

LUX

RESPONSIBLE LUXURY

Media Pack

2021

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

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.



THE FACE OF ART

Luxury Swiss watchmaker Hublot is letting artists design their timepieces, and their customers and collectors love them. Rachael Taylor examines a new trend in horological branding





Expeditions to the remote and barely explored corners of the planet are not for everybody, but with the help of luxury travel company Abercrombie & Kent, destinations previously considered inaccessible to the tourist are now at a price within reach. From the altitude of Everest's Base Camp to the depths of the Danakil Depression, their inspiring Expeditions will bring out your inner adventurer. James Patey meets A&K founder Geoffrey Kent to find out where on earth this was major quest.

Life on the trillionaire trail



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

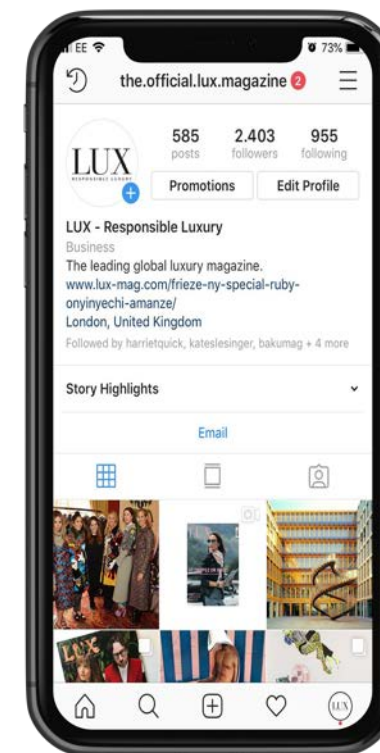
10% North and South America

Other Channels



Website

www.lux-mag.com



Social Media

[@luxthemagazine](https://www.instagram.com/luxthemagazine)

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



HIGH-FLYING DREAM MACHINES

The ultimate convertible Rolls-Royce and flagship offerings from Ferrari, Porsche and Alfa Romeo keep our motoring staff engaged

Rolls-Royce Dream Machines

The current thing about many very desirable cars is that they are not actually very pleasant places to be in. They are not worth the risk, and most of the hundreds of thousands of dollars you will spend

the conversion. Nobody considers us as the company's offering of being anything other than a luxury and companion. However, this is the company at the top of the automotive race, with an emphasis on safety and reliability, with no compromise to the car's look. If you are really enough to buy a Rolls-Royce, you will also be willing enough to buy yourself as many Land Rover and Bentley as you need to help the car ride of your life as well.

This has worked very well for the company, as seen in the growing sales figures around the world. However, for enthusiastic drivers, there has been a downside. The Rolls-Royce Phantom, while not fully constructed and ultimately



The 1111th Ferrari F12 Berlinetta is a limited edition car.

of this machine. The feel of the materials in the interior, the quality of leather, the thickness of the metal panels, the weight of the controls, all feel above and beyond any other car in the market. One can feel the car's control in black leather with orange piping and orange stitching in the cabin. It looks great, with a definite nod to the LA top scene. But some might wonder whether a more traditional color scheme would be more fitting for a Rolls-Royce, even if it is a sporty version. If so, we need to worry for our own Rolls-Royce is extremely comfortable - at a price.

There is a downside to the styling of the Black Badge that is not apparent in other

If there is a drawback, it is this. The Ferrari is a convertible, but with everything beyond the body's exterior, there is a lot of insulation in the cabin, generated by an amazing form of air. You will be extremely surprised about your hair style if you were to take it on the highway with the roof down. There is a solution to that, in the rearview mirror. There is a sensor that detects the hair from behind. We didn't try the sensor, though, but it would most certainly be the solution to the hair style problem. The car is a masterpiece, with what appears to be the best of both worlds.

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Paper Walls

German photographer Thomas Demand has become celebrated for his compelling, sometimes shocking, abstract recreations of the everyday. He talks to Anna Wallace Thompson about the homogenization 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

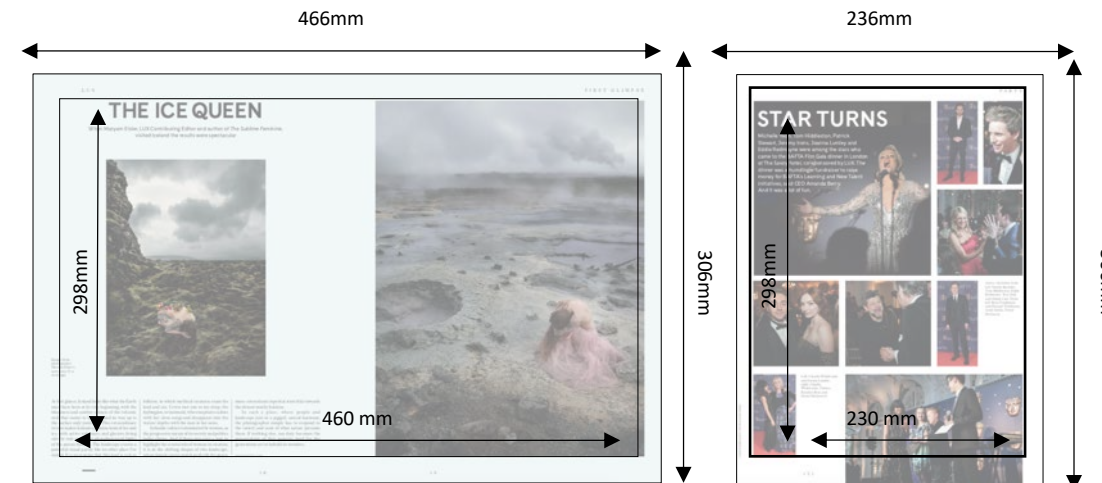
Outside back cover: £12,500

Usually sold in combination with broader editorial partnerships

Dates and Specifications

Issues	Published	Ad material	Copy due
Summer 2021	20th April	15th March	1 February
Autumn 2021 (launched at Frieze London)	1st September	1st August	15th June
Winter 2022 (launched at Frieze Los Angeles)	15th January	1st December	15th October

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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