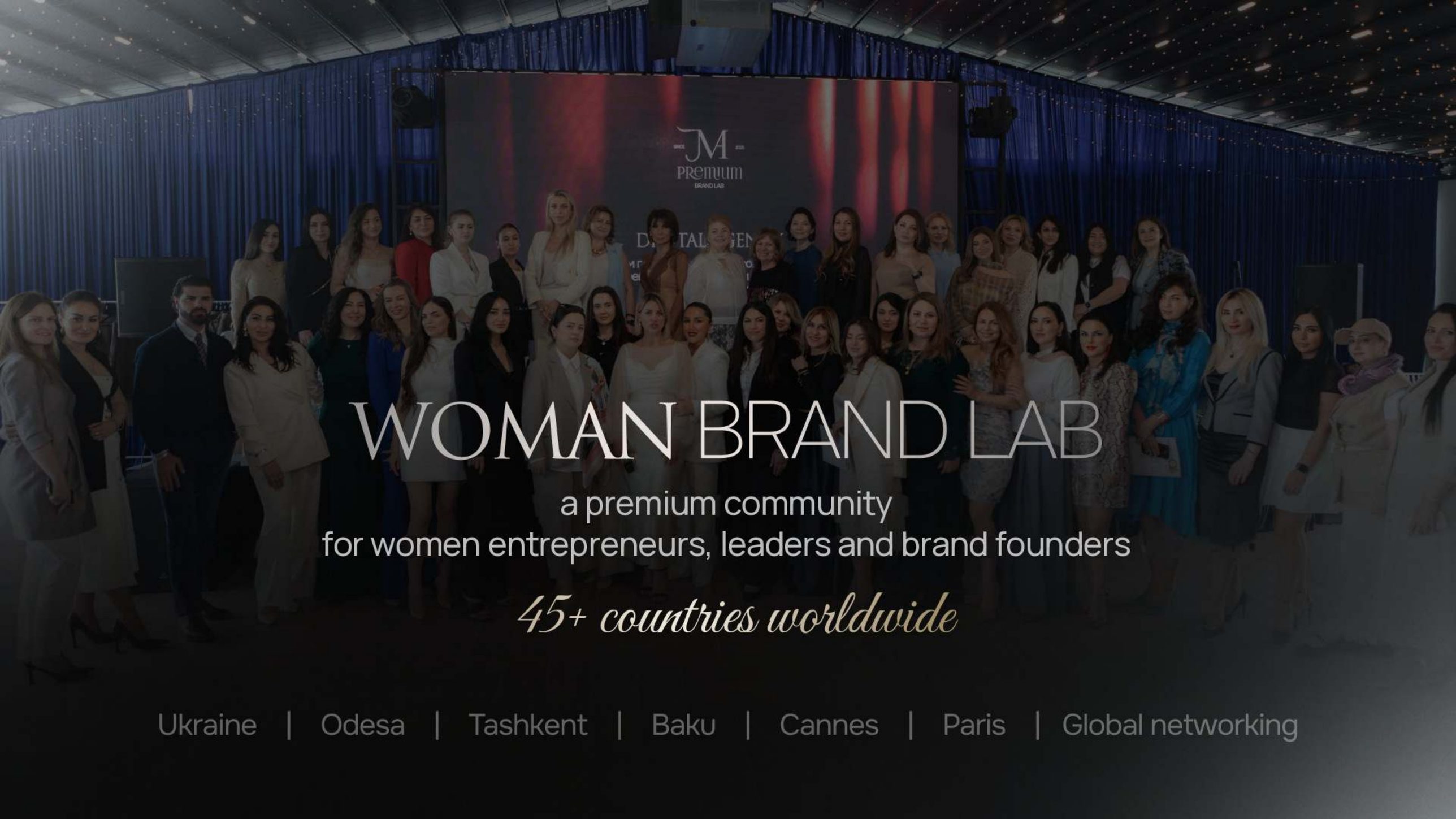

21 November (11:00) | Monaco
PREMIUM
BUSINESS CONFERENCE
by Woman Brand Lab
premium community for businesswomen
luxury atmosphere
new connections and partnerships

