

luxe.

interiors + design®

MEDIA KIT
NATIONAL



Home is your greatest luxury

At *Luxe*, we celebrate regional architecture and design, and encourage design enthusiasts to seek out and connect with local design professionals in the place they call home.

We impart this philosophy through multi-platform channels – in print and digital, and at our events – where we inspire, inform and engage with affluent design enthusiasts, architects, interior designers, home builders and the design community at large.

PRINT

515,000 distribution

6x/ year

Demographics: Female: 85% / Male: 15%

Median age: 50

Average household income: \$438,760

Average net worth: \$1,882,000

DIGITAL

• LuxeSource.com

- 120K+ average monthly visitors

- 1.2M+ average monthly page views

- 8 average page views per visit

• Social audience

- 1.9M+ followers

EVENTS

Over 200 events in 30 cities nationwide annually

• *Luxe* signature events

- Gold List

- ICFF

- Networking events





The *Luxe Interiors + Design* community is unrivaled

We have built the most powerful network in the design industry, connecting with the country's leading architects, interior designers, builders and home design professionals.

Our team of over 75 editors and market directors connects our audience of over 2.3 million affluent design enthusiasts across all platforms with the leading local and national luxury design firms nationwide. Through our prism of powerful photography and stories that captivate, we encourage readers to cultivate home as their greatest luxury.

We do more than just connect readers with advertisers; we build strong relationships within local design communities across the country, connecting them to each other and the most affluent homeowners.

Here's how:

- Hosting more than 18,000 face-to-face meetings with leading home design professionals across the nation each year
- Creating over 200 local networking events each year, connecting with home design professionals from more than 30 cities around the country
- Featuring the work and products of more than 20,000 leading home design professionals and companies



Luxe Interiors + Design is the most affluent shelter magazine

THE READER

Brand Reach*: 2.9M+
Total Audience: 1.0M+
Average household income: \$438,760
Average net worth: \$1,882,000
Female: 85% / Male: 15%
Median age: 50
Married: 72%

College degree: 70%
Post-graduate degree: 28%
Average home value: \$1,261,628
Own two or more homes: 32%
Average value of second home: \$1,213,158
Visit luxesource.com: 69%

BRAND AFFINITY

Average time spent reading: 60 minutes
Pass-a-long: 2 people
Turn to *Luxe* for designs they aspire to emulate: 63%
Turn to *Luxe* for product ideas: 62%
Turn to *Luxe* for inspiring editorial content and beautiful photography: 69%
Turn to *Luxe* for product solutions: 65%

TRUSTS *LUXE* AND THE BRANDS THAT ADVERTISE

Trust *Luxe* as a resource for their design needs: 91%
Took any action upon reading the magazine: 84%
More likely to trust the advertising because of the editorial quality: 83%
View *Luxe* as the premiere resource when it comes to making serious purchase decisions: 66%
More likely to trust a trade professional featured in *Luxe* than in another magazine: 61%

HOW THEY SPEND

Average spent on architects: \$500,000
Average spent on contractor/home builder: \$427,835
Average spent on bathroom remodeling projects: \$24,850
Average spent on kitchen remodeling projects: \$59,447

LUXURY LIFESTYLE

94% are willing to pay more for high quality items
92% consider their home as one of their greatest luxuries
83% prefer to buy products that offer the latest in new technology
82% enjoy entertaining at home
71% go to museums
69% attend gallery art shows
58% go to live theater performances
Average domestic vacations in the last year: 6
Average international vacations in the last year: 4
38% are likely to purchase/lease a luxury vehicle (BMW, Lexus, Mercedes-Benz, Audi, Tesla)

SOURCE: IPSOS Reader Study, October 2016 (Total Audience); *Brand reach is determined by combining print audience, website unique visitors, and total social followers

Editorial Departments

Radar



RADAR

Current happenings in the worlds of art, architecture and design. Reports on high-style products and accessories, travel, art and the people behind the industry.



RADAR/SCENE – REGIONAL

An of-the-moment roundup dedicated to ideas, shops and showrooms, and everything worth knowing on a local design level.

