

Worth telling.

Coastal media-guide — the desirability of a magazine, the precision of a guide, the depth of a coastal culture.

A media that chooses. *Not a directory.*

PLAGEPLAGE covers the French coastline and the shores worth dreaming about — 80% France, 20% world. Every address, destination and beach is selected for its own character.

We don't cover everything. We cover what's worth telling.

152
Destinations

2 000+
Referenced addresses

80 %
French coastline

6 166
Instagram followers · @plageplage · Sept. 2026

TARGET AUDIENCE · *PROJECTED — TO BE CONFIRMED BY ANALYTICS*

WHO

25–45 · high-income · urban actives · majority female

BEHAVIOUR

Plans 2–6 months ahead · high holiday budget · tastemakers

INTENT

Book · discover · plan · buy coastal lifestyle

MINDSET

An audience that plans, books and is ready to spend

Three formats. *One line.*

Each partnership is co-built and disclosed as such. Content is written in PLAGEPLAGE's editorial voice — payment does not guarantee a positive review.

Sponsored content always clearly labelled

BRAND VOICE

Sponsored news piece

A product launch, opening or event. PLAGEPLAGE writes a full article in its editorial tone, publishes it in the News section and shares it via Instagram story.

Written by PLAGEPLAGE · Article + Instagram story

All-inclusive · ex. VAT

900 € excl. VAT

EDITORIAL

Thematic selection

Your venue in a PLAGEPLAGE-curated best-of. Evergreen SEO format. Selection remains editorial: inclusion is not guaranteed outside our criteria.

Writing + photography · Site + post + newsletter

All-inclusive · ex. VAT

1 200 € excl. VAT

CO-BRANDING

Partner 48h guide

Co-sponsorship of a complete destination guide. Your brand integrated into permanent long-form content, indexed and visible year-round.

Full editorial · Site + social + guide badge

All-inclusive · ex. VAT

3 200 € excl. VAT

Instagram

Qualified audience.

An engaged coastal community. Pioneer partners benefit from exclusive formats and visibility built around our editorial line.

6 166 followers · @plageplage

SOCIAL RATES

Dedicated Instagram post	690 €
PLAGEPLAGE caption · mention · tagging	
Dedicated stories (×3)	500 €
coherent series · swipe-up link	
Full social pack	800 €
1 post + 3 stories + permanent highlight	
Coastal event coverage	from 1 600 €
article + social + PLAGEPLAGE agenda	

EDITORIAL RATES

Display banner	from 250 €
visual slot on homepage or newsletter	
Sponsored content	from 450 €
text/brand slot, not written by PLAGEPLAGE	
Sponsored news piece	900 €
article written by PLAGEPLAGE + story relay	
Thematic selection	1 200 €
Partner 48h guide	3 200 €

Full presence over 3 months,
across every channel, at the
heart of beach season.

- ✓ Season-launch editorial article
- ✓ 4 Instagram posts (1/month + 1 bonus)
- ✓ Season-launch newsletter slot
- ✓ Homepage feature, 3 continuous months
- ✓ 2 story series (launch + mid-season)
- ✓ Signature Pro listing, 3 months free

ALL-INCLUSIVE RATE

8 000 € excl. VAT

6 deliverables over 3 months, all channels included

CATEGORY EXCLUSIVITY

1 partner per sector (hospitality, dining, fashion...) — on request,
subject to availability

WHY PLAGEPLAGE?

Generic coastal media talk to everyone. We talk to people who know what they're looking for — and are ready to pay for it.

Our audience isn't looking for *a* beach. They're looking for *that* beach, in that place, this season. PLAGEPLAGE gives them exactly that.

— Sponsored content always clearly labelled	— Visibility report delivered at end of campaign
— Independent editorial — payment does not guarantee a positive review	— Dedicated contact · excl. VAT rates · custom quotes available

Let's talk about your next summer.

All our offerings are flexible. A specific project? We'll build the right package with you.

contact@plageplage.com

plageplage.com

Instagram · [@plageplage](#)