

LUX

RESPONSIBLE CULTURE



THE LEADING GLOBAL MAGAZINE AND COMMUNITY FOR ART AND CULTURE

MEDIA PACK

2026

ABOUT US



LUX is a community of art collectors, patrons and leaders in global culture, who come together to help create a beautiful print magazine, events, conversations and activations.

In an era where content is on tap 24/7, we combine the highest traditional print magazine values and craft with our community: LUX is made by the leaders in the art world, for themselves - with a little help from our expert editorial team.

Our heart is our artist-created covers. Jeff Koons, Marina Abramovic, Maurizio Cattelan, George Condo, William Kentridge and many others, have been selected by our collector community to create our logo and covers.

The same community both creates and consumes the print publication, at private events and dinners, in private bank and private jet lounges, luxury boutiques and hotel rooms, and from selected news stand locations around the world.

We are the preferred luxury and art media partner of UBS, Richard Mille, Louis Roederer, Artemis Group (François Pinault) and many others.

LUX. By our art collector community, for our art collector community, championed by our art collector community.

Darius Sanai, Proprietor

ABOUT US



- Launched 2001
- Two global print issues per year plus numerous special partner editions
- Print readership: 40,000
Includes direct distribution by private banks, luxury brands, art fairs and collector events
- Instagram: @luxthemagazine
*Created collaboratively by a number of the world's leading art collectors
12.4k followers including several hundred leading global art collectors*
- More than 20 events for collectors, patrons and philanthropists a year in UK, Europe, GCC, Singapore, Hong Kong
- Global collecting and art partner publication for UBS
- Global philanthropy partner publication for UBS
- Art partner publication for Richard Mille
- Global art partner publication for Louis Roederer
- LUX Contributing Editors board includes more than 30 of the most prominent art collectors and patrons in the world
- Chief Contributing Editors: Simon de Pury, Maria Sukkar, Maryam Eisler
- Contributing Editors include: Patrizia Sandretto Re Rebaudengo, Nadja Swarovski, Ina Sarikhani-Weston, Christian Levett, Alan Lo, Arturo Galansino, Umberta Beretta, Angeliki Perfetti, Princess Marie-Laure de Clermont-Tonnerre, Catherine Loewe, Ilaria Ferragamo
- Chief Contributing Illustrator: Jonathan Newhouse



COVER CREATED BY DIANE VON FURSTENBERG



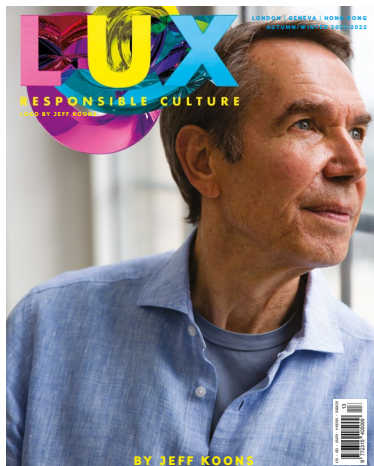
COVER CREATED BY OLAFUR ELIASSON



COVER CREATED BY GEORGE CONDO



COVER CREATED BY MAURIZIO CATTELAN



COVER CREATED BY JEFF KOONS



COVER CREATED BY WILLIAM KENTRIDGE



COVER CREATED BY KAWS



COVER CREATED BY MARINA ABRAMOVIĆ

Unique / bespoke covers created by the world's most celebrated artists - chosen by the most prestigious art collectors. Our art collector community nominates artists and interviews them for us. The artists create the logo for the issue. The issue is promoted by the artists and the collectors in events and on social media

AUDIENCE



LUX: Responsible Culture is the world's market-leading luxury, art and culture publication, renowned for our ecosystem of art collectors, philanthropists, and leaders in luxury and industry

LUX creates intelligent and aesthetically striking visual and narrative stories about brands, entrepreneurs, trends, culture, philanthropy and people.

LUX content is created by and for collectors and high net worth individuals. Our editors and creators include some of the most prominent philanthropists and collectors of art and cultural collectibles around the world. We amplify our content together to our ecosystem.

Readership:

Female **48%** Male **52%**

Overall readership:

70% Europe & UAE

20% Asia

10% North and South America.

48% HNWI's
(£1m+ in investable assets)

22% UHNWI's
(£5m+ in investable assets)

30% other

Collector profile:

78% collect art

52% collect watches and Jewellery

69% Own two or more luxury and / or classic cars

86% Own more than one property

82% Members of private members club

A significant proportion of our readers are members of art patrons or collectors' groups and have collected / bought art in the past year.

More than 70% of our readers identify as collectors or aficionados of contemporary art.

