

OTTAWA'S LIFESTYLE MAGAZINE

luxe

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
2021



Luxe Magazine



Coming Issues

Our advertising deadlines are as follows.

Spring/Summer

| | |
|------------------|-----------------------------|
| Booking deadline | March 17 th 2021 |
| Artwork deadline | March 17 th 2021 |
| Distribution | April 1 st 2021 |

Fall

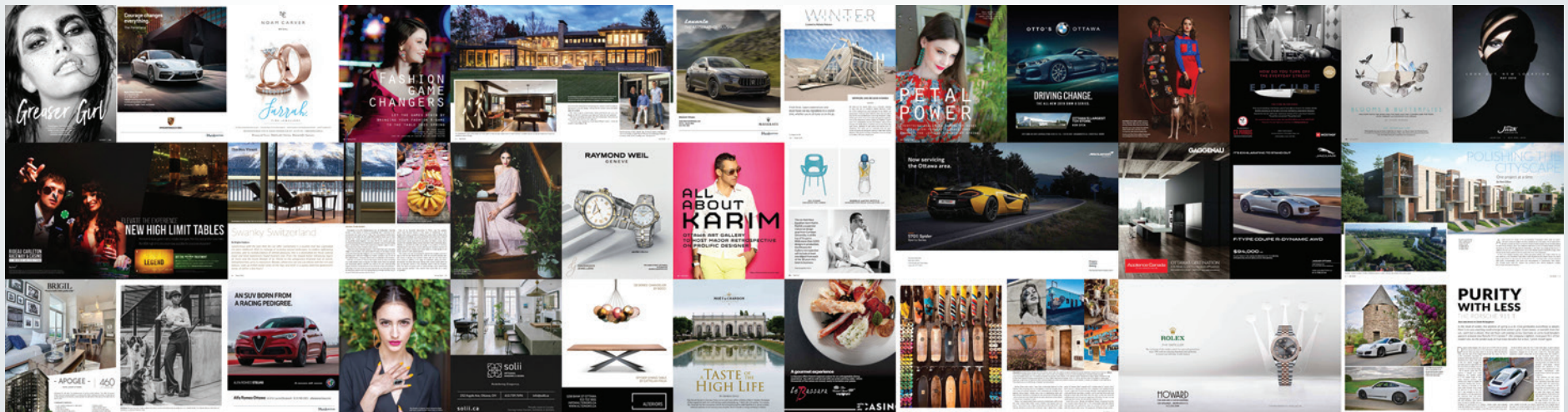
| | |
|------------------|---------------------------------|
| Booking deadline | September 1 st 2021 |
| Artwork deadline | September 1 st 2021 |
| Distribution | September 16 th 2021 |

Winter/Holiday

| | |
|------------------|--------------------------------|
| Booking deadline | November 3 rd 2021 |
| Artwork deadline | November 3 rd 2021 |
| Distribution | November 18 th 2021 |

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.

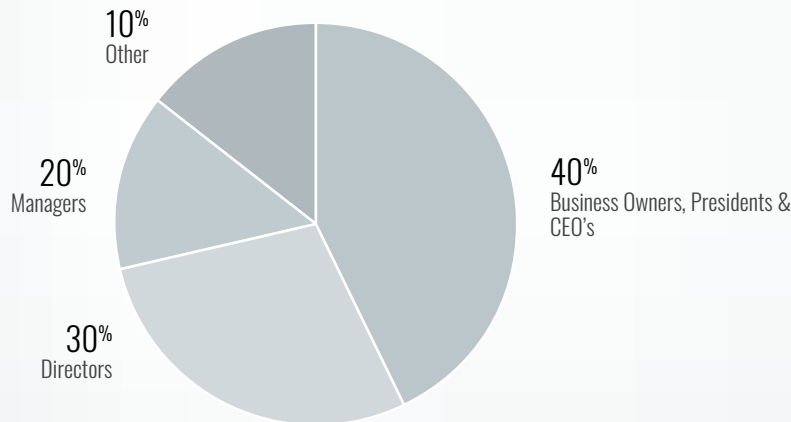
Readership targets are Urban Elite, Prosperous, Family focused, Independent, Social and Engaged.

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



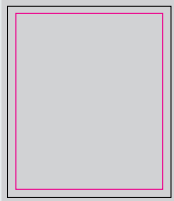
Rates

Back Cover
DPS (2 page)

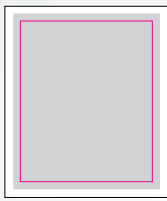
\$4,500
\$5,000

Full Page
Half Page

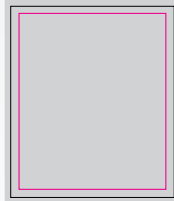
\$3,000
\$1,800



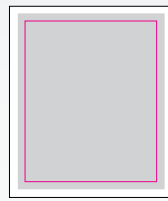
Back cover (BLEED)
■ safe area: 8x9.875
■ page trim: 9x10.875
■ artwork bleed: 9.25x11.125



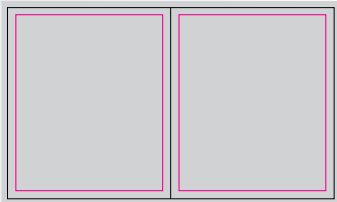
Back cover (FLOAT)
■ safe area: 7x8.875
■ page trim: 9x10.875
■ artwork: 8x9.875



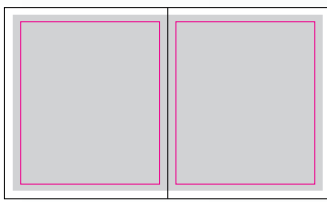
Full page (BLEED)
■ safe area: 8x9.875
■ page trim: 9x10.875
■ artwork bleed: 9.25x11.125



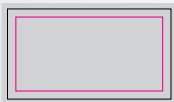
Full page (FLOAT)
■ safe area: 7x8.875
■ page trim: 9x10.875
■ artwork: 8x9.875



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



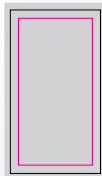
Double page spread (FLOAT)
■ safe areas: 7.5x8.875 both individual pages
■ page trim: 18x10.875
■ artwork: 17x9.875



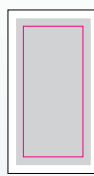
1/2 page
Horizontal (BLEED)
■ safe area: 8x4.375
■ trim: 9x5.375
■ artwork bleed: 9.25x5.625



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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