

Life & Leisure

# LUXURY



---

MEDIA KIT  
2016

---



## Overview.

# LIFE & LEISURE LUXURY MAGAZINE

*Life & Leisure Luxury* is a glossy, large-format magazine that appears quarterly in *The Australian Financial Review*. From its May 2007 launch issue, *Luxury* was an instant success with readers and advertisers alike.

*Luxury* continues to build its following, combining in-depth coverage of the faces and figures behind the global luxury industry with the latest trends and products here and overseas, including: fashion, motoring, grooming, watches, jewellery, design, technology, food & wine, property, architecture and interiors.

## REGULAR FEATURES

### MY LUXE

A celebrity's or well-known identity's take on luxury and what it means to them. We grill them on everything from favourite watch, car, place, to most inspiring person and biggest challenge.

---

### STYLE

The opening section introduces readers to everything that's new and stylish in the world of luxury, including motoring, watches, architecture, design, fashion, grooming and accessories.

---

### FEATURES

Each issue of *Luxury* follows a theme and our features section contains exclusive interviews, behind the scenes look at the people and brands we love, photo essays, trends pieces and looks at the ever-changing world of luxury globally.

---

### TRAVEL

For many of us, there is no greater luxury than time, and spending that time in a beautiful destination. Each issue we bring you some of the most luxurious experiences on the planet.

---

### FASHION

Acclaimed fashion stylist Virginia van Heythuysen sources the latest luxury fashion from around the globe for her inspiring and gorgeous fashion shoots each issue..

---

### LIFE

The magazine's final section looks at wine, food, beauty, art and bespoke luxury and how to best experience it.

# Audience

## Reader Profile

MALE 69%

FEMALE 32%

AVERAGE INCOME \$164,326

AVERAGE AGE 43YRS

INTEND TO BUY LUXURY WATCH OR FINE JEWELLERY IN NEXT 12 MONTHS 24%

INTEND TO BUY A CAR IN NEXT 12 MONTHS 15%

2X MORE LIKELY TO FLY BUSINESS CLASS OR FIRST CLASS WHEN TRAVELLING

READERSHIP:  
215,000\*

Friday or AFR Weekend

CIRCULATION:  
108,206\*\*

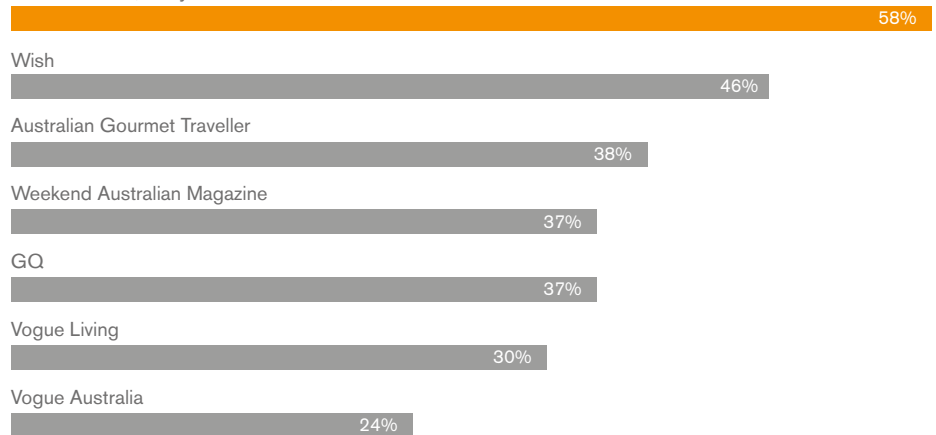
Friday and AFR Weekend

Source: emma™, conducted by Ipsos MediaCT, people 14+ for the 12 months ending January 2016. Nielsen Hybrid January 2016. (Financial Review Friday or Saturday); \*\*ABC September 2015; ^Business Leaders Australia Survey 2015

## A SOCIAL GRADE PROFILE \*

A higher proportion of *Life & Leisure Luxury* readers are in the A social grade relative to other publications in the competitive set.

