

DELUX
2018

where urban culture...
becomes lifestyle



lbp
LB PHOTOGRAPHY

DELUX

DIGITAL

DELUXMAG.COM

CUSTOM CONTENT

SOCIAL MEDIA CHANNELS

WEB AD PLACEMENTS

PRINT

4 ISSUES A YEAR

4 SPECIAL ISSUES

CELEBRITY COVERS

LOCAL HIGHLIGHTS

EVENTS

ISSUE LAUNCH

DELUX VIP GUEST LIST

BRAND CELEBRATIONS

PR + MEDIA

AGENCY

BRAND STRATEGY

TALENT MANAGEMENT

**SOCIAL MEDIA
DEVELOPMENT**

**INFLUENCER
OPPORTUNITIES**

an urban destination...
**where influence
is mandatory**

FASHION

CELEBRITY

BEAUTY

FOOD

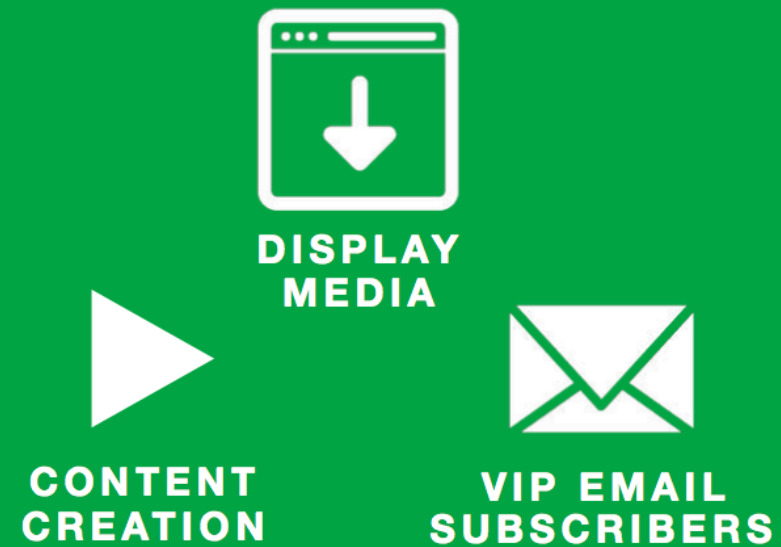
THE CULTURE

MUSIC



D I G I T A L
D I G I T A L
D I G I T A L
D I G I T A L
D I G I T A L
D I G I T A L
D I G I T A L

DIGITAL



SOCIAL MEDIA



60K+

UNIQUE VISITORS / MONTH

700K+

MONTHLY SOCIAL IMPRESSIONS

DIGITAL

AUDIENCE // STYLISH + TECH SAVY + SOCIALITE

47%

MALE

72%

AGE 25-39

76%

*say their
purchase
decisions are
influenced
by deluxmag*

53%

FEMALE

26

MEDIAN AGE

97%

SHOP ONLINE

\$92k

*median **HHI***



DIGITAL PARTNERS



DIGITAL RATES

SPONSORED POST:

\$75/wk

Our Instagram page has over 24 thousand followers and our Facebook and Twitter are just as appealing. With our large amount of unique visitors, we can get your promotion exposed to a larger amount of people. This package allows you to be featured on our social media pages at a weekly rate.

SOCIAL MEDIA PROMO

\$300/mo

By signing up monthly your business can benefit from constant promotion and exposure. Our social media reach is over 100k individuals per month. With our large amount of unique enagaged visitors, we can get your promotion exposed to a larger consumer base. This package allows you to be featured on our social media pages at a discounted monthly rate.

BUSINESS DIRECTORY

\$200/yr

As a local business, attracting new customers can be a major challenge. Quickly disappearing are the days when people go to the Yellow Pages to find local businesses. Today, people are turning to the internet as a way to find trusted business recommendations.

EVENT COVERAGE

\$150+/mo

Delux will have one of its event specialist to cover your event. With this coverage you are guaranteed exposure to our 35,000+ unique visitors. This package comes with a photographer to capture images of your special event, a preview promoting your event and a 300 word review of your event. This is an excellent opportunity to gain more exposure while promoting to an unique unrouched market.

DIGITAL WEB ADS

\$100/mo

Enjoy up to 40k weekly impressions by advertising on our popular lifestyle branded website. With over 35k unique monthly visitors your brand can reach the consumer you could be missing. We specialize in reaching a consumer that is often missed by general market advertising.

BLOG FEATURE

\$250

Directly reach and influence the consumer with a sponsored blog post. Delux will conduct a special interview, post supplied images, and highlight through out our social media outlets as well as directly on DeluxMAG.com. Organically atract new readers to your brand or product.



