

LUX

LUXURY LIFESTYLES MAGAZINE

Internet Sales Kit 2008



LUX-Mag.com: a website about the luxury lifestyle, created by and for people who live it.

INTRODUCTION

As the online home of LUX Magazine, the **LUX-Mag** website is the ultimate site for the luxury lifestyle. The site incorporates all of the compelling editorial, photography, and classified advertising from LUX Magazine's print version plus a number of

LUX Magazine

LUX Magazine first issue launched in 2001

LUX – Website launched in July 2007

Together LUX Magazine and the LUX online site (www.lux-mag.com) bring you the latest and greatest in the world of luxury living.

luxurious extras that just can't be put on paper.

For six years, LUX Magazine has been the leading authority on the products, events, issues, and passions that capture the attention of the affluent and influential. The publication's exclusive

editorial and stunning photography present the finest products and services from the realms of automobiles, yachts, fashion, private travel, gourmet, and more.

Our special themed editions garner tremendous interest from readers, advertisers, and the consumer press, helping to further LUX Magazine's positioning as the consummate magazine of luxurious living.

In our summer issue LUX Magazine goes green all over. We have endeavoured to discover ways to balance the enjoyment of luxury while still caring for the environment. From supercharged electric cars, eco-friendly luxury homes and interiors, eco-chic fashion, five star environmentally friendly resorts, eco luxury products to water efficient and chemical free golf courses; there seems to be a green alternative to almost everything.

LUX Magazine brings you the latest happenings in the world of luxury, from new trends in the fashion world, to off the beaten track holidays, kept up to date through the LUX – website (www.LUX-Mag.com).

LUX - Luxury styles magazine

http://www.lux-mag.com/

Google LUX WAFI dev MR on staging India Google Map...om Markers Choice Hotels Banner Ad Sizes Company law Teletext UK


LUX LUXURY LIFESTYLES MAGAZINE

HOME - ABOUT LUX - THIS ISSUE - ADVERTISE WITH US - CONTACT US - AFFILIATES

NUMBER 23
SUMMER 2007

Lux is a quarterly luxury lifestyle magazine, produced for and by the people who live it. Now in its sixth year, LUX has become one of the foremost publications in the field of luxury and is considered a must-read for the world's affluent and influential.

Click here to read Issue 23 Summer 2007



THE GREEN ISSUE
LUXURY GETS ECO FRIENDLY

Luxury & Exclusive HOTELS

click here to watch the video

CASTADIVA

FINCA CORTE

THE RESORT

FEATURES
Going going green
Holidays are all about carefree relaxation right? Wrong! Travel is turning eco-aware, culturally cluedup and downright conscientious. We no longer want to sip Piña Colodas and watch ecosystems crumble. A new

COLUMNS
Fashionista: Green's the new black
This season the catwalks have come out all ethical, as the world of fashion becomes environmentally aware and our own fashionista finds her eco-conscience [read this issue...](#)

LUX - Luxury styles magazine

http://stage1web9.nucleus.co.uk/index.html

Google LUX WAFI dev MR on staging India Google Map...om Markers Choice Hotels Banner Ad Sizes Company law Teletext UK


LUX LUXURY LIFESTYLES MAGAZINE

HOME - ABOUT LUX - CURRENT ISSUE - BACK ISSUES - ADVERTISE WITH US - SUBSCRIBE

NUMBER 24
AUTUMN 2007

Lux is a quarterly luxury lifestyle magazine, produced for and by the people who live it. Now in its sixth year, LUX has become one of the foremost publications in the field of luxury and is considered a must-read for the world's affluent and influential.

Click here to read the current issue of Lux



FOOD FOR THOUGHT
THE GOURMET ISSUE

Luxury & Exclusive HOTELS

click here to watch the video

CASTADIVA

SEARCH A DESTINATION

Enter the destination

[View all destinations](#) Search >

SEARCH & BOOK A HOTEL

FEATURES
Seasons in style
Angela Hartnett is Britain's most admired female chef. Renowned for the purity and simplicity of her Mediterranean-influenced cuisine, the Michelin starred chef tells Natasha Faruque about her passion for seasonal foods [more...](#)

Gourmet drive Scotland
A flurry of Michelin-starred chefs, outstanding beef and fêted local asparagus are the highlights of Guy Fieri's search for a gourmet meal in the Scottish Highlands. His four-day road trip is a feast of gourmet, golf and gorgeous hotels [more...](#)

Haute hotels
The world's leading hotels are also home to some of the finest restaurants, serving the most exquisite cuisine

COLUMNS
Fashionista: The best possible taste
This season's style Specials board is loaded with deliciously sexy skirt suits and lavish day dresses. Our Fashionista takes a big bite from the autumn/winter fashion feast [more...](#)

DEPARTMENTS
Cars: Mercedes-Benz ML420 CDI
Once upon a time diesel cars were strictly for farmers and misers. Now, advances in diesel technology mean they can outperform petrol models, as the Mercedes ML 420 demonstrates [more...](#)

Hotels: Lisbon's Pestana Palace
The stunning Pestana Palace hotel in Lisbon is reason alone to discover this enchanting Portuguese city [more...](#)

ONLINE ADVERTISING RATES

Banners

Online display advertising is the most successful and powerful way to reach the LUX-Mag.com audience. LUX-Mag.com offers several sizes of banner ads throughout our network that are strategically placed to maximize impact.

eBrochures & vBrochures

Expand your marketing message with eBrochures on the LUX-Mag.com network. A full-size web page eBrochure featuring up to 30 pages will allow you to highlight your product or service. vBrochures display up to a 2 minute video of your product or service. Easily accessed e&vBrochure thumbnails are featured on every page and can be monitored to track your traffic activity. Email and URL hyperlinks from your e&vBrochure can connect you with your customers.