CODE OF UNIQUENESS

A private business brunch conference
for women who **want to strengthen**
their name, influence and **status** in their circle



Maria Alexandrova
FOUNDER OF WOMAN BRAND LAB



WOMAN BRAND LAB

a premium community
for women entrepreneurs, leaders and brand founders

45+ countries worldwide

Ukraine | Odesa | Tashkent | Baku | Cannes | Paris | Global networking

WHAT AWAITS YOU?

business breakfast

premium networking

signature masterclass

high-status circle

POTENTIAL + NAME + REPUTATION + MONEY + CONNECTIONS + VISIBILITY

This is a private premium event for businesswomen
who value status and an exclusive approach

Hosted by:

MARIA ALEXANDROVA

brand strategist | founder of Woman Brand Lab

$150M+ — project turnover

EXPERT IN BUILDING A NAME, STATUS
POSITIONING AND A PERSONAL BRAND



Part 1

HOW TO CREATE

AN EXCLUSIVE, STRONG BRAND

stand out with class among hundreds of competitors, close long-term partnerships and contracts, increase your average order value and sales volume

YOU WILL UNDERSTAND HOW YOUR NAME, IMAGE, EXPERTISE AND PASSION CAN BECOME A SYSTEM OF INFLUENCE, TRUST, STRONG PARTNERSHIPS AND HIGH INCOME

WHAT YOU GAIN FROM THE

MASTERCLASS

Strengthening

of your brand,
positioning
and sales

Understanding

how to attract high-value clients,
reach a new level of recognition
and strengthen your market position

IT IS YOUR ENTRY INTO A PREMIUM COMMUNITY
WHERE CONNECTIONS, STATUS AND BRAND BECOME CAPITAL

RESULTS:

(01) up-to-date insight into how to build a personal brand today that brings money, status and powerful connections

(02) how to turn what you love into a profitable project

(03) tools to attract high-paying clients and partners

(04) how to package yourself, your expertise and your product for a high price point

(05) a growth strategy through personal brand, environment, image and trust

(06) new business contacts among women who think big



STRONG CONNECTIONS. A NEW SCALE OF BUSINESS.

International connections · Collaborations · Partnerships · Entering new markets







VSV — VIP FINANCIAL SERVICE

Svetlana Volochan · Financial consulting

From accounting and consulting support — to international consulting and support for investment deals.

INTERNATIONAL LEVEL

KATERYNA MARCHENKO

Beauty business and personal brand

From a small salon — to working with Ukrainian celebrities and large-scale launches.

16 → 138K

followers · average order $1,000+

MB HOMES

Construction and development

From a local construction network — to an international development company with 5 offices worldwide.

+30–60%

sales growth

Your next step — connections and partnerships that open up new opportunities

Business growth and brand-building cases from Maria Alexandrova's practice

PR & MEDIA

SUPPORT



PR PROMOTION

TO AN AUDIENCE
from 35+ countries

Dubai | London | Baku | Shanghai

Singapore | Cannes | Rome | New York | Paris

AN ARTICLE ABOUT YOU IN OUR MAGAZINE

a spread about you and your business
in Woman Brand Lab magazine

WHERE YOU WILL BE SEEN ALL YEAR

// Monaco, France, Austria, Europe and Asia

// Universities in France and Austria

// All Woman Brand Lab events

// Woman Brand Lab social media

// Digital format: an audience in 45 countries



L'EDITO

WHAT YOU LOOKING FOR IS RIGHT HERE

A FRENCH MAGAZINE ABOUT MODERN LUXURY

Partner magazine of Woman Brand Lab

CONCEPT

// Luxury as a way of thinking and living, not just things

// Fashion, beauty, culture, business, technology and investment — in one magazine

// Long-form stories, immersive reportage and in-depth analysis

// Beyond trends and noise: value, meaning, heritage









L'EDITO

WHAT YOU LOOKING FOR IS RIGHT HERE

AN EXCLUSIVE MAGAZINE

TO STRENGTHEN YOUR IMAGE AND STATUS, AS WELL AS POWERFUL ADVERTISING AND BUSINESS PROMOTION

For residents of France and tourists with high purchasing power

20 000	2	14 €	CSP+
PRINT RUN copies	**TIMES A YEAR** frequency	**PRICE** per issue	**AUDIENCE** high income

PARIS · LYON · MARSEILLE · BORDEAUX
NICE · CANNES · MONACO + SWITZERLAND & ITALY

The 20,000-copy print run is distributed in places frequented by people who make decisions about big money.