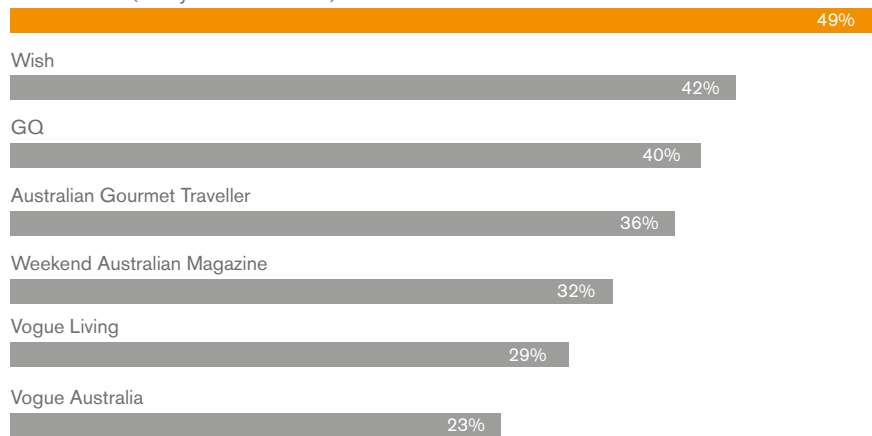
Life & Leisure (Friday / AFR Weekend)



## PROFILE - MANAGERS & PROFESSIONALS\*

*Luxury* has a higher proportion of managers and professionals than other publications.

Life & Leisure (Friday / AFR Weekend)



## FASHION/ACCESSORIES^

28% have purchased fine jewellery (worth \$1000+) in the past 12 months

22% have purchased a luxury watch (worth \$1000+) in the past 12 months

80% agree: "I am prepared to pay more for quality"

45% agree: "I consider myself to be style-conscious"

## LUXURY MAGAZINE FEATURE LIST



### ISSUE 1: ICONS

ON SALE 4/5 MARCH, 2016

Icons in every field have shaped our history and continue to do so today. Whether it's fashion designers, architects, artists, or hoteliers, supermodels, sportsmen, impactful figures have changed the course of history. In this special issue of Luxury magazine, we examine some of the great iconic figures of the 20th century and how their contributions resonate with modern society. Featuring exclusive interviews, in-depth analysis and expert commentary, the ICONS issue of Luxury magazine is one to remember.



### ISSUE 2: VISION

ON SALE 1/2 JULY, 2016

Visionaries are responsible for the way we live today. They are those unique, powerful individuals or companies who look outside the box and don't take no for an answer. All aspects of our life have been affected by visionary innovators and in this ever-changing world, it's become a necessity to challenge the status quo in order to ensure survival. In the VISION issue of Luxury magazine, we explore the concept of what makes a great visionary, their journeys, their impact. We analyse the great, heritage companies covering the key fields of fashion, design, architecture, travel, food & wine, the arts, watches & jewellery, automotive, e-commerce and business.



### ISSUE 3: ROMANCE

ON SALE 2/3 SEPTEMBER, 2016

Romance is definitely not dead. It's well and truly alive, in fact it's thriving, and in the September issue, Luxury magazine will celebrate all things luuurve. The deep connection between two people has resulted in some of the greatest, most memorable creations across the fields of jewellery, fashion, design, the arts and even food and wine. The love of an object, a city, a feeling, a muse has likewise spurred on explosive outputs. Of course, the concept and the expression of romance has changed over the years and we look at the definition of what it means today and beyond. We explore some of the great love affairs of history, present a look at how love is celebrated across the world of luxury, and admire how those strongest, innermost feelings have created great beauty.



### ISSUE 4: TREASURE

ON SALE 4/5 NOVEMBER, 2016

Can money buy happiness? Well, yes and no – depending on who you ask. The final issue of Luxury magazine for the year explores the ultimate in everything. This will of course encompass those exquisite, bespoke, custom-made creations (ideally timed for the gift giving season) but we will also explore what we treasure most of all these days, whether it be time, health, happiness, love, togetherness, peace... This uplifting issue will feature some of the world's most desired objects including stunning watches and high jewellery, with interviews with the iconic creators of luxury. We also take you to some of the great treasures of the world in our special travel section.



