



# LUXSURE

MEDIA KIT

PAPER EDITION

# WHO ARE WE ?

A close-up, profile view of a woman's face and shoulder. She is wearing a large, ornate ring on her finger and a matching bracelet on her wrist. The background is dark and moody.

## INTRODUCTION

Created in 2008, Luxsure group has rapidly become one of the key resource of information about Luxury and Fashion in France.

Luxsure Group in an international luxury press group with international editions based in Paris, US/UK and Dubai .

Luxsure has written more than 27 000 articles in 16 years.

Read by more than 90 000 visitors per month and with a big social media community

# OUR MISSION

Share the essence of **Luxury**, and especially **French Luxury**, to a wide range readers looking for relevant and high quality information



*Pascal Iakovou ,  
Luxsure founder and Editor in chief*

LUXSURE.FR | REDACTION@LUXSURE.FR

# LUXSURE PAPER MAKES A COMEBACK: A NEW ERA FOR LUXURY PUBLISHING

After 13 successful issues of Luxsure magazine up until 2014—including a dedicated travel edition and a wine and spirits edition—Luxsure Paper is making a bold return. The original print issues were distributed through Amazon and other platforms, with digital versions also accessible on iTunes and Amazon.

Relaunching a print magazine in 2025 is an ambitious endeavor, but one we are eager to undertake. This bi annual edition is available both in print and digitally via e-commerce channels, with a limited print run of 5,000 copies. The magazine is distributed in the finest hotels, restaurants and fashion spots in Paris, and during Fashion Weeks.



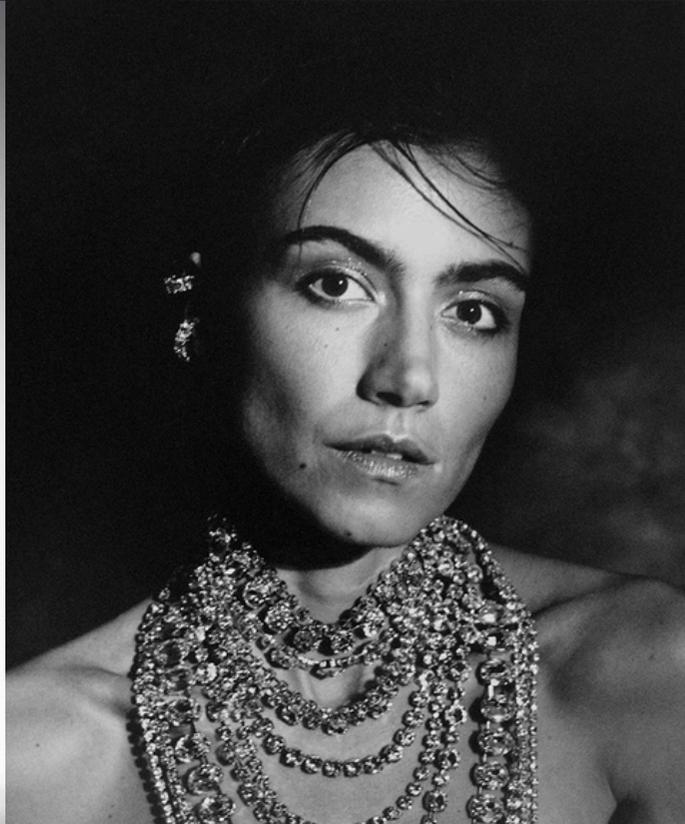


Robe Couture: Rami Al Ali



recouverte de diam. découpe au laser Arsu Kropal  
en l'éclat d'argent KMO Jewels  
155 pierres en relief à la main KMO Jewels  
en diamette







## PAST FASHION SHOOTINGS

Chanel Haute Joaillerie, Boucheron Haute Joaillerie, Tasaki Haute Joaillerie, Dior Joaillerie, Messika Haute Joaillerie, Alexis Mabille Haute Couture, Chaumet, Chopard, Van Cleef and Arpels, Roger Vivier, Mugler, Stéphane Rolland Haute Couture, Rami Al Ali, Manolo Blahnik, Christian Dior, Cerruti, Emmanuel Ungaro, Chanel, Alexandre Vauthier,... In Le Crillon, le Meurice, le Plaza Athénée, Bristol...



