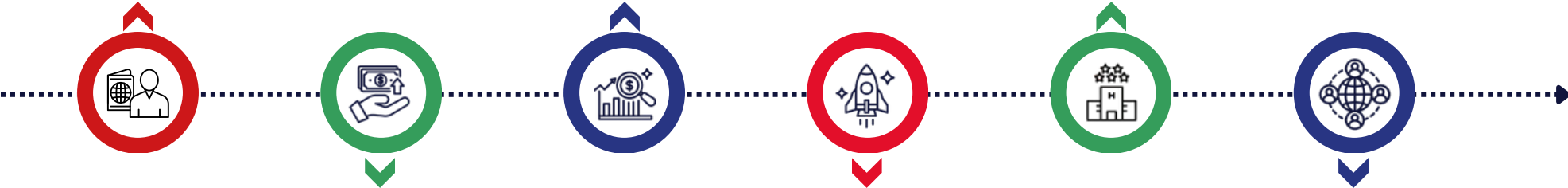
- Monegasque
- French
- Italian
- British
- Swiss

ECONOMY & PURCHASING POWER

- Total GDP (2023): €9.24 billion
- GDP per capita: ≈ €240,000
- Average gross salary: €4,841/month

TOURISM

- Classified hotels: 13
- 4 & 5★ rooms: 80.8%
- Visitor arrivals: 348,259
- Cruise passengers: 70,527



STATE BUDGET

- 2024 Revenues: €2.32 billion
- of which VAT: €1.20 billion (51.5%)

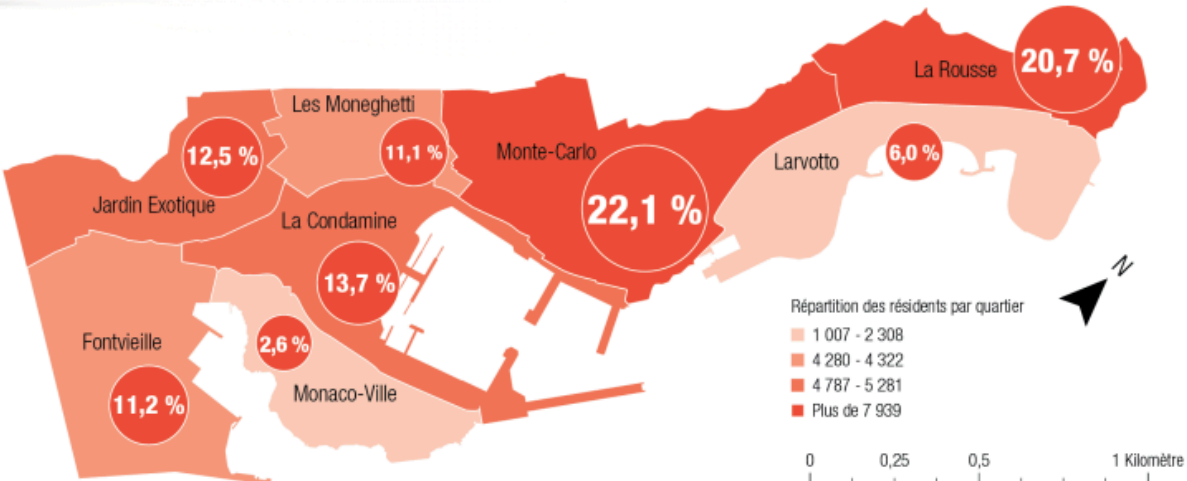
TRAFFIC & TRANSPORT

- Railway station: 9.3 million passengers/year
- Heliport: 50,080passengers/year

EVENTS

- Event visitors: over 250,000/year
- Business tourism: ≈ 25% of total

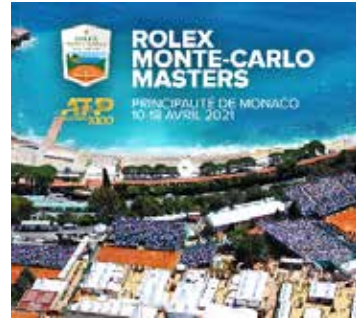
Strategic Focus: Luxury, innovation, and sustainability



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...