DISTRBUTION



Newsstand, bookstores (UK and global)

Global events including issue launches at the UBS Lounge at the Art Basel Fairs

Launch events across the year in London, Paris, Doha, Monaco, Cap Ferrat, Singapore

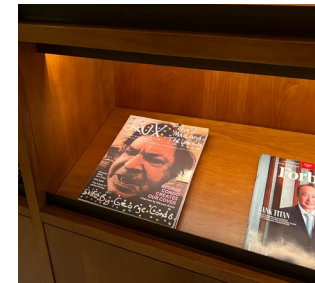
Private jets and lounges including TAG Aviation Farnborough, Harrods Aviation, Paris Le Bourget, Nice Private Aviation, Zurich private Aviation, Samedan-Engadine, Saanen-Gstaad, Private aviation and on board in Istanbul, Doha, Dubai

LUX proprietary mailing list of more than 1000 UHNWIs

Luxury brand partner eg UBS direct distribution to their clients

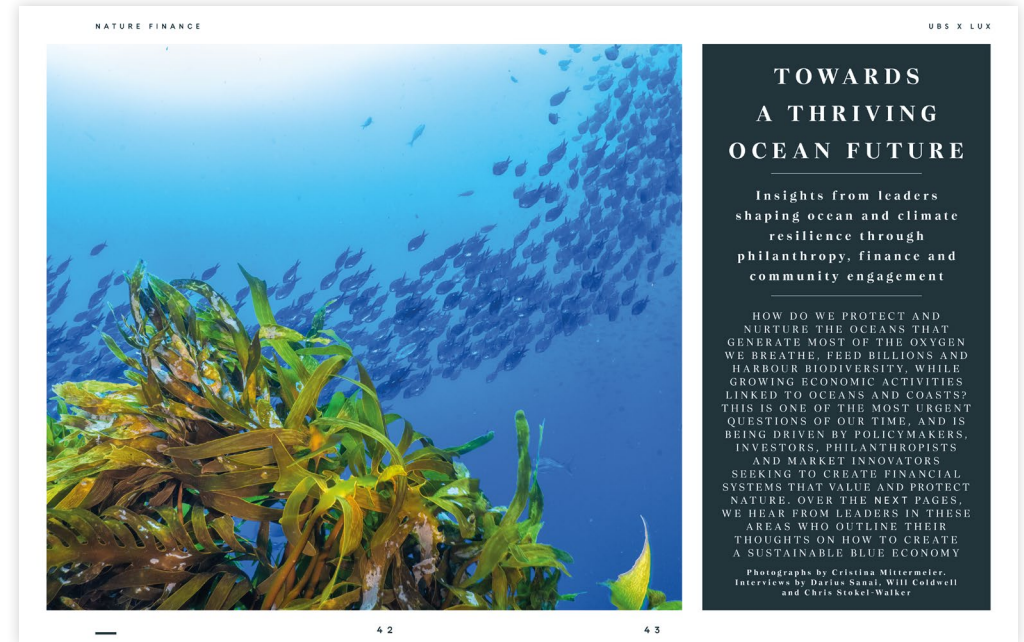
Superyachts via distribution partners in Monaco

Luxury hotels in St Moritz, Gstaad, Zermatt, Courchevel (winter), Cote d'Azur, Italy, Sardinia, Greece (summer), Paris, Milan, London, Vienna, Zurich, Doha, Dubai, Singapore, Hong Kong (year round)



LUX is featured in luxury destinations around the world, including First class airline lounges (Cathay Pacific First Class in Hong Kong, pictured), luxury hotels (Cliveden House and Four Seasons Grand Hotel du Cap Ferrat, Monaco pictured) and Eurostar on board First Class and First Class lounge (pictured)