# Rates & Deadlines

## LUXURY MAGAZINE ADVERTISING RATES & DEADLINES 2016

### LUXURY MAGAZINE ADVERTISING RATES

FREQUENCY	CASUAL	4X	8X	12X	16X	20X	24X
Full Page	\$19,434	\$18,462	\$17,491	\$16,519	\$15,547	\$14,575	\$13,604
Full Page incl GST	\$21,377.40	\$20,308.20	\$19,240.10	\$18,170.90	\$17,101.70	\$16,032.50	\$14,964.40
DPSC	\$35,000	\$33,250	\$31,500	\$29,750	\$28,000	\$26,250	\$24,500
DPSC incl GST	\$38,500.00	\$36,575.00	\$34,650.00	\$32,725.00	\$30,800.00	\$28,875.00	\$26,950.00
Junior Page	\$10,220	\$9,709	\$9,198	\$8,687	\$8,176	\$7,665	\$7,154
Junior Page incl GST	\$11,242	\$10,679.90	\$10,117.80	\$9,555.70	\$8,993.60	\$8,431.50	\$7,869.40
Half Page Vertical or Horizontal	\$10,220	\$9,709	\$9,198	\$8,687	\$8,176	\$7,665	\$7,154
Half Page Vertical or Horizontal incl GST	\$11,242	\$10,679.90	\$10,117.80	\$9,555.70	\$8,993.60	\$8,431.50	\$7,869.40
Third Page Vertical or Horizontal	\$5,845	\$5,553	\$5,260	\$4,968	\$4,676	\$4,384	\$4,091
Third Page Vertical or Horizontal incl GST	\$6,429.50	\$6,108.30	\$5,786.00	\$5,464.80	\$5,143.60	\$4,822.40	\$4,500.10
Quarter Page Vertical or Horizontal	\$4,384	\$4,165	\$3,946	\$3,726	\$3,507	\$3,288	\$3,069
Quarter Page Vertical or Horizontal incl GST	\$4,822.40	\$4,581.50	\$4,340.60	\$4,098.60	\$3,857.70	\$3,616.80	\$3,375.90

PREMIUM POSITIONS	LOADS
1st Inside Front Cover	20%
2nd Inside Front Cover	15%
Right Hand Page	10%
Front Half	10%
Front Half Right Hand Page	15%
Outside Back Cover	10%

### ADVERTISING MATERIAL AND SPECIFICATIONS

Please note that Fairfax will only accept material via electronic transmission. Fairfax operates new advertising quality assurance measures for the Financial Review publications. All digital ads need to undergo Quality Assurance testing prior to being accepted for publication.

For further information please contact your Financial Review representative or refer to website [www.fairfax.com.au/specs](http://www.fairfax.com.au/specs) or contact the Advertising Production Unit: 1300 666 326

### LUXURY MAGAZINE DEADLINES

ISSUE	FEATURE	ISSUE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
MARCH	Structure	Friday, 4-Mar-2016	Friday, 5-Feb-2016	Friday, 12-Feb-2016
JULY	Green	Friday, 1-Jul-2016	Friday, 3-Jun-2016	Friday, 10-Jun-2016
SEPTEMBER	Nostalgia	Friday, 2-Sep-2016	Friday, 5-Aug-2016	Friday, 12-Aug-2016
NOVEMBER	VIP	Friday, 4-Nov-2016	Friday, 7-Oct-2016	Friday, 14-Oct-2016

**RATES INCLUDE COLOUR AND EFFECTIVE 1 JANUARY - 31 DECEMBER 2016. RATES ARE SUBJECT TO CHANGE.**

**BOOKING PROCEDURE:** Verbal bookings must be confirmed in writing by the advertiser. If appearance dates or material instructions need to be altered, changes must be advised by phone. Please take the contact name of Financial Review representative and follow through with amended confirmation in writing.

**CANCELLATION PROCEDURE:** Cancellations must be made verbally and confirmed in writing 6 weeks prior to publication date and 8 weeks prior for premium positions. Please note the cancellation number quoted by the Financial Review representative and their name. Bookings taken inside cancellation deadline are non-cancellable

# Contact.

## LUXURY MAGAZINE CONTACTS

### SYDNEY

Brands & Audiences Director

- Prestige

Nerissa Corbett

Tel: (02) 9282 2096

ncorbett@

fairfaxmedia.com.au

Brands & Audiences Manager

- Prestige

Angela Tesoriero

Tel: (02) 9282 1939

a.tesoriero@fairfaxmedia.com.au

### BRISBANE

QLD State Director

Jodie Bignall

Tel: (07) 3835 7540

jodie.bignall@fairfaxmedia.com.au

### ADELAIDE/NT

State Advertising Manager

Brad Barber

Tel: (08) 8394 5122

bbarber@fairfaxmedia.com.au

### PERTH

State Advertising Manager

Liz Molyneux

Tel: (08) 9220 1575

lmolyneux@fairfaxmedia.com.au