

LUX

LUXURY LIFESTYLES MAGAZINE

SALES KIT 2008



in this issue...

TOP TEN ART HOTELS ♦ SANTIAGO CALATRAVA ♦ THE GALLERIST: INVESTING IN ART ♦ WATCH DESIGN
LUXURY FAMILY HOLIDAYS ♦ WINE AND ARCHITECTURE IN LA RIOJA ♦ EXTREME SUMMER SPORTS
TREMENDOUS TORONTO ♦ OPERA GETS FASHION CONSCIOUS ♦ THE BOOM IN INTERACTIVE ART

*A magazine about the luxury living,
created by and for people who live it.*

CONCEPT

There are some people for whom luxury is more than an idea, more than a dream, more than the occasional indulgence. For these people, the very privileged few, luxury is nothing less than a way of life. For them, no hotel but the best will suffice. No wine but the finest will truly satisfy. No car or yacht, residence or retreat, watch or jewel, garment or accessory that does not live up to the highest standards of quality and style can ever win their approval. These are the people for whom LUX was created. And thanks to the magazine's unique distribution, these are the people who read it.



PUBLICATION PROFILE

Frequency: Quarterly
Print run: 24,000
Printing: Offset
Nr of Colours: 4/5

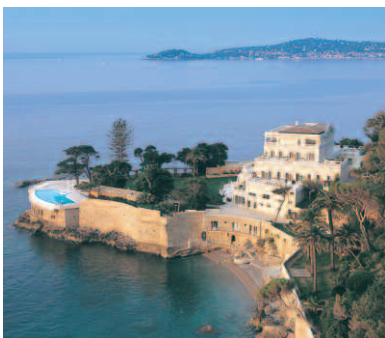


READERSHIP

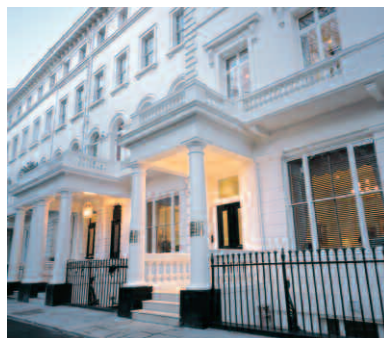
All magazines claim to know their readers, but few magazines know them better than LUX. That's because the typical LUX reader is a guest in our exclusive network of more than 100 luxury lifestyle hotels and resorts. Information about our readers, collected via LUX reader enjoys an annual income of more than €250,000 (\$375,000). He or she (readership is divided equally between men and women) has an average age of 45, travels at least six weeks per year and stays at the most exclusive hotels and resorts. He/she is design conscious, with a preference for intimate, contemporary hotel settings emphasizing discretion, style and personal attention. The typical LUX reader, in other words, is anything but typical.

LUX READERS

Earn more than
€250,000 per year
Travel at least
six weeks per year
Are design and
style conscious



CAP ESTEL, French Riviera



THE ROYAL PARK, London



GRAN HOTEL SONNET, Mallorca

CIRCULATION

LUX magazine and its advertisers enjoy access to 250,000 elite and luxury-minded travelers across Europe. This figure, developed in conjunction with a major European publishing house, is based on hard fact rather than the wishful thinking that underlies most magazine sales literature. Given the price of a single page advertisement (€3,500), the LUX CPM (cost per reaching 1000 readers) is an exceptional value at just over €14 (or around 1.4 cents per reader). Lux's unparalleled distribution network includes:*

- 1 Over 100 Luxury Lifestyles Hotels and Resorts.*
- 2 All Pestana Hotels in Portugal.*
- 3 Guests of 160 of the finest hotels in the world through an arrangement with the luxury travel website Luxury Explorer.*
- 4 Other luxury outlets like Michelin starred restaurants, boutiques and yacht, racket, golf and equestrian clubs throughout Europe.*
- 5 Mailed to a bespoke list of High Net Worth and influential Individuals in London.*
- 6 At Stein Hotels and Resorts, Europe's leading small luxury lifestyle hotel collection with a portfolio of 17 hotels in some of Europe's most desired destinations.*
- 7 Sent out to 500 private subscribers.*

*LUX circulation figures are based on the number of luxury hotel rooms and suites only in "Luxury Lifestyle Hotels & Resorts" hotel members, more than 4,800 hotels and suites in which the magazine is exclusively distributed, multiplied by the average occupancy rate across the network (67%), the average number of room occupants (1.8 persons) the number of days in which issue circulates (90) and divided by the length of stay in the hotel (2.1). The total figure (250,676) does not include guests to hotel restaurants, lounges and bars. Nor does it include LUX readers at elite restaurants, boutiques and racket, golf, equestrian clubs and trade shows where LUX is distributed.



DURLEY HOUSE, London

LUX ADVERTISERS*

Have access to 250,000 high net worth individuals per quarterly issue

Spend just 1.4 cents per reader

Benefit from the leisurely, luxurious hotel ambience in which the magazines are presented



THE COLLEGE HOTEL, Amsterdam



CHÂTEAU EZA, French Riviera



BROWNES, Dublin

LUX SPECIAL EDITIONS

Personalized editions of LUX. For those companies looking for the perfect marketing tool for their high end clientele LUX offers the opportunity to produce a glossy magazine at a fraction of the cost. LUX Special Editions include your company logo on the front cover plus an 8 or 16 page supplement with the editorial of your choosing.

*Special cover + 8 dedicated pages (editing and graphic design)
+ Dedicated front page cover, 2000 copies* € 13.000

*Special cover + 8 dedicated pages (editing and graphic design)
+ Dedicated front page cover, 5000 copies* € 20.000

*Special cover + 16 dedicated pages (editing and graphic design)
+ Dedicated front page cover, 2000 copies* € 15.000

*Special cover + 16 dedicated pages (editing and graphic design)
+ Dedicated front page cover, 5000 copies* € 22.000

Shipping included

ADVERTISING RATES

First double page (inside front cover) € 8,000.00

Back cover € 6,500.00

Double page € 6,300.00

Inside back cover € 5,000.00

Single page, right side € 3,900.00

Single page, left side € 3,500.00

For advertorial rates, please contact our sales director

Discount on Rack Rate for annual contracts

(to be discussed with the sales manager)

*The LUX design team can create your advertisement
for an additional fee of €250*

TECHNICAL SPECIFICATIONS

*All digital (TIFF, EPS, JPG) advertising images (CMYK)
should have a minimum of 300 dpi at the correct printing
dimensions (230x297mm, 4mm bleed each side).*

All advertisements to include a full colour proof.

*Any advertisement that does not include a full colour proof
will be published at the advertisers risk.*

CONTACT

*For more information on LUX magazine and advertising
please visit:*

www.lux-mag.com or advertising@lux-mag.com