PRINT
PRINT
PRINT
PRINT
PRINT
PRINT
PRINT





PRINT

**AUDIENCE // URBAN PROFESSIONAL +
INFLUENCIAL + MILLENIAL PLUS + TRENDSETTERS**

49%

MALE

72%

AGE 32-45

86%

*say there purchase
decisions are*

influenced

by deluxmag

51%

FEMALE

34

MEDIAN AGE

94%

**COLLEGE
EDUCATION**

\$131k

*median **HHI***



EDITORIAL CALENDAR

SPRING TRANSFORMATION

AD DEADLINE
JAN 25

ON SHELVES
FEB 13

EVENT: 50 MOST INTRIGUING WOMEN

SUMMER HOTT

AD DEADLINE
APR 23

ON SHELVES
MAY 8

EVENT: 30 UNDER 30

FALL BEAUTIFUL PEOPLE

AD DEADLINE
JULY 29

ON SHELVES
AUG 28

EVENT: 100 FATHER SALUTE

WINTER POWER

AD DEADLINE
OCT 23











ON SHELVES
NOV 27

EVENT: POWER 100

RATES

4 - COLOR	1x	4x	6x	8x
full page	\$500	\$300	\$275	\$250
half page	\$300	\$250	\$225	\$200
fourth page	\$250	\$225	\$200	\$175

*All Print Ads Include Digital Ad Placement • 10,000 Printed Publications Yearly • 2,000 Specialty Publications Yearly

 <p>Full Page Spread</p> <p>Non Bleed 15" x 10" Bleed 16.75" x 11.375" Trim 16.25" x 10.875"</p>	 <p>Full Page</p> <p>Non Bleed 7" x 10" Bleed 8.625" x 11.375" Trim 8.125" x 10.875"</p>	 <p>2/3 Vertical</p> <p>Non Bleed 4.56" x 9.575" Bleed 5.5" x 11.375" Trim 5.2" x 10.875"</p>	 <p>1/4</p> <p>Non Bleed 3.38" x 4.7"</p>
 <p>Half Page Horizontal</p> <p>Non Bleed 6.925" x 4.7"</p>	 <p>1/3 Vertical</p> <p>Non Bleed 2.964" x 9.575"</p>	 <p>1/6 Real Estate Only</p> <p>Non Bleed 3.375" x 2.9"</p>	 <p>1/12 Avenue Blocks</p> <p>Non Bleed 2.16" x 2.13"</p>
 <p>Half Page Vertical</p> <p>Non Bleed 3.545" x 9.575"</p>	 <p>1/3 Square</p> <p>Non Bleed 4.73" x 4.7"</p>		

CANCELLATION POLICY: Inside advertising is non-cancelable. Supplied inserts are non-cancelable 60 days prior to the closing date. Orders for all cover positions are non-cancelable and insertion orders for cover positions are due 60 days prior to the regular ad closing date

DELUX Magazine has final approval on all advertising. The advertiser and its agency, if it has one, each represents that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in its advertisements including, (1) the names, portraits and/or pictures of living persons, (2) any copyright ad material, (3) any testimonials contained in any advertisement submitted to and published in DELUX Magazine. In consideration of DELUX Magazine's acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save G5IVE Publishing Co., publisher of DELUX Magazine, against all loss, liability, damage, and expense of any nature arising out of the copying, printing or publishing of its advertisement including, without limitation, reasonable attorney's fees resulting from claims or suits for violation of rights of privacy, plagiarism, and copyright trademark infringement. DELUX Magazine will not be held responsible for damages or losses claimed as a result of errors. DELUX Magazine will not be held responsible for errors or omissions that do not affect the value of the advertisement.

All artwork produced by DELUX Magazine remains the property of DELUX Magazine. Said artwork may not be used for any other medium without the specific written approval of DELUX Magazine. Collection costs necessary to collect any amount due to DELUX Magazine will be paid by the advertisers, including attorney costs. Note: These are only general terms and conditions subject to change. For specific terms, refer to advertising agreement.





EVENTS
EVENTS
EVENTS
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EVENTS
EVENTS
EVENTS
EVENTS

EVENTS

SIGNATURE EVENTS

- 50 MOST INTRIGUING WOMEN
- DELUX 30 UNDER 30
- 100 FATHER SALUTE
- DELUX POWER 100

CUSTOM EVENTS

- INSTORE ACTIVATIONS
- PRODUCT LAUNCHES
- BRAND COLLABORATIONS
- SOCIAL MEDIA BLITZ





WE PUSH THE CULTURE FOWARD”