EXTEND THE PORTFOLIO WITH SPECIAL SUPPLEMENTS, SPECIAL COVERS AND THEMED ISSUES



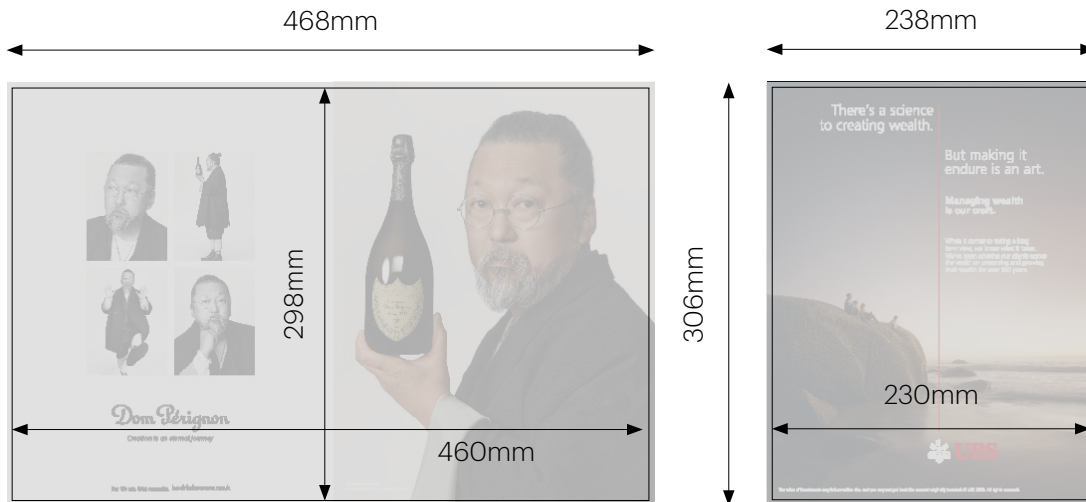
Special covers and bespoke distribution

Full advertorial and editorial collaboration for special sections
(in association with the above or independently)

LUX is one team: our main editorial team works on advertorial for trusted clients

DATES AND SPECIFICATIONS

Issues	Published	Ad Material Deadline	Copy due
Summer 2026	1st May	15th March	1 March
Winter 2026/7	1st October	1st September	15th July



Double Page Spread

H x W in mm	Trim Size	Bleed size
	306x468	298x460

Full Page

H x W in mm	Trim Size	Bleed size
	298x230	306x238

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.

RATE CARD

Inside front cover DPS: £14,500

Outside back cover: £12,500

Second or third DPS: £12,500

DPS, first 25%: £10,000

Inside back cover: £9,000

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





LUX

RESPONSIBLE CULTURE

Winter 25-26 issue
Launch activations, London, Paris and Qatar



LUX Winter 25-26

Launch activities, London and Paris, during Frieze London and Art Basel Paris

Avant-launch events, London

We created and co-hosted highly focussed events with our collectors and partners in London and Paris. These were amplified as appropriate on social media by our art collector, patron and philanthropist ecosystem during this period, many of whom took part in our events in person



Avant-launch events, London (continued)



Collectors and patrons we created the London events with and who attended include:

Evan Kwee, *chairman, Pontiac Land, Singapore*

Ilaria Ferragamo, *luxury brand owner*

Catherine Loewe, *Loewe family*

Jonathan Newhouse, *owner, Conde Nast*

Ina Sarikhani Weston, *Sarikhani museum owner and philanthropist*

Sir Guy Weston, *Weston family*

Christian Levett, *private museum owner and philanthropist*

Arturo Galansino, *Director, Palazzo Strozzi, Florence*

Thomas Stauffer, *collector*

Selcan Atilgan, *private museum owner*

Maria Sukkar, *collector and chair, TATE Acquisitions Committee MENA*

Jennifer Chamandi Boghossian, *collector and patron*

Azia Chatila, *luxury brand owner*

Abeer bin Halim, *patron*

Natalie Livingstone, *real estate family*

Kamiar Maleki, *patrons' family*

Narmina Marandi, *luxury brand owner and philanthropist*

Isabella Von Ribbentrop, *patron*

LUX x Ruinart at Frieze London and Frieze Masters; with Arturo Galansino, LUX Contributing Editor, who held the Frieze Talks series with Dunhill at Frieze Masters; with the Spirit Now x LUX x Frieze Art Prize jury and the LUX x Patina Art Residency jury at the home of TATE Acquisitions Committee Chair Maria Sukkar (all featured in the issue)

LUX Winter 25-26

Launch activities, London and Paris, during Frieze London and Art Basel Paris

Launch events, Paris, during Art Basel Paris

LUX held a private launch event at the home of a luxury investor and collector in Paris, inviting many members of our community.

This event was co-hosted by Darius Sanai, LUX owner; Simon de Pury, the world's most celebrated art auctioneer; and Binith Shah, luxury investor and owner of UMO Paris.