Market



SPOTLIGHT

The editors' carefully curated selection of fabulous finds—furniture, lighting, home accessories and accents.



TREND

Discover key trends from the worlds of fashion, home design and luxury goods.



MATERIAL

A striking presentation of design essentials for the home, from fabric and wallcoverings to hardware, flooring and stone.

Feature Well



HOME TOURS – REGIONAL

Luxe showcases the most beautiful homes in each of our regions, proving you don't have to go far to find good design.



STYLE MAKERS – REGIONAL

A spotlight on the best artists, craftsmen and artisans living right in your own backyard.

The Look



THE REPORT

An in-depth look at the movements, trends and products defining the design industry now.



INSPIRATION FOUND

A parting page dripping with inspiration for luxury living.



SPACE X3 – REGIONAL

Three industry professionals reflect on the details that compose their designs.



KITCHEN + BATH

A visual showcase of ideas, new products and trends for making these practical spaces as chic as the rest of your home.

*Not every editorial department runs in every issue or every market.

In Every Issue

Accessories, Antiques, Architecture, Art, Exquisite Surfaces: Tile, Stone, Marble, Glass, Fabrics, Furniture, Hardware, Home Décor, International Design, Jewelry, Kitchen + Bath Ideas, Landscape Design, Lighting, Outdoor Living, Shops and Showrooms, Tableware, Rugs, Wallcoverings



ABOUT THE EDITOR

Pamela Jaccarino is the founding editor-in-chief of *Luxe Interiors + Design*, launched in 2005. Jaccarino was instrumental in helping to create the shelter brand, and under her direction *Luxe Interiors + Design* has grown over the past decade into an influential voice of luxury residential design with a circulation of over 500,000. In addition to overseeing all editorial content, Jaccarino is dedicated to expanding the brand's digital presence across all platforms. A prominent speaker, she frequently lectures at industry events around the country, providing insight and inspiration about design. Prior to joining SANDOW, Jaccarino was an Executive Editor with the LVMH Group.

The largest network of luxury shelter magazines in the United States



STATES SERVED BY NATIONAL EDITION
 STATES SERVED BY REGIONAL EDITION
 + NATIONAL NETWORK COVERAGE IN 50 STATES

We reach all 50 states with dedicated regional magazines in the top DMAs.
 Total distribution: 515,000
 Guaranteed rate base: 450,000

7%

Exclusive distribution in private jet terminals

9%

Requested copies for distribution at design centers, select showrooms, luxury hotels and targeted events

72%

Distributed to homeowners in the wealthiest zip codes in America, including a proprietary list of top trade professionals

12%

Paid subscribers and newsstand distribution (single copy sales) nationwide

Source: BPA Statement, December 2016

KEY DESIGN CENTERS

Luxe Interiors + Design has set up targeted distribution at key design centers nationwide, capturing the highly influential design community.

AmericasMart Atlanta
 Atlanta Decorative Arts Center
 Boston Design Center
 Chicago Merchandise Mart
 DCOTA Florida

D&D Building NYC
 Dallas Design District
 Dallas Market Center
 Denver Design District
 Houston Design Center