Prices

<u>Products name</u>	<u>Product type</u>	<u>Price</u>
Top Banner	468 x 60 pixels	€40 cpm*
Skyscraper banner	120 x 600 pixels	€32 cpm*
Half banner	234 x 60 pixels	€15 cpm*
Editorial Banner	234 x 280 pixels	€32 cpm*
LUX-Mag.com eBrochure	480 x 360 pixels	€350 per month
LUX-Mag.com vBrochure	360 x 270 pixels	€700 per month

* 100 clicks

Additional prices

300€ for creating a flash banner, 600€ for creating a Ebrochure, 800€ for creating a Vbrochure

Place on website*

Top banners 468 x 60 pixels will appear on the top of the page at the right side.

Skyscrapers 120 x 600 pixels will appear on article pages (current issue)

Half-banners 234 x 60 pixels will appear at the left side of the page.

Editorial banners 234 x 280 pixels will appear at the left side of the page.

LUX-Mag.com e&vBrochure will appear at the left side of the page.

**LUX keeps the right to change the position of the banner if needed*

Web specifications

eBrochure

Text: Up to 900 words of copy

Format: Up to six .JPG and .GIF images

Size: Preferred size is 40 x 360 pixels; larger images will be resized to match our specifications

vBrochure

Text: Up to 900 words of copy

Format: .FLV

Flash requirements: Version 7 or higher

Size: 360 x 270

Max bitrate: 1500/kps

WEB SPECIFICATIONS

Please allow 3 business days to process simple image and animated ads and 5 business days to process all other types of creative such as rich media ads. Third-party code is accepted.

Banner ads

Dimensions: 468 x 60, 120 x 600, 234 x 60, 336 x 280 pixels (all at 72 dpi)

Format: One image in .JPG, .GIF, animated.GIF or .SWF
(.SWF must be accompanied by backup .JPG, .GIF, or animated .GIF)

Max file size: 20KB per creative

Links to your site:

All creatives must be accompanied by a click-through URL and ALT text.

All Flash creatives must have an invisible with an invisible button

as the top layer, set to have the following codes

as an action on the button: on (press) {get URL (clickTag,"_blank");}

All flash creatives must also be

accompanied by a click-through

URL, ALT text, and an ALT

image (also under 20KB) that will

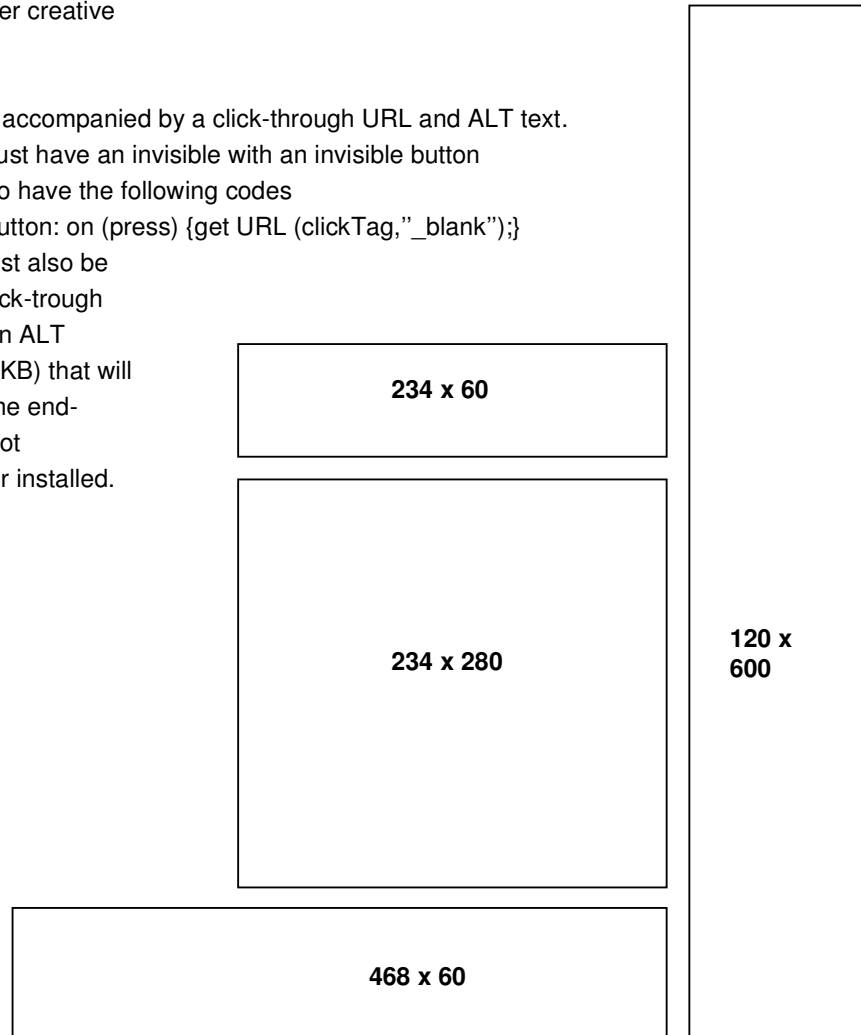
display in the event the end-

user's system does not

have a FLASH player installed.

Max file size:

20KB



ADVERTISING ENQUIRIES

Advertising

advertising@lux-mag.com

General information

info@lux-mag.com

For examples, please go to:

www.lux-mag.com