Simultaneously it was made available at Eurostar First Class, Le Bourget Private Aviation and across luxury hotels in Paris



Launch events, Paris, during Art Basel Paris (continued)



Attendees of the Paris launch event included:

Simon de Pury, *celebrity auctioneer*

Maryam Eisler, *collector and former head of TATE Acquisitions Committee*

Dr Paul Ettlinger, *head of the British Council Art Circle & Art Basel Collectors' Circle, philanthropist*

Marcantonio Brandolini, *owner of Palazzo Brandolini, Venice*

Marie-Laure de Clermont Tonnerre, *owner of Spirit Now collectors' circle, philanthropist*

Binith Shah, *luxury sustainable investor*

Martial Mignet, *industrialist and collector*

Katya Bataeva, *luxury brand owner*

Carole Asscher, *diamond merchant*

Elliott Barnes, *investor*

Huang Seng Chong, *Singapore investor*

Gregoire Vogelsgang, *investor and philanthropist*

Durjoy Rahman, *foundation owner*

Polina Tolkova, *art patron*

Rachel Verghis, *art patron*

Kirat Young, *collector*

Bruno Moïnard, *architect*

Jean-Louis Costes, *hotelier*

LUX Winter 25-26

Launch activities, London and Paris

Collaborative activations on social media for the issue between LUX and leading philanthropists and collectors



Simon de Pury, celebrity auctioneer, 235,000 followers



Hans-Ulrich Obrist, celebrity curator, 410,000 followers



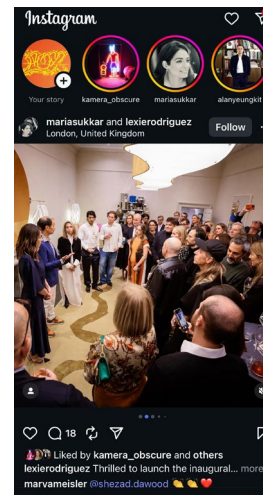
Rachel Verghis, philanthropist, private instagram



Umberta Gnutti Beretta, Italian heiress and philanthropist, 26,000 followers



Christian Levett, private museum owner, 14,000 followers



Alan Lo, philanthropist and co-founder of Art Hong Kong, and Maria Sukkar post on the launch event by Maria




Major fomo.....

LUX x UBS

Winter 25-26

12 page feature on the Blue Economy featuring conversations with Nalini Tarakeshwar, Nadja Swarovski, Patrick Nussbaumer, Dave Chen, Joao Sousa, Ted Janulis, Karen Sack, Claire Brook, and others

NATURE FINANCE



TOWARDS A THRIVING OCEAN FUTURE

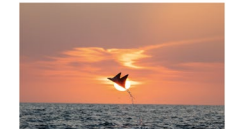
Insights from leaders shaping ocean and climate resilience through philanthropy, finance and community engagement

HOW DO WE PROTECT AND NURTURE THE OCEANS THAT GENERATE MOST OF THE OXYGEN WE BREATHE, FEED BILLIONS, AND HARVEST ECONOMIC ACTIVITIES LINKED TO OCEANS AND COASTS? THIS IS ONE OF THE MOST URGENT QUESTIONS OF OUR TIME, AND IS BEING DRIVEN BY POLICYMAKERS, INVESTORS, PHILANTHROPISTS, AND MARKET INNOVATORS SEEKING TO CREATE FINANCIAL SYSTEMS THAT VALUE AND PROTECT NATURE. OVER THE NEXT PAGES, WE HEAR FROM LEADERS IN THESE AREAS WHO SHARE THEIR THOUGHTS ON HOW TO CREATE A SUSTAINABLE BLUE ECONOMY.

PHOTOGRAPH BY CHRIS HEDDERLEY, ILLUSTRATION BY NALINI TARAKESHWAR, WILL CALVERT AND VERA HENRIKSEN

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NATURE FINANCE




Sign the UN Global Compact. But first, those principles to your employees and educate your employees. That's the first lesson!

NADJA SWAROVSKI
CEO of Swarovski
and founder of the Swarovski Foundation

As a leader in the Swarovski Foundation, Nadja Swarovski is committed to environmental and social responsibility. She emphasizes the importance of signing the UN Global Compact and educating employees about its principles. She believes that companies should lead by example and ensure that their values are reflected in their actions. Nadja highlights the need for transparency and accountability in business operations, particularly in the context of environmental and social issues. She encourages companies to engage with their stakeholders and work towards a more sustainable future.


44 45

NATURE FINANCE



Patrick Nussbaumer
Executive Director of the Blue Economy Foundation

Patrick Nussbaumer is the Executive Director of the Blue Economy Foundation. He discusses the importance of the blue economy in addressing climate change and promoting sustainable development. He highlights the role of the private sector in driving innovation and investment in the blue economy. Patrick emphasizes the need for a holistic approach that considers the interconnectedness of the ocean, climate, and human well-being. He shares insights on how the blue economy can create jobs, improve livelihoods, and protect the environment.




