

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**  
2020



# Luxe Magazine



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.

# Coming Issues

Our advertising deadlines are as follows.

## Spring/Summer

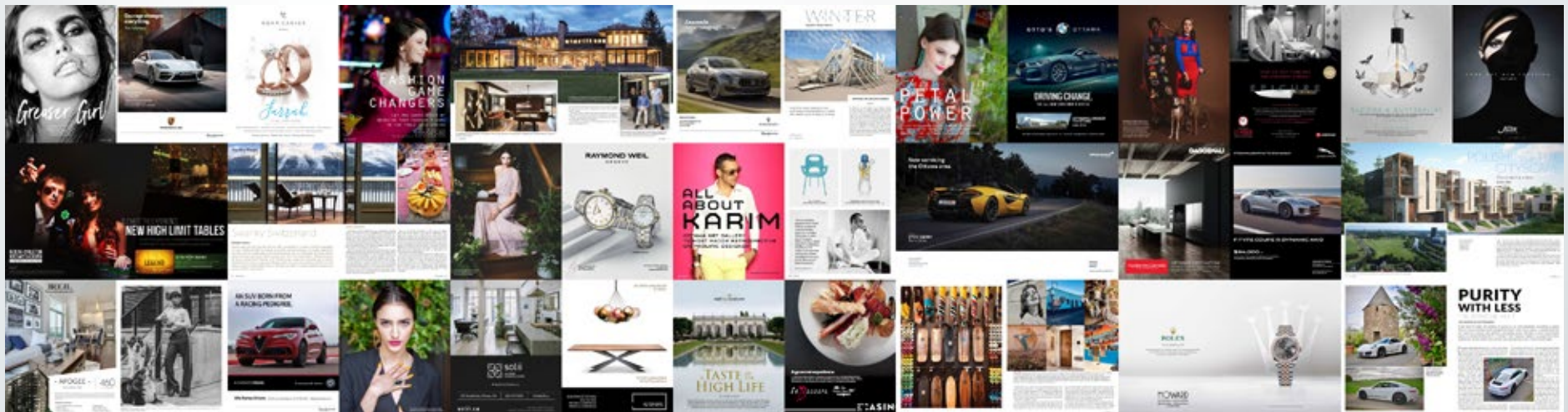
Booking deadline	March 13 <sup>th</sup> 2020
Artwork deadline	March 20 <sup>th</sup> 2020
Distribution	April 3 <sup>rd</sup> 2020

## Fall

Booking deadline	August 14 <sup>th</sup> 2020
Artwork deadline	August 21 <sup>st</sup> 2020
Distribution	September 4 <sup>th</sup> 2020

## Winter/Holiday

Booking deadline	October 23 <sup>rd</sup> 2020
Artwork deadline	October 30 <sup>th</sup> 2020
Distribution	November 13 <sup>th</sup> 2020





# 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.

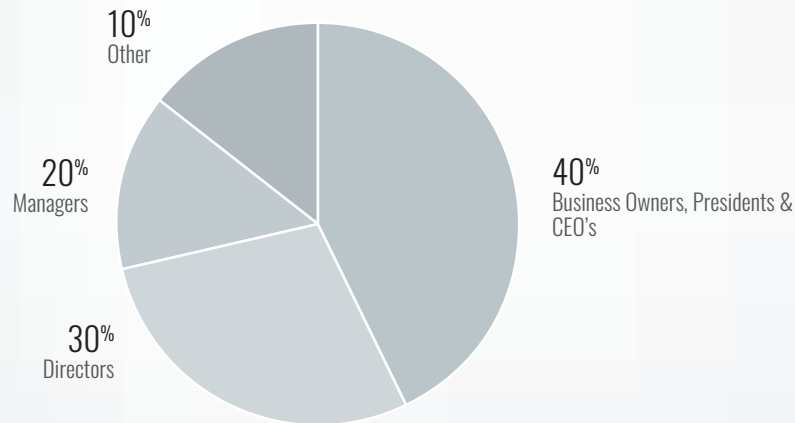
**Readership targets** are Urban Elite, Prosperous, Family focused, Independent, Social and Engaged.

**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

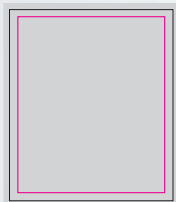
**2,000** Major Newsstands

**2,000** High-end retailers & advertisers

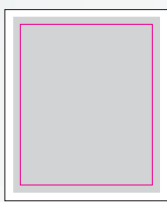
# Rates

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 148+ pages.

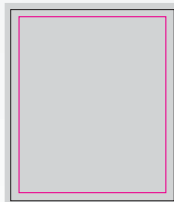
Back Cover	\$4,500	Full Page	\$3,000
DPS (2 page)	\$5,000	Half Page	\$1,800



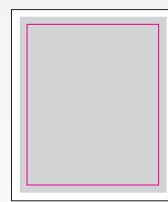
Back cover (BLEED)  
 ■ safe area: 8x9.875  
 ■ page trim: 9x10.875  
 ■ artwork bleed:



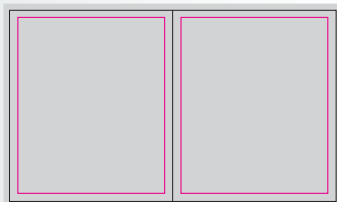
Back cover (FLOAT)  
 ■ safe area: 7x8.875  
 ■ page trim: 9x10.875  
 ■ artwork: 8x9.875



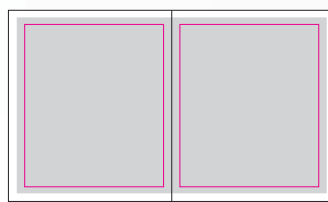
Full page (BLEED)  
 ■ safe area: 8x9.875  
 ■ page trim: 9x10.875  
 ■ artwork bleed:



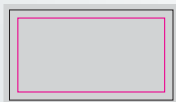
Full page (FLOAT)  
 ■ safe area: 7x8.875  
 ■ page trim: 9x10.875  
 ■ artwork: 8x9.875



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



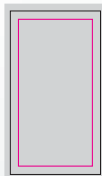
Double page spread (FLOAT)  
 ■ safe areas: 7.5x8.875 both individual pages  
 ■ page trim: 18x10.875  
 ■ artwork: 17x9.875



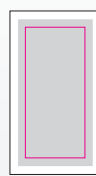
1/2 page Horizontal (BLEED)  
 ■ safe area: 8x4.375  
 ■ trim: 9x5.375  
 ■ artwork bleed: 9.25x5.625



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:



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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