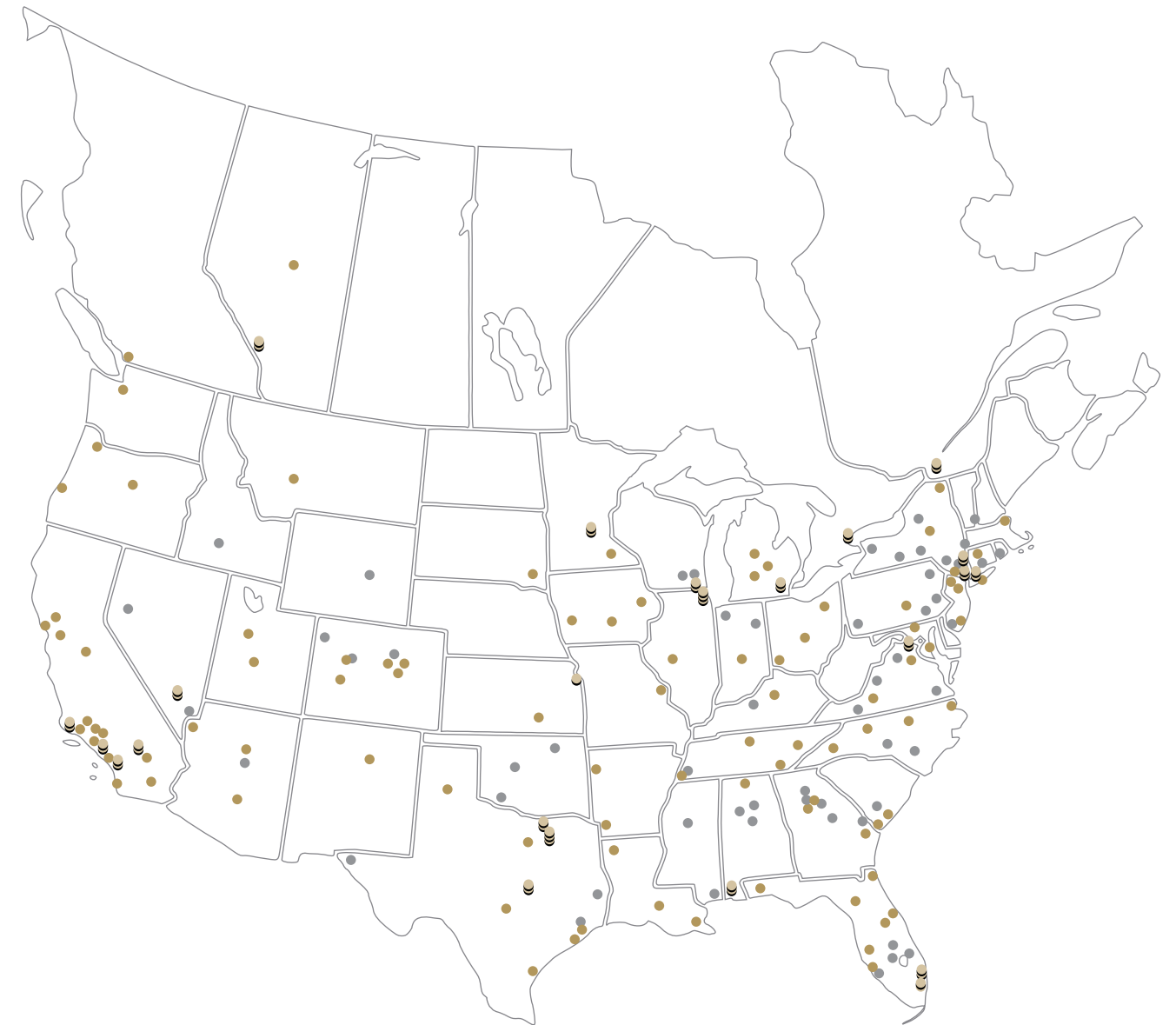
Laguna Design Center
 Las Vegas Design Center
 Pacific Design Center (LA)
 San Francisco Design Center
 Seattle Design Center



We reach the most affluent consumers, biggest spenders and home enthusiasts in the wealthiest cities nationwide

Luxe is distributed at over 250 private jet terminals nationally and internationally. 47,000 times per day, 1.4M flights a month, we speak to the wealthiest people on earth – over 17.5M ultra-net-worth passengers each year.

