

LUX

RESPONSIBLE LUXURY

Media Pack

2020

LUX is the world's market-leading luxury publication, renowned for its aesthetic, commitment to art, innovative partnerships and responsible ethos.

LUX creates intelligent and aesthetically striking visual and narrative stories about brands, trends and people within the environment of the world's most prominent art, culture and luxury magazine.

LUX is the only editorial magazine created for the global UHNW market. We are storytellers, editors and creatives, and we have the trust of our readers through our informed and intelligent content. LUX readers are influential global UHNW individuals and LUX is their world. LUX is owned and edited by Darius Sanai, an Editor-in-Chief at Condé Nast International, who has launched and edited more than 30 magazines, most recently Vogue Hong Kong.

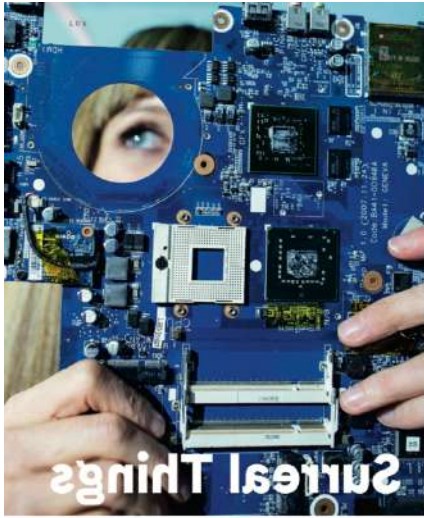
Underlining our authority and insight, our contributing editors include Johnny Hon, Simon De Pury, Jean Claude Biver, Cindy Chua, Stefania Angelini, Gauhar Kapparova as Editor-at-Large and Vicky Xu as Asia Editor.

The LUX philosophy of Responsible Luxury applies to the way we approach coverage, inform our readers, and create a visual showcase that is also a cultural icon, an object of beauty, and a serious format for intellectual enlightenment.



Our audience

Global readership
250,000-300,000



THE FACE OF ART

Luxury Swiss watchmaker Hublot is letting artists design the i-Spheres, and their customers and collectors love them. Richard Taylor examines a new trend in horological branding.

Hublot chief executive Ricardo Cordero was on a mission when he set out to create the i-Sphere watch. In the 1980s, he was looking for a way to connect with younger consumers and bring his brand back to the forefront of the watch industry. He wanted to create a watch that was not just a timepiece, but a piece of art. He wanted to create a watch that was not just a timepiece, but a piece of art. He wanted to create a watch that was not just a timepiece, but a piece of art.



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"I WANTED TO MAKE A MIX BETWEEN A WATCH AND A SCULPTURE"

LUX's global circulation includes news stand sales in 12 countries, direct distribution to clients of our luxury partners in 18 countries, availability at the world's key events for our readers around the calendar and in luxury hotels, supercar dealerships, yachts, private jet, helicopter and airline lounges. Our distribution varies by issue as we target our readers as they travel through and to different seasonal events and activations, and also to the specification of our partners.

Our core circulation areas are: UK, France, Germany, Switzerland, Italy, Russia, the UAE, Hong Kong, Singapore, key cities in Mainland China, NYC, Miami, the San Francisco Bay area and LA.

Plus luxury hotels in the Caribbean in the winter season, luxury hotels in the Alps during ski season, Mediterranean yachts and resorts in the summer, Frieze Art Fairs in London, New York and LA.

We publish up to six special editions with bespoke covers for partners every issue. All our content is in every partner edition of the publication.



Expansions to the remote and barely explored corners of the planet are not for everybody, but with the help of luxury travel company Abernethy & Hart, destinations previously considered inaccessible have become a reality, within reach. From the altitude of Everest's Base Camp to the depths of the Grand Teton, these inspiring expeditions will bring out your inner adventurer. James Perry reports with Eleanor Grayson. (Click to find out where our next trip is going next.)

Life on the
thrillionaire trail

WITH A DECADE OF SUCCESSFUL COLLECTIONS BEHIND HER AND A PENCHANT FOR OUTSIDE-THE-BOX COLLABORATIONS, MARY KATRANTZOU IS A DESIGNER NOT ONLY BURSTING WITH CREATIVITY BUT ALSO WITH THE BUSINESS ACUMEN TO GO TRULY GLOBAL, AS CAROLYN ASOMIE DISCOVERS

That's not to mention the highly regarded lineup of her recent work, the past few seasons of her ready-to-wear line, the art of her limited-edition collaborations (one of which, Karl Lagerfeld, she did not even see at all). These Katrantzou, who for the past decade has worked with her own brand of specific mensuration, including creating hoodies and an assortment of shoes, are more than just ready-made garments to keep up with her man. The Greek-born fashion designer used working power houses, who read her work at the Rhode Island School of Design before meeting her at the Trade Design in London's Central Saint Martins, her high-fashion days. "I was privileged to be a garment maker."

Now, designers are able to combine the pleasure of giving the men fashion. It's not all an effort to combine these two worlds as Katrantzou can - although one woman that she has always resisted the challenge, that was light up. "Giving men fashion is the ultimate challenge. It's not to have an understanding of the business of fashion. I don't think you can have a complete without that, because it's not the same as for women."