# PRINT ADVERTISING

## COVERS

**FRONT PAGE : ON REQUEST**  
**INSIDE FRONT COVER : 3000 EUROS**  
**BACK COVER : 4000 EUROS**

## CAMPAIGNS

**FULL PAGE ADVERTISING 2000 EUROS**  
**DOUBLE PAGE ADVERTISING 3000 EUROS**  
**HALF PAGE : 1000 EUROS**

## EDITORIAL

**FULL PAGE ARTICLE : 1000 EUROS**  
**HALF PAGE : 700 EUROS**  
**NEWS : 300 EUROS.**  
**PACKAGES PRINT + WEB : 1500 EUROS**

# ONLINE EDITION

A woman with curly hair, wearing a black halter-neck dress and a gold choker, stands in a vast, arid desert landscape. The ground is sandy and flat, with a long shadow cast behind her. In the background, there is a rusted, colorful metal structure, possibly a piece of art or a remnant of a building. The sky is filled with soft, white clouds.

The oldest French online magazine dedicated to luxury, Luxsure delivers curated news spanning the entire spectrum of the luxury industry. It stands as a trusted and respected source of insight for luxury connoisseurs and professionals alike, with a readership of 100,000 unique visitors per month.

# IN 5 LANGUAGES

LUXSURE INTERNATIONAL



**FRENCH**

[www.luxsure.fr](http://www.luxsure.fr)  
Since 2008



**ENGLISH**

[www.luxsure.com](http://www.luxsure.com)  
Since 2010  
UAE, US, UK



**SPANISH, ITALIAN & GERMAN**

Coming soon

# THE READERS

## LUXURY LOVERS



### WOMEN

55% of our readers are women



### CITY

Most of readers come from big cities



### ASPIRATION

25-34 yo is the biggest share

# INFLUENCE

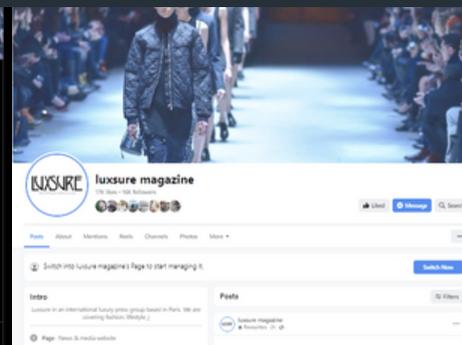
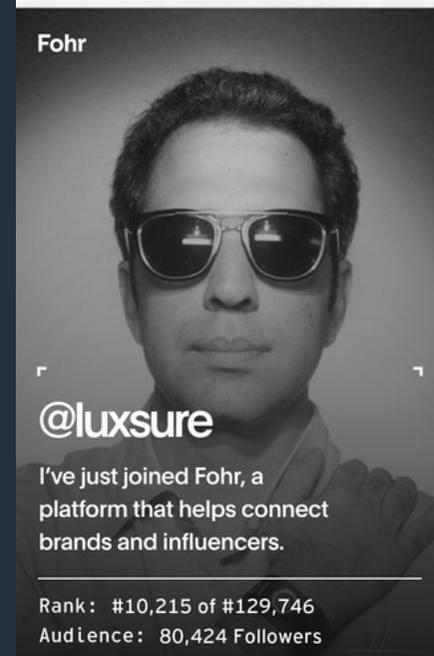
@luxsure is the oldest luxury influencer and the oldest online Luxury Magazine in France

Luxsure.fr was voted number 3 fashion blog in France in 2013.

The official twitter account @luxsure was elected in Glamour's TOP 50 most influential french twitter accounts in 2013 and 2014.

Today with a community of 46,6K followers on social and 100K readers per month, Luxsure continues to be a leader in the industry and followed by industry professionals and leaders and is now perceived as a luxury industry KOL.

@Luxsure expertise in social media is rewarded with invitations to Influence fairs, business schools, medias.





# COLLABORATIONS

Veuve Clicquot, Mini Cooper, Ruinart, Baume & Mercier, Grant's Whisky, Blackberry, LVMH prize trendscooter, Who's Next Paris, Lumix, Vertu, Grey Goose, G.H.MUMM, Comité Montaigne, Panasonic, Google, Honor, Huawei, Samsung, Ebel ...



