

**LUX**  
LUXURY LIFESTYLES MAGAZINE



in this issue...  
THE REVIVAL OF LONDON'S SIOANE AND BOND STREETS • LUX REPORT: A SPECIAL GIFT GUIDE • THE BENTLEY ARNOLD COLEMAN • GOURMET DRIVE: CÔTE D'AZUR • LUXURY SRI HOLIDAYS • CHAMPA

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in this issue...  
TOP TEN ART HOTELS • SANTIAGO CALERÓN • LUXURY FAMILY HOLIDAYS • WINE & SPIRITS • TREMENDOUS TORONTO • OPERA & THEATRE

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in this issue...  
HOW CHINA IS CONQUERING THE WORLD • OUR GUIDE TO RITZY RESTAURANTS • DESTINATION ASIA FOR THE FASHION-BEYOND-HORIZONS • THE LUX REPORT: 25 EMPLOYERS FOR THIS SEASON

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also in this issue...  
DRESSING TO SAVE THE PLANET • A SPECIAL LUXURY REPORT: CARS WITH VAVOOM (BUT NO SPLUTTER) • THE LUX REPORT: 25 EMPLOYERS FOR THIS SEASON

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## EASTERN PROMISE

Inside the House of Hermès  
A world exclusive insight  
The men's style revival in London  
The LUX Report  
25 unmissables for this season



**LUX**  
MAGAZINE

Media Pack 2011



# CONCEPT

Now in its 10th year, LUX Magazine is dedicated to offering continuous great reads on everything from the worlds of travel, art, food, tech trends, fashion, performance cars, and property – very simply, everything de *LUX*. Whether sipping Krug while overlooking the Singapore harbour on your brand new Sunseeker or keeping tabs on the market at tee off, you're likely to be within easy reach of the latest LUX.

In recent years, luxury has found a place amongst a new generation of affluent, well-heeled consumers who expect nothing but the best. Gone are the days of opulence and over-the-top service and in their place are simple, nimble and smart. Discerning. Authentic. Understated. LUX.

Carefully curated by its team of international editors, the magazine garners ideas, outlooks and opinions from contributors and interviewees who are the best at what they do. Be it jewellery, fashion, timepieces, travel, food or anything that makes life that much more beautiful, LUX engages, inspires and tickles the curiosity through its witty charm (and interesting articles of course).

By being a part of LUX, your brand will appear alongside some of the world's most sought after brands, products and other pièces de resistance. Why settle for anything less?

# CONTENT

The team of writers and editors at LUX are committed to combing the world over to deliver features and updates on the world of luxury. Driven by a passion for all things beautiful, tasty and wonderful, no stones are left unturned. Each story and article is accompanied by images that will transport you into another world and leave you wanting more.

Each issue includes these regular sections:

<b>The LUX Report</b>	A sweeping survey of the latest luxury goods and services
<b>Departments</b>	Trends and developments in a range of fields pertaining to luxury
<b>Insider</b>	Insights and opinions from trend-setters and taste-makers
<b>Features</b>	An eclectic mix of great reads surrounding luxury and lifestyle
<b>Directory</b>	A listing of LUX Legion Members and repository of all the LUX finds we like to share

# READERSHIP & CIRCULATION

LUX is the world's international luxury magazine of reference. It is distributed internationally to an exclusive network of High Net Worth and Ultra High Net Worth individuals. These lists, acquired painstakingly by LUX since its inception as the world's leading international luxury magazine in 2002, are focused on London and Singapore, Hong Kong, the UK, western Europe and the Gulf. In addition, 10,000 copies are sent to luxury hotels, private members' clubs, airline and private jet lounges via a VIP distribution service offered by one of the world's leading publishing houses. The publication is also distributed to luxury residential properties around the world.

**10,000**

Additional copies of LUX now sent to luxury hotels, private members' clubs, airline and private jet lounges

**12**

Countries where LUX is distributed to High Net Worth individuals including the UK, Spain, Switzerland, Greater China and Singapore

**£136 million**

The price of an apartment sold last year in Knightsbridge, central London, where LUX distribution is centred

# SPECS

## Dates

LUX is published quarterly:		Publishing Deadline	Material Deadlines
Issue 1	2010/11	15 March	15 February
Issue 2	2011	15 June	15 May
Issue 3	2011	15 September	15 August
Issue 4	2011	15 December	15 November
Issue 1	2012	15 March	15 February
Issue 2	2012	15 June	15 May

## Technical Specifications

- All images need to be sent in high resolution digital files (PDF, TIFF, EPS, JPG)
- Each page is 230 mm x 297 mm and must run to the edge of the page with a 4 mm bleed on each side
- All advertisements must be accompanied with a full colour proof. Any advertisements that do not include a full colour proof will be published at the advertiser's risk

# RATES

## Advertising Rates

Full Page	£ 3,900
Front Cover DPS	£ 8,000
Outside Back Cover	£ 7,150
Double Page Spread	£ 6,300
Inside Back Cover	£ 5,500

## Frequency Rates

2 times	5%
4 times	10%
8 times	20%

Terms & Conditions: Rates are available until December 31, 2011. Frequency rates apply for multiple placements within 12 months from the first. | Requests for specific positions in the magazine carries a 15% premium and is subject to availability. | Rates quoted are applicable to basic CYMK printing. Special finishes may incur additional costs. | Cancellations must be advised 30 days before the print date.





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