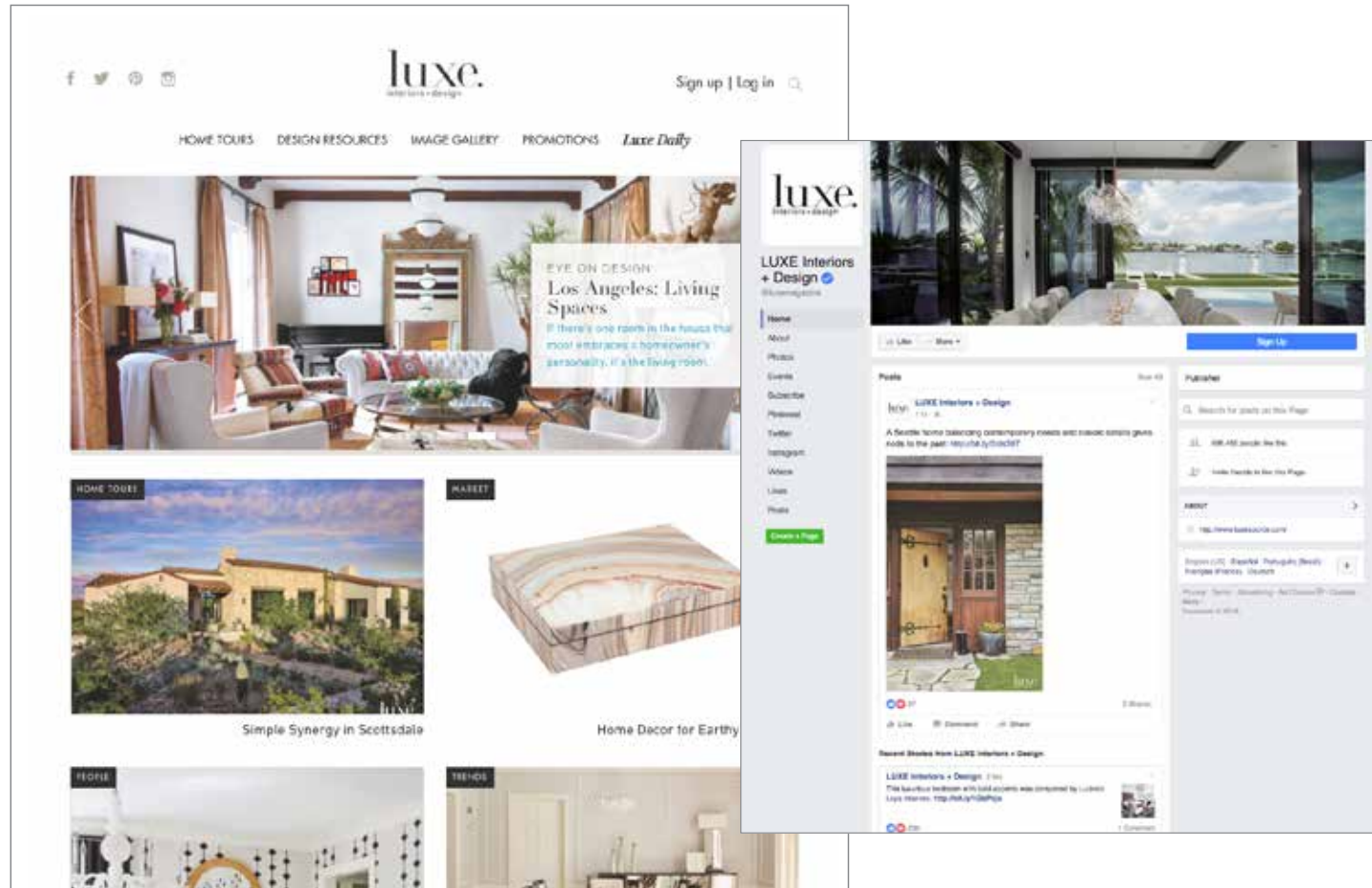
LUXE PRIVATE AIRPORT NEWSSTAND LOCATIONS



● CURRENT LOCATIONS ● MULTIPLE LOCATIONS ● COMING SOON

250+ private airport locations across North America
47K times a day these locations reach the wealthiest people on earth
\$89M average net worth of private jet travelers
\$1.75M spent annually on fine art
\$542K spent annually on home improvements

LuxeSource.com is the digital resource for design inspiration



From curated photo galleries and design ideas to profiles that showcase local resources, *Luxe Interiors + Design* reaches over 1.9M affluent design enthusiasts across our website and social media channels, allowing for us to engage with our readers on a daily basis.