PEDESTRIAN NETWORK — A Strategic Gateway in the Heart of Monaco

As Monaco’s main pedestrian transit corridor, the Pedestrian Network connects the Prince Pierre and Sainte Dévote galleries — the two busiest walking routes linking the Monaco–Monte-Carlo train station to the city center.

Used by over **8 million passengers** per year and tens of thousands of pedestrians daily, these galleries offer exceptional exposure for brands targeting residents, commuters, and international visitors.

During major events such as the Formula 1 Grand Prix, Historic GP, Monaco E-Prix, Tennis Masters, and Yacht Show, footfall can increase by up to 60%, ensuring unmatched visibility in the Principality’s **busiest** corridors.

The Pedestrian Network stands at the crossroads of Monaco’s mobility, guaranteeing continuous year-round exposure and a high-impact presence in the very heart of the Principality.



12 SCREENS 32”



20 SCREENS 43”



9 SCREENS 55”



PEDESTRIAN NETWORK

41 Full HD screens located in Monaco's two busiest pedestrian galleries.

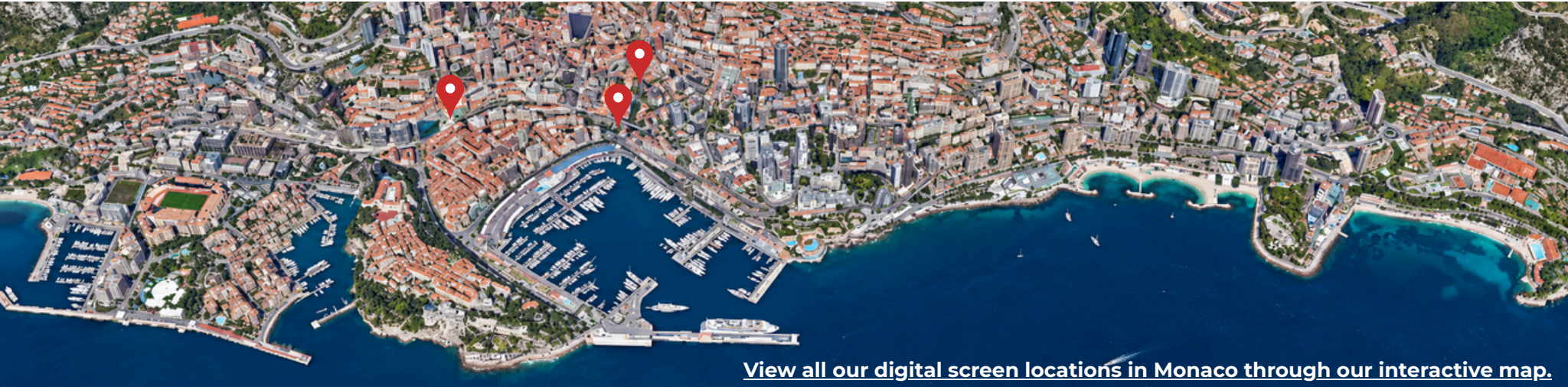
DOOH of traffic (mobile target) Guaranteed minimum message repetition per month: 1.201.880

Spot length: 10 seconds

Spot format: Video MPEG4, h264

29 screens in 9/16 portrait format
Resolution: 1080 x 1920 (width x height)

12 screens in 16/9 landscape format
Resolution: 1920 x 1080 (width x height)



PEDESTRIAN NETWORK			Week	Week Grand prix Electrique	Week Grand prix F1 Tennis Yatch Show	6 month	Year
Total number of screens	St Devote	Prince Pierre					
Full network 41 SCREENS	9	32	3.295 €*	7.000 €*	14.675 €	23.175 €	38.800 €
HALF-NETWORK A 20 SCREENS	4	16	1.750 €*	3.705 €*	7.725 €	12.875 €	21.630 €
HALF NETWORK B 21 SCREENS	5	16	1.750 €*	3.705 €*	7.725 €	12.875 €	21.630 €