Dave Chen
Executive Director of the Blue Economy Foundation

Dave Chen is the Executive Director of the Blue Economy Foundation. He focuses on the intersection of the blue economy and climate change. Dave discusses the challenges and opportunities in this space, particularly in the context of coastal communities and small-scale fisheries. He highlights the importance of community-led initiatives and the role of philanthropy in supporting these efforts. Dave shares his vision for a more resilient and sustainable blue economy.


46 47

NATURE FINANCE



Joao Sousa
Senior Program Manager, Blue Economy, UBS

Joao Sousa is a Senior Program Manager at UBS, focusing on the blue economy. He discusses the role of the blue economy in achieving the Sustainable Development Goals (SDGs). Joao highlights the importance of the ocean in providing food, jobs, and climate resilience. He shares insights on how the blue economy can contribute to a more sustainable and equitable future. Joao emphasizes the need for a multi-stakeholder approach that involves governments, the private sector, and civil society.




Ted Janulis
President of the Blue Economy Foundation

Ted Janulis is the President of the Blue Economy Foundation. He discusses the foundation's mission and the challenges it faces in promoting the blue economy. Ted highlights the importance of community engagement and the role of philanthropy in supporting the blue economy. He shares his vision for a more sustainable and resilient blue economy that benefits all.


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NATURE FINANCE



Claire Brook
CEO of the Marine Foundation

Claire Brook is the CEO of the Marine Foundation. She discusses the importance of the marine environment and the role of the private sector in protecting it. Claire highlights the challenges facing the marine environment, such as overfishing and climate change. She shares insights on how the private sector can contribute to the conservation and sustainable use of the ocean. Claire emphasizes the need for a more integrated approach that considers the interconnectedness of the ocean and human well-being.




Karen Sack
Executive Director of the Blue Economy Foundation

Karen Sack is the Executive Director of the Blue Economy Foundation. She focuses on the intersection of the blue economy and climate change. Karen discusses the challenges and opportunities in this space, particularly in the context of coastal communities and small-scale fisheries. She highlights the importance of community-led initiatives and the role of philanthropy in supporting these efforts. Karen shares her vision for a more resilient and sustainable blue economy.


50 51

NATURE FINANCE



Jan Baptiste Jourdain
Executive Director of the Blue Economy Foundation

Jan Baptiste Jourdain is the Executive Director of the Blue Economy Foundation. He discusses the importance of the blue economy in addressing climate change and promoting sustainable development. He highlights the role of the private sector in driving innovation and investment in the blue economy. Jan Baptiste emphasizes the need for a holistic approach that considers the interconnectedness of the ocean, climate, and human well-being. He shares insights on how the blue economy can create jobs, improve livelihoods, and protect the environment.



De Dido Sella
Executive Director of the Blue Economy Foundation

De Dido Sella is the Executive Director of the Blue Economy Foundation. She focuses on the intersection of the blue economy and climate change. De Dido discusses the challenges and opportunities in this space, particularly in the context of coastal communities and small-scale fisheries. She highlights the importance of community-led initiatives and the role of philanthropy in supporting these efforts. De Dido shares her vision for a more resilient and sustainable blue economy.

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LUX Winter 25-26

Launch activities, Art Basel Qatar

Launch party of LUX on the opening day of Art Basel Qatar.

65 notable UHNWI art collector and patron guests at our private event in Doha

Our launch event was co-hosted by Maria Sukka, Co-Chair of the TATE Acquisitions Committee, Dr Paul Ettlinger, Chair of the British Council Collectors' Circle, and Kulapat Yantrasast, the Thai star architect of the new Louvre extension, the new Metropolitan Museum of New York extension, and the National Museum of India



LUX Winter 25-26

Launch activities, Art Basel Qatar (continued)



Collectors and patrons we created the Doha events with and who attended include:

Maria Sukka, patron, London

Dr Paul Ettlinger, patron, London

Raimund Berthold, patron, London

Kulapat Yantrasast, architect, Bangkok

Sheikha Khalifa al-Thani, Qatar ruling family

Herve Mikaeloff, curator to Bernard Arnault

Sophie Neuendorf, owning family, Artnet

Caroline Neuendorf, owning family, Artnet

Alan Lo, founder, Art HK, YAL Foundation Singapore

Ning Chong, major patron, Singapore

Dina Kemal Marchant, major patron, London

Desire Feurele, Owner, The Feurele Collection, Berlin

Rudy Austin, hedge fund owner, New York

Clayton Calvert, family philanthropist, New York

Arch Hades, poet and philanthropist, London

Waryl Tomei, philanthropist, Milan

Francesca Milani, patron, Milan

Gregoire Vogelsgang, collector, London

Melissa Tatlici, collector, Dubai

Selcan Atilgan, collector, Monaco

Begum Gunay, patron, Istanbul