

OTTAWA'S LIFESTYLE MAGAZINE

# luxē

A publication for affluent readers with discerning taste, LUXE magazine provides a wealth of information about the very best Ottawa has to offer in lifestyle, travel, home, auto and dining. Discover the latest luxury products, services and opportunities in the Ottawa region.

Media Kit  
2022





# Luxe Magazine



# Coming Issues

Our advertising deadlines are as follows.

## Spring/Summer

Booking deadline	March 16 <sup>th</sup> 2022
Artwork deadline	March 18 <sup>th</sup> 2022
Distribution	March 31 <sup>st</sup> 2022

## Fall

Booking deadline	August 22 <sup>nd</sup> 2022
Artwork deadline	August 23 <sup>rd</sup> 2022
Distribution	September 8 <sup>th</sup> 2022

## Winter/Holiday

Booking deadline	November 9 <sup>th</sup> 2022
Artwork deadline	November 10 <sup>th</sup> 2022
Distribution	November 24 <sup>th</sup> 2022

Research shows that across the fashion, jewellery, automotive, home and lifestyle categories, brands exert significant market influence when advertising in a prestigious publication.

As Ottawa's foremost magazine for affluent readers, LUXE serves as the most effective and influential medium to convey the quality and cachet of your brand. Tactile, exclusive and timeless, Luxe tells your story beautifully.



# Readership

With an even split between male and female readers, LUXE caters to upscale Ottawa. This market seeks out and enjoys all the finer things in life.

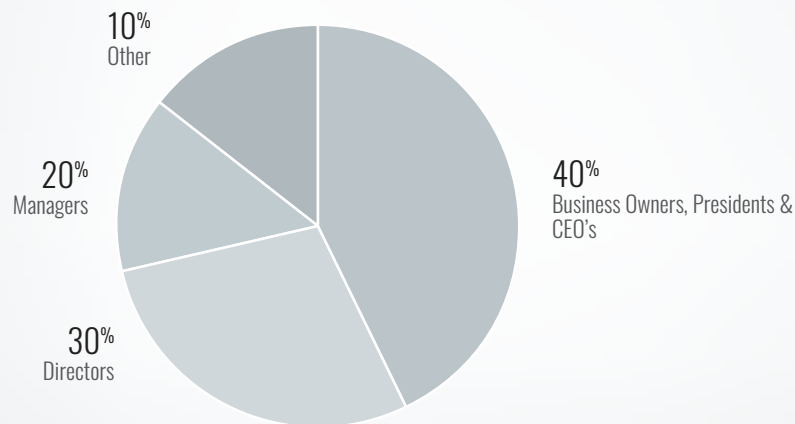
**Readership targets** are Urban Elite, Prosperous, Family focused, Independent, Social and Engaged.

**Household Income** \$250,000 (above average)

**Education** University

**Gender** 50% Women, 50% Men

## Job Titles



## Areas of Interest

Luxury Living – House Pride, Classic & Timeless Fashion & Style, Gourmet Food & Dining, Quality Products & Technology, Active & Health Conscious, Educated & Well Travelled

# Distribution

Based on extensive market research, our distribution projections will raise your brand awareness across the Ottawa community.

**17,000 Distributed in the following areas:**

- Globe & Mail along with Ottawa Citizen home deliveries
- Distribution to Luxury Automotive Dealerships
- Special events and Galas in Ottawa - Exclusive Fashion shows, Fund Raisers, Celebrations and rooms at 5 star hotels.
- Direct mailed – personally addressed to high net-worth – Doctors, CEOs, Presidents, Business owners, Partners in Firms, embassies... targeting a much-desired audience
- Major Newsstands
- High-end retailers & advertisers



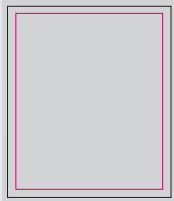
# Rates

Back Cover  
DPS (2 page)

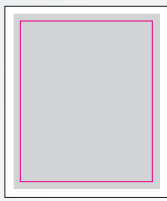
\$4,500  
\$5,000

Full Page  
Half Page

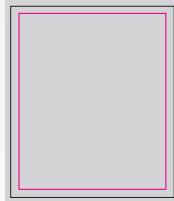
\$3,000  
\$1,800



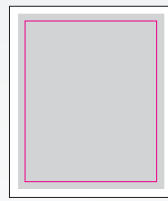
Back cover (BLEED)  
■ safe area: 8x9.875  
■ page trim: 9x10.875  
■ artwork bleed: 9.25x11.125



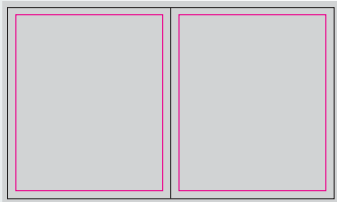
Back cover (FLOAT)  
■ safe area: 7x8.875  
■ page trim: 9x10.875  
■ artwork: 8x9.875



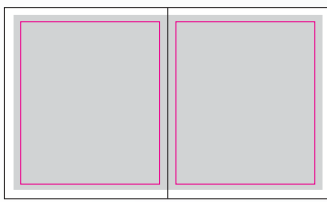
Full page (BLEED)  
■ safe area: 8x9.875  
■ page trim: 9x10.875  
■ artwork bleed: 9.25x11.125



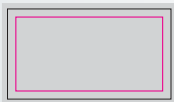
Full page (FLOAT)  
■ safe area: 7x8.875  
■ page trim: 9x10.875  
■ artwork: 8x9.875



Double page spread (BLEED)  
■ safe areas: 8x9.875 both individual pages  
■ page trim: 18x10.875  
■ artwork bleed: 18.25x11.125



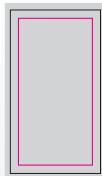
Double page spread (FLOAT)  
■ safe areas: 7.5x8.875 both individual pages  
■ page trim: 18x10.875  
■ artwork: 17x9.875



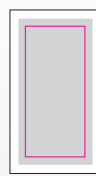
1/2 page  
Horizontal (BLEED)  
■ safe area: 8x4.375  
■ trim: 9x5.375  
■ artwork bleed: 9.25x5.625



1/2 page  
Horizontal (FLOAT)  
■ safe area: 7x3.875  
■ trim: 9x5.375  
■ artwork: 8x4.875



1/2 page  
Vertical (BLEED)  
■ safe area: 3.4375x9.875  
■ trim: 4.4375x10.875  
■ artwork bleed: 4.6875x11.125



1/2 page  
Vertical (FLOAT)  
■ safe area: 2.9375x 8.875  
■ trim: 4.4375x10.875  
■ artwork: 3.9375x 9.875

# Get in Touch

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