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

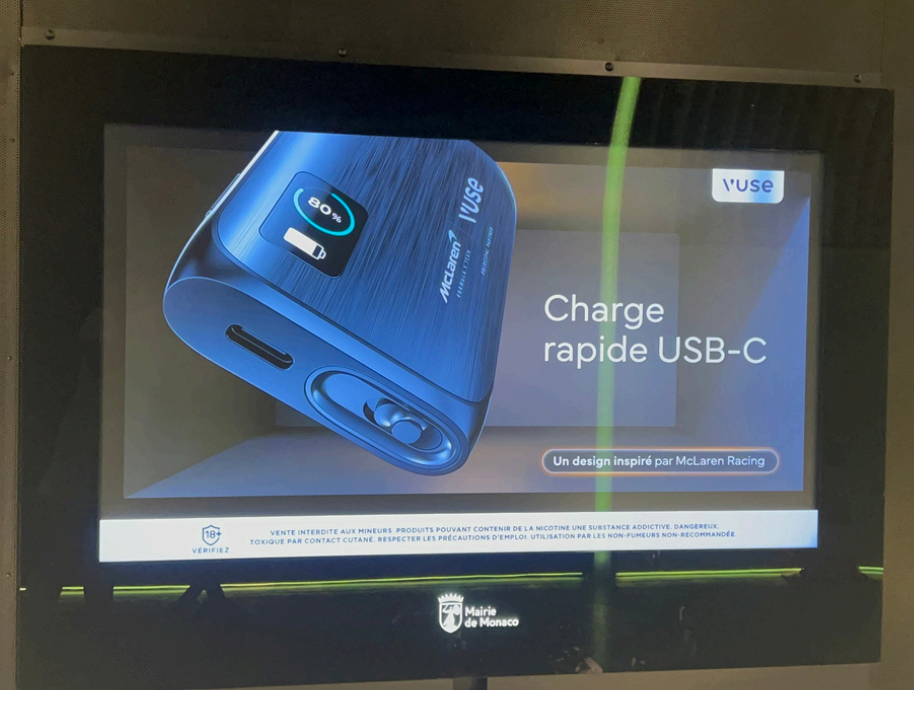
COUVERTURE NETWORK

MIX NETWORK Mixed network for pedestrian coverage
35 Full HD 1920 x 1080 pixel screens

- Portrait formats (25 screens) & Payasage formats (10 screens)
Locations: Larvotto (2 screens)
Rue piétonne Princesse Caroline (2 screens)
Place d’arme (1 screen)
Rue piétonne Honoré III (3 screens)
Galerie piétonne des Salines (10 screens)
Parking des Salines (16 screens)
St Dévote Sortie (1 screens)