THERE'S
SOMETHING
ABOUT MARY

58% HNWIs
32% UHNWIs

54% Men
46% Women

Interests

73% Art
78% Fashion
83% Travel

52% Timepieces and Jewellery
76% Owns more than one property
69% Own 2 or more luxury and/ or classic cars

60% Europe & UAE
30% Asia
10% North and South America

Other Channels



Website
www.lux-mag.com



Social Media
[@the.official.lux.magazine](https://www.instagram.com/the.official.lux.magazine)

Partnerships



LUX works with suitable partners to create editorial content within the magazine and online.

Partner content is created by our editorial team and runs seamlessly along the rest of our editorial.

Partnerships typically involve LUX creating between 4 and 16 pages of bespoke content per issue. These are magazine features, stories built together around partners' key messages, which are editorial, not advertorial, in tone. All content also appears on the LUX website, where we can also run more newsworthy updates on partners' stories. Partners benefit from LUX's brand, reach, and distribution: a formidable partnership with one of the world's most respected media luxury brands, telling their stories on our pages. We also work closely with an exquisite social media partner to offer, as an option, suitable influencer amplification of our beautiful messages.

Partnership rates on request.

Advertising



Paper Walls

German photographer Thom as Demand has become celebrated for his compelling, sometimes shocking, abstract recreations of the everyday. He talks to Anna Wallace-Tompson about the home-gardening of our world, finding power in the banal, and Saddam Hussein's kitchen

Page Rates

Right hand page, first 25%: £8,500

Right hand page, run of book: £7,000

Left hand page, first 25%: £7,000

Left hand page, run of book: £4,500

DPS, first 25%: £10,000

First two DPS: £12,500

Inside back cover: £9,000

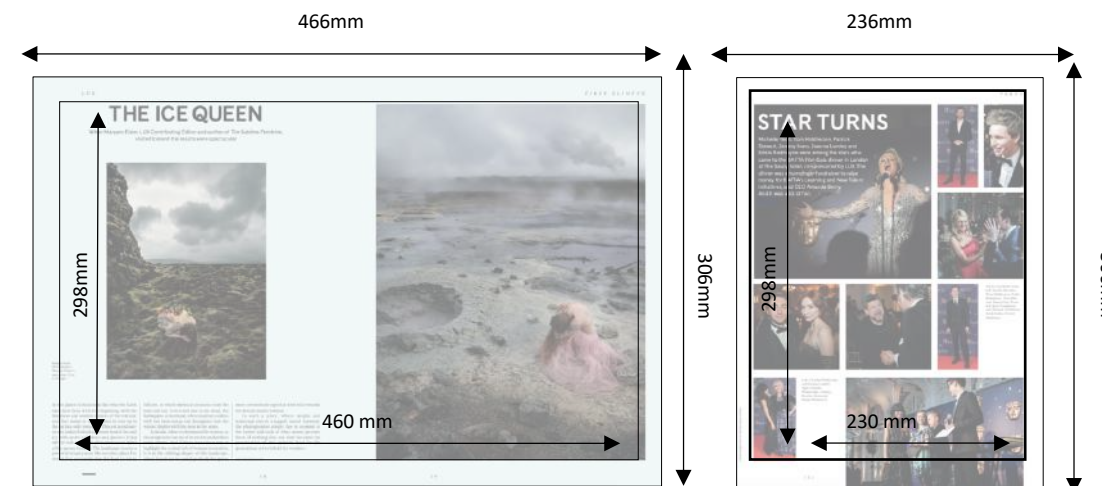
Outside back cover: £12,500

Usually sold in combination with broader editorial partnerships

Dates and Specifications

Issues	Published	Ad Material	Copy date
Autumn 2019 (launched at Frieze London)	1 September	15 July	1 June
Winter 2020	15 December	1 November	1 October
Summer 2020 (launched at Frieze New York)	18 April	15 March	15 February

H x W in mm	Trim Size	Bleed Size
Full Page	298 x 230	306 x 236
Double Page Spread	298 x 460	306 x 466



Please ensure the Advertisement material (CD-Rom or Email) and high quality colour proof reaches us within the set time frames. Kindly advise on any special materials or colours to be used.

1. All images should be high resolution digital files (TIFF, EPS, PDF, JPG OR JPEG) in 300 DPI and CMYK format.
 2. When exporting files to PDF, you MUST select the colour profile destination to "Coated FOGRA39 (ISO 12647-2:2004)".
 3. Please provide all materials with a 5mm bleed on all edges. High quality colour proofs must be provided.
- Any advertisements that do not include a full colour proof will be published as per the materials supplied in the CD-ROM email and at the advertiser's risk. No colour adjustment will be made.
- Please use 100% Black as a single colour (ie 100% Black) instead of 100% Black in full colour CMYK (ie. 100% Yellow, 100% Magenta, 100% Black and 100% Cyan).
- Materials should preferably be supplied as a print-ready Adobe Illustrator or Adobe In-design PDF file with crop marks and bleed with all the text outlined and the pictures attached. Please embed all fonts within the file.

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