

OTTAWA'S LIFESTYLE MAGAZINE

luxe

A publication for affluent readers with discerning taste. LUXE magazine offers 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 within the Ottawa region.

Media Kit
2019



Luxe Magazine



Coming Issues

Our advertising deadlines are as follows.

Spring/Summer

Booking deadline March 13th 2019
 Artwork deadline March 18th 2019
 Distribution April 5th 2019

Fall

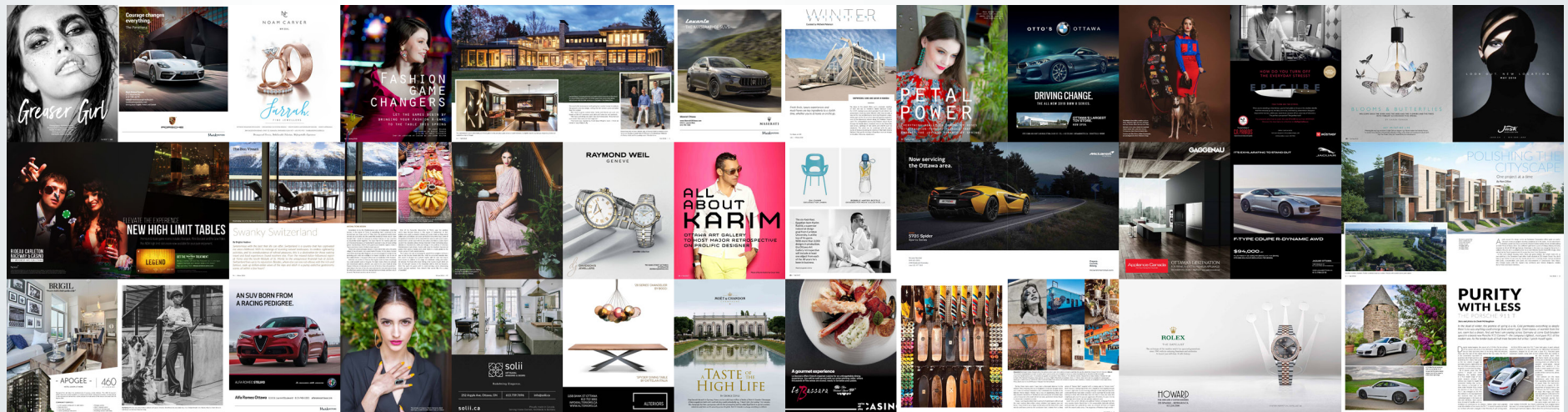
Booking deadline August 14th 2019
 Artwork deadline August 19th 2019
 Distribution September 6th 2019

Winter/Holiday

Booking deadline October 23rd 2019
 Artwork deadline October 28th 2019
 Distribution November 15th 2019

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

Ottawa's foremost luxury magazine Luxe, is the most effective, impactful way to convey the quality and cachet of your brand. Tactile, exclusive and timeless, Luxe tells your story beautifully.



Readership

With an even split of male & female readers, Luxe is for upscale Ottawa. They are those who enjoy the finer things in life and will work hard to get them.

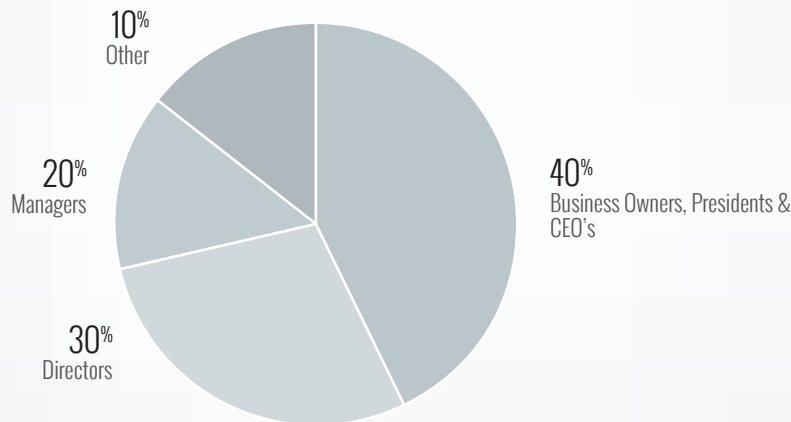
Readership targets are Urban Elite, Prosperous, Family focused, Independent, Social and Engaged.

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.

9,500 Globe & Mail home delivered

5,000 Exclusive distribution with Porsche, every Porsche sold & serviced receives a copy of LUXE

Special events and Galas in Ottawa - Exclusive Fashion shows, Fund Raisers, Celebrations and rooms at 5 star hotels.

1,500 Direct mailed - personally addressed to high net-worth - Doctors, CEOs, Presidents, Business owners, Partners in Firms, embassies... targeting a much-desired audience

2,000 Major Newsstands

2,000 High-end retailers & advertisers

Rates

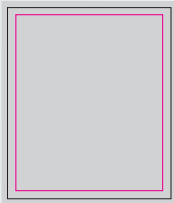
Luxe is a high-end publication printed at a minimum 200 dpi on 120g glossy, pure white stock. Content/advertising breakdown is 60/40. Approximately 160 pages.

Back Cover
DPS (2 page)

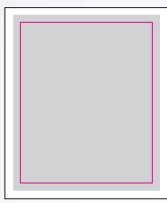
\$4,000
\$5,000

Full Page
Half Page

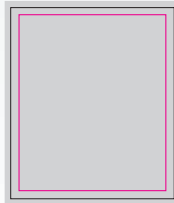
\$3,000
\$1,800



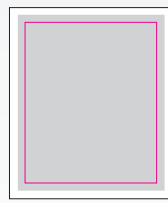
Back cover (BLEED)
■ safe area: 8x9.875
■ page trim: 9x10.875
■ artwork bleed: 9.25x11.125



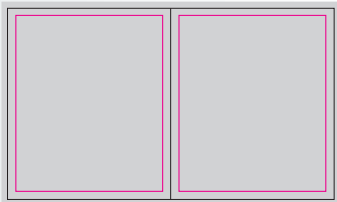
Back cover (FLOAT)
■ safe area: 7x8.875
■ page trim: 9x10.875
■ artwork: 8x9.875



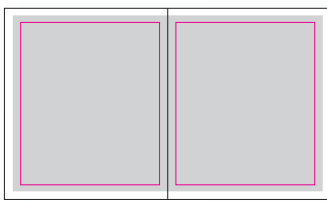
Full page (BLEED)
■ safe area: 8x9.875
■ page trim: 9x10.875
■ artwork bleed: 9.25x11.125



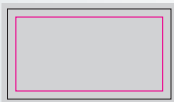
Full page (FLOAT)
■ safe area: 7x8.875
■ page trim: 9x10.875
■ artwork: 8x9.875



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



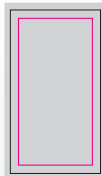
Double page spread (FLOAT)
■ safe areas: 7.5x8.875 both individual pages
■ page trim: 18x10.875
■ artwork: 17x9.875



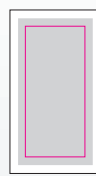
1/2 page
Horizontal (BLEED)
■ safe area: 8x4.375
■ trim: 9x5.375
■ artwork bleed: 9.25x5.625



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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