



LUXSURE

MEDIA KIT

PAPER EDITION

A woman's profile is shown in a dark, moody setting. She is wearing a large, ornate earring, a ring with a large gemstone, and a matching bracelet. Her hand is resting on her shoulder.

WHO ARE WE ?

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.



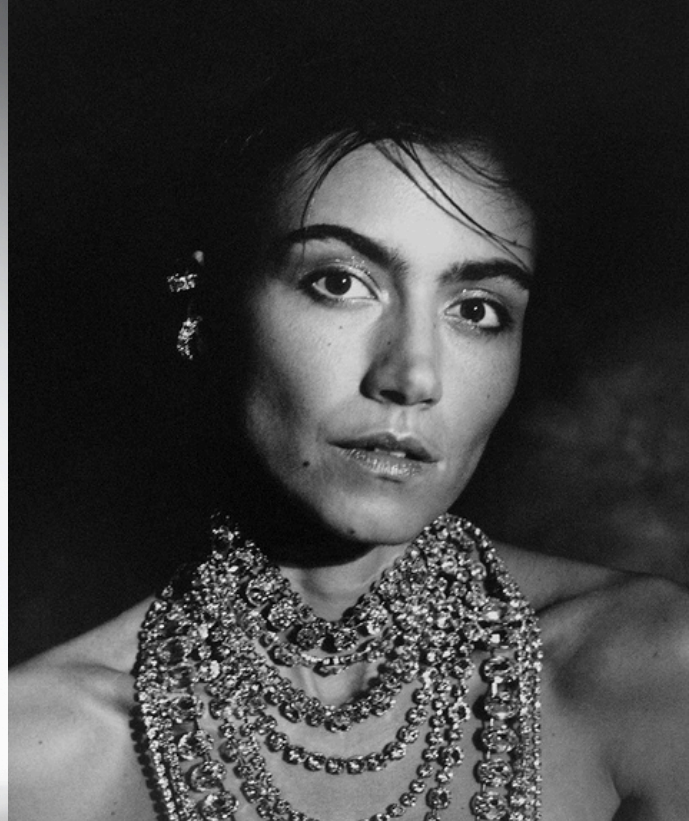


Robe Couture: Rami Al Ali



recouverte de diamants découverts au laser Arsu Krapal
en l'absence d'argent KMO Jewel
15 allées, en l'absence d'argent KMO Jewel
en diamante







PAST FASHION SHOOTINGS

Chanel Haute Joaillerie, Boucheron Haute Joaillerie, Tasaki Haute Joaillerie, Dior Joaillerie, Messika Haute Joaillerie, Alexis Mabilie 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. In the background, a rusted, colorful car is visible under a cloudy sky. The overall tone is warm and artistic.

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.

LUXSURE.FR | REDACTION@LUXSURE.FR

IN 5 LANGUAGES

LUXSURE INTERNATIONAL



FRENCH

www.luxsure.fr
Since 2008



ENGLISH

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

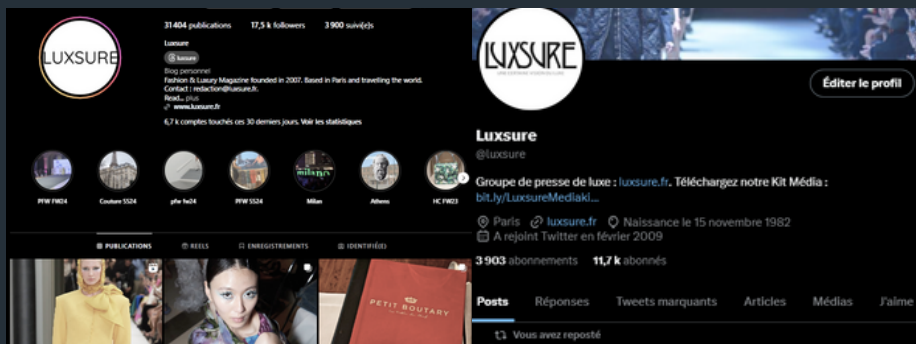
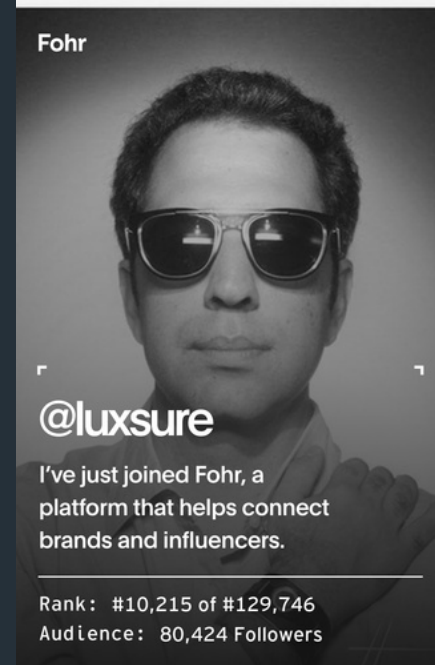
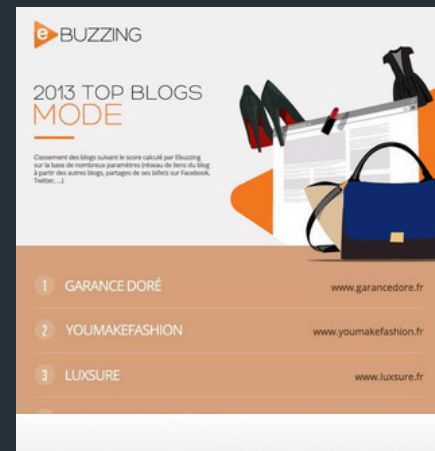
@luxsure is the oldest luxury influencer and the oldest online Luxury Magazine in France

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 Klauss, 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**



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