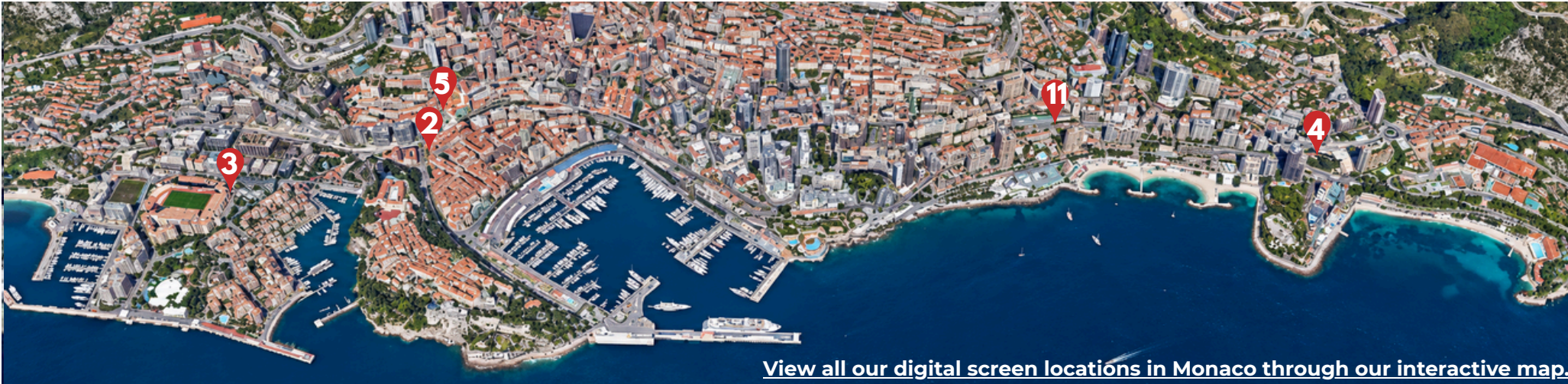


COUVERTURE NETWORK	Week	Week Grand prix Electrique	Week Grand prix F1 Tennis Yatch Show	6 month	Year
35 SCREENS	1.890 €	2.362.50 €	2.835 €	-	-



ROAD NETWORK

- 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



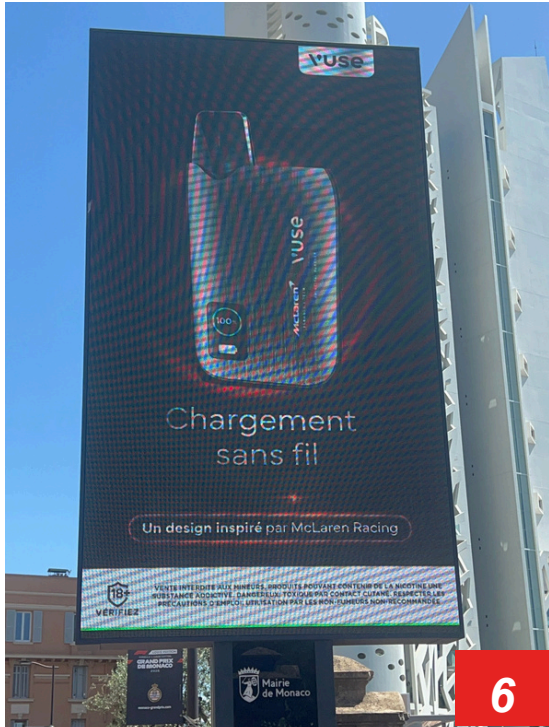
View all our digital screen locations in Monaco through our interactive map.

RESEAUROUTE 1	Week	Week Grand prix Electrique	Week Grand prix F1 Tennis Yatch Show	6 month	Year
N° 2 - CANTON SCREEN - 7m2	1.310 €	1.637,50 €	1.965 €	-	22.270€
N° 3 - STADIUM SCREEN - 9 m2	1.310 €	1.637,50 €	1.965 €	-	22.270 €
N° 4 - St ROMAN SCREEN- 4,4 m2	1.150 €	1.437,50 €	1.725 €	-	19.550 €
N° 5 - PRINCE PIERRE - 11,25 m2	1.310 €	1.637,50 €	1.965 €	-	22.270 €
N°11 - BOULEVARD D'ITALIE- 9 m²	1.310 €	1.637,50 €	1.965 €	-	22.270 €