WHERE THE MAGAZINE IS FOUND

// 5* hotels, palaces and boutique hotels
// VIP rooms, business lounges, private aviation terminals
// Eurostar, first and business class, private jets
// Yachts, luxury cruises and yacht clubs
// Premium clinics and beauty institutes
// Art galleries, concept stores, art and design fairs
// Jewellery and watch boutiques, luxury car showrooms
// Gourmet restaurants and wineries
// Private business, golf and equestrian clubs
// Private banks and prestige real estate agencies
// Embassies, foundations and cultural institutions

The list may change during the year

L'EDITO
WHAT YOU LOOKING FOR IS RIGHT HERE

AUDIENCE

Educated, curious, demanding readers with high incomes

55 / 45	30+	3 hours	20 times
women / men	average age	reading time	picked up

WHO READS L'ÉDITO

// Business owners, executives and top managers (CSP+ and CSP++)
// Residents of France and tourists with high purchasing power
// Luxury industry professionals and opinion leaders
// They value credibility, quality and timelessness over passing trends



WHAT IT GIVES YOUR BRAND

Access to an affluent European audience and international brand status

PUBLICATION RATES

L'ÉDITO STANDARD RATES AND THE PARTNER SPECIAL EDITION

TARIFS ANNONCEURS

L'EDITO
WHAT YOU LOOKING FOR IS RIGHT HERE

INSERTION PRESSE

PAGE SIMPLE	2 800 €
DOUBLE PAGE	5 000 €
2ÈME DE COUV	4 800 €
3ÈME DE COUV	4 500 €
4ÈME DE COUV	6 000 €
FACE RUBRIQUE	8 250 €
FACE SOMMAIRE	3 200 €
FACE OURS	3 200 €
FACE ÉDITO	3 200 €
DOUBLE OUVERTURE	6 000 €
DOUBLE OUVERTURE BIS	5 500 €
DOUBLE OUVERTURE TER	5 000 €
PUBLI-REDACTIONNEL (2P)	À PARTIR DE 4 000 €
SHOOTING ÉDITORIAL (6P)	À PARTIR DE 14 000 €

* Tarifs exprimés en HT







DIGITAL

BANNIÈRE HOME	2880 X 744 PX
«CARRÉ» RUBRIQUE	888 X 734 PX
SPOT RUBRIQUE	888 X 1776 PX

* Pour toute insertion presse commandée, campagne d'un mois offerte sur les 3 formats de bannières



ÉVÈNEMENTIEL

COUVERTURE ÉVÉNEMENT (INTERVIEW MICRO + PHOTOS + WEB + INSTA)	À PARTIR DE 1500 €

* Tarifs exprimés en HT

MEDIA
PRESS KIT

STANDARD RATES

L'EDITO
WHAT YOU LOOKING FOR IS RIGHT HERE

ÉDITION SPÉCIALE

OFFRE MÉDIA & VISIBILITÉ

Valorisez votre marque dans une édition spéciale de L'Édito Magazine, dédiée aux marques, entrepreneurs, créateurs et personnalités.