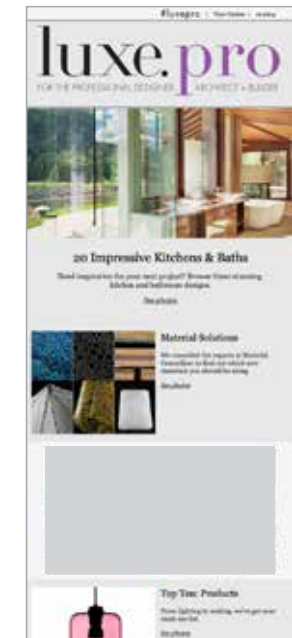
Average monthly visitors: **120K+**
 Average monthly pageviews: **1.2M+**
 Average pages per visit: **8**
60% of traffic is mobile
75% female / **25%** male
 Age 25-54: **73%** of sessions
 Age 35-44: **26%** of sessions

1M+
74K+
468K+
409K+

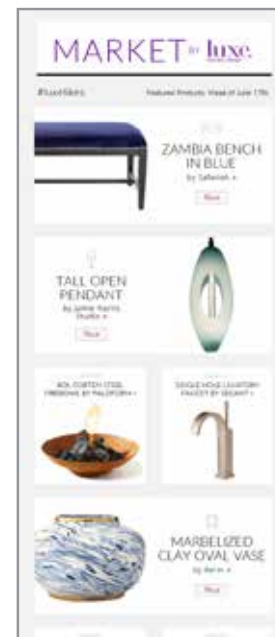
We offer an array of e-mail newsletters designed to connect our advertisers and trade professionals with our readers, featuring product highlights, professional listings and a dedicated customizable newsletter.



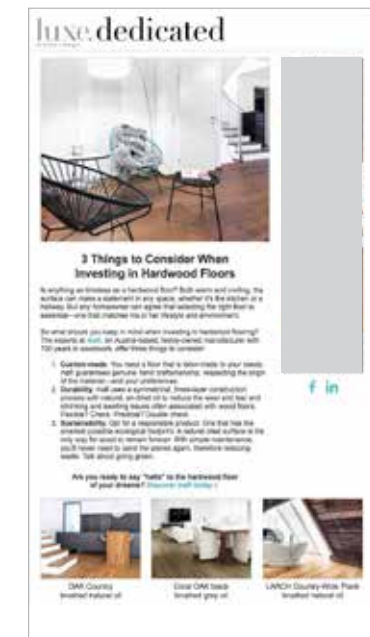
Luxe.Connect
 Regional newsletter
 34K+ subscribers, distribution varies by region
 National distributed to all 13 regions



Luxe.Pro
 Bi-Weekly newsletter with national content/regional professional listings
 15K+ subscribers



Market
 Weekly national newsletter
 31K+ subscribers



Luxe.Dedicated
 100% SOV for brand, 2X/month, nationally and regionally
 National – sent to 27K+
 Regional – varies by region



Annual Gold List celebration, New York, NY



Christopher Peacock, showroom opening, Short Hills, NJ



ICFF, New York, NY



AmericasMart panel, Atlanta, GA



LCDQ panel, Los Angeles, CA



VIP D&D building showroom tours, New York, NY

Luxe Interiors + Design hosts over 200 events each year, connecting home design enthusiasts and professionals across the country

LUXE SIGNATURE EVENTS

Gold List: Annual celebration that highlights design industry professionals who have had projects featured in *Luxe Interiors + Design* magazine.

ICFF: Annual tradeshow that showcases what's best and what's next in the world of global design.

The Decorators Club & Education Fund: America's oldest women's organization dedicated to the interior design profession provides monetary grants for students in the industry.

Luxe.Gatherings: National/regional custom celebration events (product launches, showroom openings).

Luxe.Design Summit: Educational events designed to engage *Luxe* community members.

2017

Editorial Calendar



EYE ON DESIGN: THE GOLD LIST

January/February

A coveted issue, the little black book of design highlights talent across the country, from on-the-rise to seasoned experts—architects, interior designers, builders and landscape architects—whose style and vision exemplifies local design. The GOLD LIST is a collection of design voices offering perspective on what is relevant in all things luxury design.