ROAD 2 NETWORK

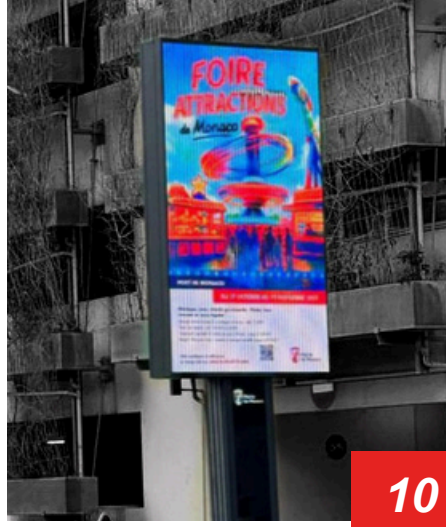
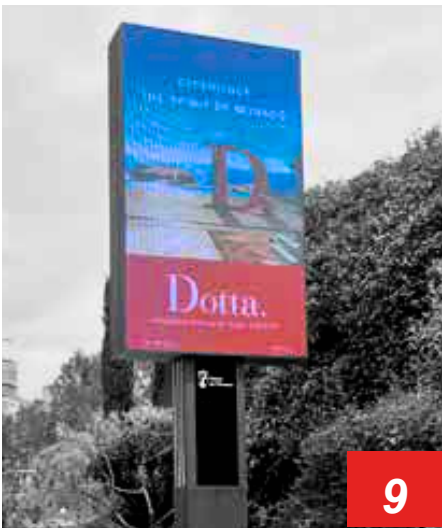
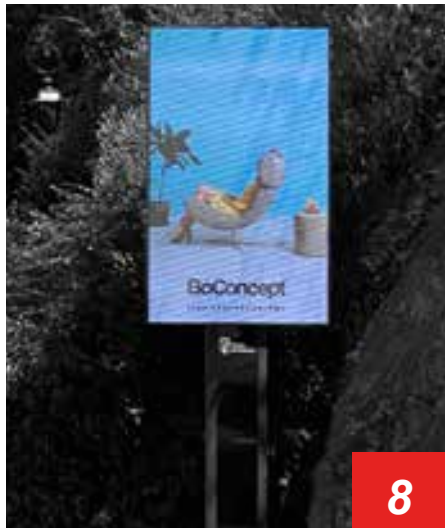
- Guaranteed exposure: minimum 25,200 message repetitions per week
- Spot format: 10-second video (MPEG4, H.264) in landscape 16:9
- Technology: High-brightness LED Pitch 3.9 mm for perfect visibility day and night
- Screen sizes and resolutions:
- 4.4 m²: 720 × 400 px
- 7 m²: 896 × 512 px
- 9 m²: 1024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



RESEAUROUTE 2	Week	Week Grand prix Electrique	Week Grand prix F1 Tennis Yatch Show	6 month	Year
N° 6 - JARDIN EXOTIQUE - 4,4m2	1.150 €	1.437,50 €	1.725 €	-	19.550 €
N° 7 - TESTIMONIO ITALIE - 4,4m2	1.150 €	1.437,50 €	1.725 €	-	19.550 €
N° 8 - PORT - 3,75m2	1.150 €	1.437,50 €	1.725 €	-	19.550 €
N° 9 - GRIMALDI FORUM - 3,75m2	1.150 €	1.437,50 €	1.725 €	-	19.550 €
N° 10 - LARVOTTO - ISM	1.150 €	1.437,50 €	1.725 €	-	19.550 €
N° 12 - LARVOTTO - PLAGE - 2.81m2	1.150 €	1.437,50 €	1.725 €	-	19.550 €



View all our digital screen locations in Monaco through our interactive map.



