

# Luxury Life

MAGAZINE

MEDIA KIT 2012 | 2013





# Luxury Life

MAGAZINE



## THE DISTRIBUTION CHANNELS



Luxury Life MAGAZINE – The magazine distributed to holders of **AMERICAN EXPRESS Platinum Cards** (issued by CREDIT SUISSE AG)



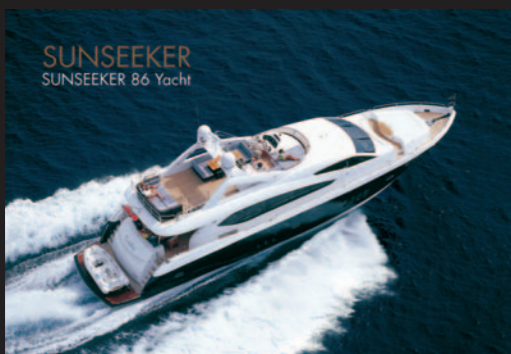
- The magazine distributed to **holders of AMERICAN EXPRESS Platinum Cards** (issued by CREDIT SUISSE AG)



Luxury Life MAGAZINE. This exclusive publication addresses people of the highest purchasing power who cultivate and enjoy a sophisticated lifestyle.



- Subscriptions
- Swiss Deluxe Hotels
- More than 350 selected 5-Star Hotels in Switzerland (nationwide), Germany, Austria, (Monaco) (e.g. Gstaad Palace, Baur au Lac Zurich Grand Resort Bad Ragaz, Kempinski Grand Hotel des Bains St. Moritz, Four Seasons Hotel Geneva, La Reserve Hotel & Spa Geneva, Mandarin Oriental Geneva, Hotel Eden Roc Ascona, ADLON Kempinski Berlin, Roomers Frankfurt, Hotel Vier Jahreszeiten Kempinski Munich, Royal Spa Kitzbühel, Hotel Sacher Salzburg & Vienna, Hotel Bristol Vienna, ...)



We cover a wide range of interesting topics in the luxury segment. We report about the pleasures of life and the sights worth seeing all over the globe: luxury hotels, for instance, gourmet restaurants, watches and jewellery, dream destinations, premium cars and yachts, high-profile architecture, interior designs, arts and culture, fashion, exclusive sports events and some of the most beautiful natural landscapes.



- **Official VIP Lounges Airports**  
Lounges Zurich, Geneva, Basel, Munich, Berlin, London (e.g. SWISS First Class Lounges Zurich and Geneva, British Airways Lounges Zurich and Basel, ...)
- **Private Charter Companies**  
(e.g. VistaJet Lounges & Jets, Jet-Link, Air Independence, ExecuJet Lounges, Moonlight Air, ...)



Luxury Life MAGAZINE represents an outstanding advertising platform for luxury articles of all kinds and offers advertisers an exceptionally attractive combination of quality and targeting precision for your advertising message.



- **Exclusive Events**  
(Monaco Yacht Show, TOP MARQUES Monaco, Gstaad Open, Gourmet Festival St. Moritz, Golf Events, Polo Events, ...)
- **Private and Major Banks, Investment Management Offices, Real Estate Offices, Lawyer's Offices**
- **Exclusive Boutiques, Fine Jewellery, Watches Stores**
- **Premium Car & Yacht Dealerships, Classic Car Dealers**
- **Gourmet Restaurants, exclusive Lounges**
- **Cigar Lounges and Clubs**
- **Golf Courses**
- **Hotel Spas & Day-Spas, Wellness & Beauty Institutes, Beauty Clinics, Medical Practices**

[www.luxurylife-magazine.com](http://www.luxurylife-magazine.com)

## READERSHIP

Luxury Life MAGAZINE readers are international aficionados and therefore used to the good things in life: Known as frequent travellers, they enjoy besides their busy lives the nice things offered to them. Being among high net worth individuals means that they treat themselves with a high quality of life and as little stress as possible to allow them to have their dreams fulfilled.