## **EVENTS PARTNERSHIPS**

10 years of the magazine, Art Paris, Grant's, Basus, Vendanges Montaigne, Sweet Inn, Club Montaigne, Art Elysées Paris, Design Elysées Paris, Who's next, Connections, Art Shopping, Salon du Luxe, Vogue Fashion Festival, Electroland, Lollapalooza, Moderne Art Fair...



## CRAZY SITUATIONS AND ANECDOTES

Interview Haute Couture designers before fashion shows, meet Meghan Markle backstage at a fashion show in NYC, party on a yacht with Mark Ronson and Cara Delevingne during the Monaco Grand Prix for GH MUMM, fly over Hong Kong in a helicopter for Peninsula, meet and greet with Jude Law for Lexus, have a drink with Milla Jovovich for Toyota, create our blend of Martell Cognac, attend the Formula E Grand Prix with Nissan, experience the Cannes Film Festival and Chopard Night with Grey Goose, enjoy a private concert and discussion with Lang Lang for Steinway, do Bordeaux Grand Cru with a helicopter for Bernard Magrez, test the new Rolls Royce car in Sardinia, film an advertisement for MINI with a professional driver, attended the finale of Rugby world cup Range Rover, attended European Poker tour in Paris, lived the first Thom Browne show in Paris from the backstage, meet and greet with Selena Gomez and many more crazy adventures.



Robe en satin et dentelle Fatima Lopez



## LAST LUXURY 5\* HOTELS IN LUXSURE

Ultima Gstaad, Chateau de Pavie, Hôtel Casarose, Rome Cavallieri, Sofitel Rome, Anantara Marbella, Paraiso de los Pinos Formentera, Kimpton's Paris, Torre del Canonigo Ibiza, Four Season Lion Square Saint Petersburg, Mandarin Oriental Lago Di Como, NH Valencia Colon, Atrium Prestige Rhodes, Thermes Marins Saint Malo, Lux South Ari Atol, Disneyland hotel Paris, Chais Monnet, Citizen M Copenhagen, Grand Hotel du Cap Ferrat, Hotel de Paris, Montecarlo Beach Club, Shangri La Paris, Peninsula Hong Kong, Biltmore Hotel Coral Gables, Radisson Blu Djerba, Sofitel Rome, Le Barthelemy, Hotel Banke, Posidonion Grand Hotel, Radisson Blu Cannes, Le Meurice, Hotel del Coronado, W Verbier, The David Citadel Hotel, Hotel de la Klaus, New Hotel, Radisson Red Madrid...



## LAST TRAVEL DESTINATIONS IN LUXSURE

Ibiza, Marbella, Rome, Gstaad, Saint Peterburg, Iago di Como (Italy), Rhodes (Greece), Valencia (Spain), Cognac (France), Copenhagen (Denemark), Glion (Switzerland), EuroDisney (Paris), Milan, London, Marseille (France), Coral Gables (Miami), Cap Ferret (France), Beaune (France), Champagne (France), Djerba (Tunisia), Monaco, Saint Barthelemy (France), Alpe d'huez (France), Antwerp, Rotterdam, Athens, Hong Kong, San Diego, Palm Springs, Miami, Maldives, Verbier (Switzerland), Tel Aviv, Jerusalem, Porto, South Africa, Sardinia, Madrid, Lisbon, Montréal, New York, Marrakech...



# DIGITAL PARTNERSHIPS

## ON THE WEBSITE

**AN ARTICLE ABOUT YOUR BRAND  
A LINK TO YOUR PAGE FROM 650 EUROS**

## INSTAGRAM

**SPONSORED POST: STORIES TO INTRODUCE  
THE ARTICLE FROM 300 EUROS  
EVENT: LIVE POSTS WITH STORIES AND  
POSTS FROM 300 EUROS**

## BRANDED CONTENT

**STORYTELLING, FASHION SHOOTING,  
SOCIAL MEDIA CONTENT**

## SPONSORED EVENTS

**BRANDED EVENTS & SPECIAL SALES  
WITH OUR COMMUNITY AND GLOBAL  
INFLUENCER NETWORK**



# CONTACTS

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