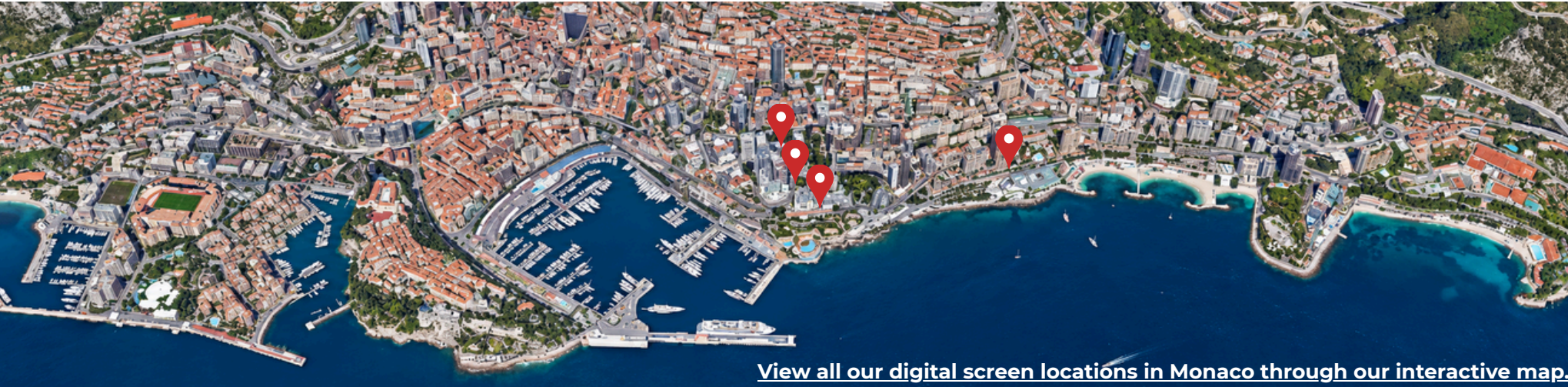
CASINO NETWORK

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.

5 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)



RESEAU CASINO 	1 Week
Total number of screens	
5 SCREENS	780 €

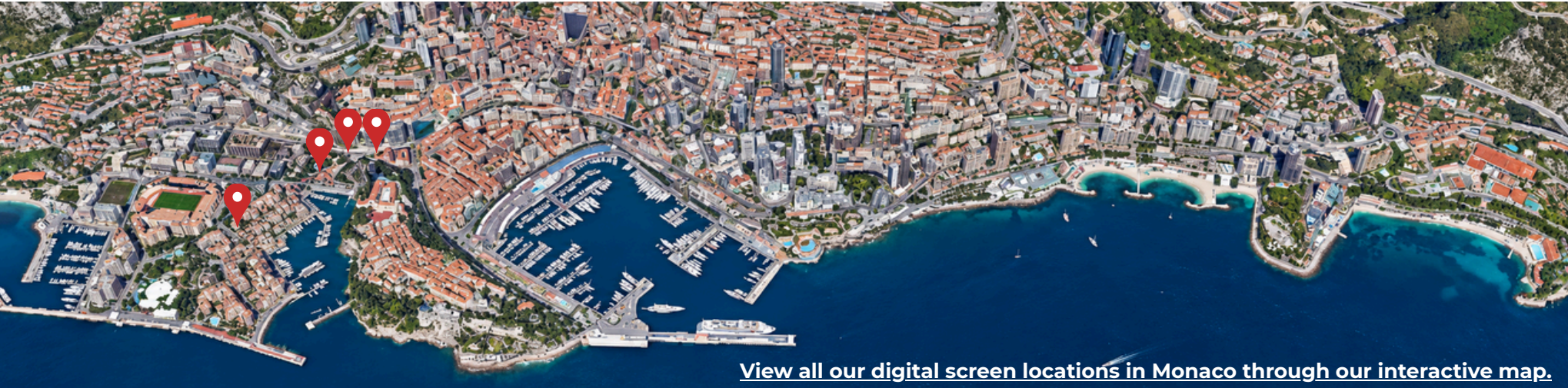


FONTVIEILLE NETWORK

- 1 screen – 55 inches (portrait)
- 1 screen – 85 inches
- 1 screen – 65 inches (landscape), located in the pedestrian underground galleries of the shopping centre
- 1 screen – 43 inches (portrait), located at Parking du Port

DOOH traffic (mobile targeting) & wait-marketing environment

Guaranteed minimum message repetition per month: 93.000 Spot length: 8 seconds Spot format: Video MPEG4, h264 Definition FULL HD & 4K Landscape format 16/9 - Resolution: 3840 x 2160 pixels (width x height) Portrait format 9/16 - Resolution: 1080 x 1920 pixels (width x height)



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.





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