## WHO THEY ARE

Age 35 – 44 years	39%
Age 45 – 54 years	27%
Readers male/female	72%/28%
Married or living with partner	84%
Average number of people per household	3.0
Average number of readers per copy	5.8
Readers per issue	200'000

## OCCUPATION

Company Owner	47%
Chairman, President, Non-Executive Board Member, Managing Director, General Manager	23%
Head of Department, Senior Vice President, Other Senior Management position	29%

## HOUSEHOLD INCOME



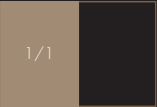
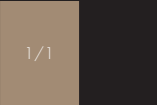
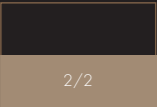
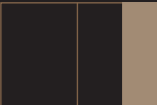
Average household income	CHF 425'000
Average total net worth	CHF 2,9 Mio.
Average monthly disposable income (for shopping and entertainment)	CHF 7'300
Average number of properties owned	1.8

## READER LOYALTY

Read three or all four issues	88%
Average reading time	51 minutes
Times they pick up their magazine	2.8 times
Save the entire magazine	72%
Clip and save articles/ads	23%
Give it to close family and friends	39%



## Advertising rates

	Format	Width	Height	Price
	Bled off	mm	mm	CHF
	1/1	220	x 300	14'000
	2/1 Panorama	440	x 300	23'000
	1/1 Inside cover	220	x 300	17'000
	1/1 Back cover	220	x 300	19'000
	2/2 Panorama	440	x 150	15'000
	1/2 upright format	94	x 300	8'500

Advertising images (CMYK) should have a minimum of 300 dpi at the correct printing dimensions (e.g. 220 x 300 mm, 3mm bleed each side).

Discounts, inserts, and promotional articles (PR) upon request.

Agency commission: 15% of net advertising rates.

### Allowance:

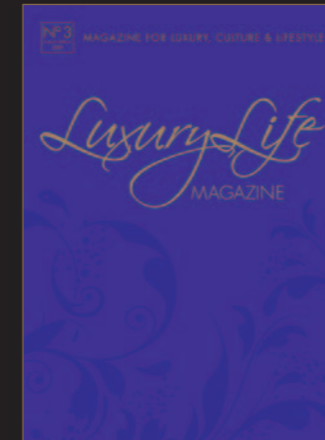
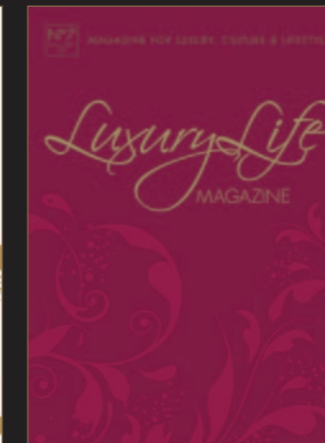
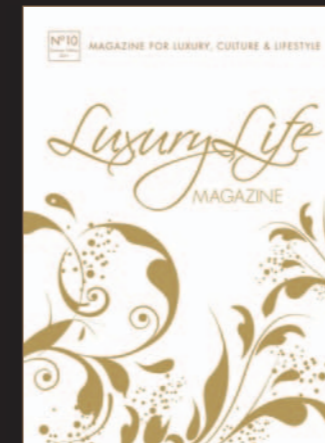
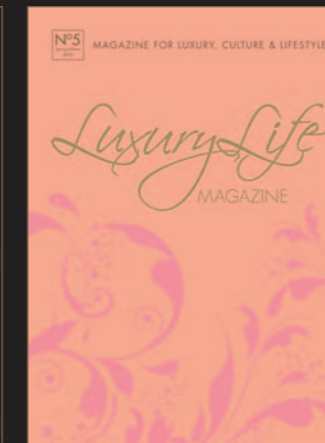
2 advertisements	3%
3 advertisements	5%
4 advertisements	7%
5 advertisements	8%
6 advertisements	10%

## Deadline of Advertisements/PR Material

Spring Edition (Apr/May/Jun)	20.03.2012
Summer Edition (Jul/Aug/Sep)	20.06.2012
Autumn Edition (Oct/Nov/Dec)	20.09.2012
Winter Edition (Jan/Feb/Mar)	20.12.2012
Spring Edition (Apr/May/Jun)	20.03.2013

## Publication Date

20.04.2012
20.07.2012
20.10.2012
20.01.2013
20.04.2013



## Technical data

### Publisher | Postal address

Luxury Life MAGAZINE GmbH  
Luzernerstrasse 24, 6330 Cham, Switzerland  
Office: +41 41 780 03 32

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redaktion@luxurylife-magazine.com  
advertising@luxurylife-magazine.com  
www.luxurylife-magazine.com

### Frequency

4 times p.a. (January, April, July, October)

### Volume

112 – 124 pages

### Print Run

Switzerland, Germany, Austria: 35.000

### Readership

200.000 people

### Paper

Illustration printing paper 170 g/m<sup>2</sup> (Cover 300 g/m<sup>2</sup>)

### Print Technology

Sheet fed offset printing, frequency modulation screen

### Job Files

Please mail print-ready PDF files (high resolution) to:  
redaktion@luxurylife-magazine.com.

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### Technical Details

Format (W x H): 220 x 300 mm, Bleed: 3 mm

### Printed in Switzerland

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