NOS OFFRES DE PUBLICATION

PAGE SIMPLE — **400 € HT**
Une page de présentation dans le magazine

DOUBLE PAGE — **800 € HT**
Deux pages de présentation dans le magazine

ARTICLE SUR DEUX PAGES — **700 € HT**
Article dans le magazine, avec photos fournies par le client

OFFRE COUVERTURE — **1 500 € HT**
Couverture du magazine + article en double page intérieure

PUBLICATION DIGITALE — **400 € HT**
Article publié sur le site internet L'Édito Magazine

WOMAN BRAND LAB PARTNER SPECIAL EDITION

EXPO ZONE

what your expo zone
could look like



EXPO ZONE

PREMIUM AWARDS PARTNER

this is how a partner's
stand could look at the event



GUEST | €350

WHAT'S INCLUDED:

- participation in the international brunch **Woman Brand Lab**
- masterclass by Maria Alexandrova «Code of Uniqueness»
- Mention in the participant list of **Woman Brand Lab**
- general photo and video coverage of the event.
- networking with women entrepreneurs, experts and partners
- business breakfast included

What the participant gets:

NEW BUSINESS CONNECTIONS, TOOLS TO GROW YOUR PERSONAL BRAND AND A MENTION IN WOMAN BRAND LAB

BRAND GUEST | €650

WHAT'S INCLUDED:

- everything in the Guest package
- interview and presentation of your project in **Woman Brand Lab** magazine (2 spreads)
- one post about you or your brand on the project's social media, tagging your account
- presentation of your project in the event's Telegram group
- personal photoshoot at the brand zone — photo and video content for you
- private Telegram group and access to contacts

What the participant gets:

A PUBLICATION ABOUT YOU AND YOUR BUSINESS, AN INTRODUCTION TO THE COMMUNITY'S AUDIENCE AND PHOTOS FOR FURTHER PROMOTION

VIP PARTNER | €1500

WHAT'S INCLUDED:

- everything in the €650 package
- the option to showcase your brand in the exhibition area
- two spreads about you and your business in **Woman Brand Lab** magazine
- video interview and a separate clip about your brand
- video interview published on the project's social media, tagging your account (YouTube, Instagram)
- professional photoshoot
- business transfer
- +1 ticket, brunch included

What the participant gets: PERSONAL BUSINESS PRESENTATION TO GUESTS, TWO MAGAZINE SPREADS AND VIDEO CONTENT PUBLISHED ON THE PROJECT'S SOCIAL MEDIA

PREMIUM PARTNER | €2000

WHAT'S INCLUDED:

- everything in the €650 package
- a spot in the exhibition area and the option to display your own banner
- your logo on the shared banner and personal brand introduction by the host.
- two spreads with a full interview in **Woman Brand Lab** magazine
- an article in the French magazine **L`EDITO**
- a dedicated post, reel and video interview on the project's social media, tagging your brand
- presentation of the project in the Telegram group
- materials and gifts in the guests' welcome package
- two tickets, brunch included
- business transfer

What the participant gets: PR & MEDIA SUPPORT, BOOSTING YOUR STATUS AND YOUR BRAND'S RECOGNITION

VIP AWARD PARTNER | €2500

WHAT'S INCLUDED:

- your own stand in the exhibition area
- a stage talk of up to 10 minutes and a brand gift giveaway
- presenting awards to VIP participants
- two spreads in **Woman Brand Lab** magazine
- Publication in **L`EDITO**
- video interview and brand tag on the project's social media
- personal brand introduction during the event
- brand materials and gifts in the guests' welcome package
- personal professional photo and video shoot
- business transfer

What the participant gets: DIRECT CONTACT WITH THE AUDIENCE, PUBLICATIONS IN TWO MAGAZINES, PR & MEDIA SUPPORT, BOOSTING YOUR STATUS AND YOUR BRAND'S RECOGNITION



22 NOVEMBER · MONACO

PRIVATE LUNCH

A PERSONAL MEETING WITH MARIA ALEXANDROVA AND THE STRATEGIC PARTNERS OF WOMAN BRAND LAB

The day after the event — at a premium restaurant in Monaco,
in an intimate circle of the event's partners.

Personal conversations · Project discussions · Q&A

New opportunities for strategic partnerships

THE SECRET CODE OF A WOMAN



BECOME *a Woman*

WHOSE NAME HAS INFLUENCE

BUILD A BUSINESS THAT BRINGS YOU PLEASURE AND JOY IN LIFE, BE FULFILLED AS A WOMAN AND ALLOW YOURSELF EVERYTHING IN THIS LIFE!