EDITORIAL DEPARTMENTS

Radar: Names to Know

Roundup: Decorative Tassels and Trims

Spotlight: Chic Seating

Material: The Latest in Rugs

Kitchen + Bath: Innovative Materials

The Report: Kitchen + Bath Trends

ADVERTORIAL CLOSE: 10/21/16

SALES CLOSE/MATERIALS

DEADLINE: 11/1/16

INSERT SALES CLOSE: 11/8/16

ON SALE: 1/10/17



NEW & NOW: SPRING PREVIEW

March/April

A comprehensive design guide and preview for the season. Mark the arrival of spring with zingy color, bright ideas and fresh product debuts, home accessories and accents. Plus, our annual Made in America coverage.

EDITORIAL DEPARTMENTS

Radar: Made in America

Roundup: Spring Paints

Spotlight: The Best in Tables

Material: Luxury Textiles

Kitchen + Bath: Bold, Lively Spaces

The Report: Color Trends

ADVERTORIAL CLOSE: 12/16/16

SALES CLOSE/MATERIALS

DEADLINE: 12/23/16

INSERT SALES CLOSE: 1/10/17

ON SALE: 3/7/17



THE GREAT OUTDOORS

May/June

An issue dedicated to embracing the art of outdoor living and the indulgences of summer, this issue covers inspired landscapes, outdoor furnishings and entertaining. Plus, a glimpse at leading-edge architecture and home trends.

EDITORIAL DEPARTMENTS

Radar: Amazing Architecture

Roundup: The Stylish Traveler

Spotlight: Outdoor Furniture and Accents

Material: Decorative Tile

Kitchen + Bath: Indoor/Outdoor Spaces

The Report: Wow-Factor Landscapes, Pools, Outdoor Rooms

ADVERTORIAL CLOSE: 2/24/17

SALES CLOSE/MATERIALS

DEADLINE: 3/7/17

INSERT SALES CLOSE: 3/14/17

ON SALE: 5/9/17



GLOBAL DESIGN

July/August

An inside look at the destinations, cultures, influences and international tastemakers who are shaping luxury design.

EDITORIAL DEPARTMENTS

Radar: International Style

Roundup: Bookshelf Decor

Spotlight: Around-the-World Accents

Material: Best of Outdoor Fabric

Kitchen + Bath: Hotel-Inspired Spaces

The Report: Global Finds + Designer Itineraries

ADVERTORIAL CLOSE: 4/21/17

SALES CLOSE/MATERIALS

DEADLINE: 5/2/17

INSERT SALES CLOSE: 5/9/17

ON SALE: 7/4/17



THE LUXURY REPORT

September/October

The ultimate compendium of luxury and style influences expressed through the latest in design, fashion, art, culture and architecture. A focus on the art of quality, craftsmanship and all things custom.

EDITORIAL DEPARTMENTS

Radar: Luxury Defined

Roundup: Elegant Hardware

Spotlight: Luxury Goods

Material: Fashionable Wallpaper

Kitchen + Bath: The Minimalist Kitchen

The Report: Luxury Real Estate

ADVERTORIAL CLOSE: 6/23/17

SALES CLOSE/MATERIALS

DEADLINE: 6/30/17

INSERT SALES CLOSE: 7/11/17

ON SALE: 9/5/17



THE GOOD LIFE

November/December

A comprehensive design guide and preview for the season. Brimming with bespoke furnishings, high-wattage architecture and interiors, extraordinary luxuries and a sophisticated holiday gift guide, the editors reveal the interplay between craft, artisanship and beauty.

EDITORIAL DEPARTMENTS

Radar: Art + Culture

Roundup: Tabletop Discoveries

Spotlight: Luxe Lighting

Material: Stone + Natural Materials

Kitchen + Bath: Home for the Holidays

The Report: The Luxe Guide to Gifting, Hosting, Entertaining

ADVERTORIAL CLOSE: 9/1/17

SALES CLOSE/MATERIALS

DEADLINE: 9/12/17

INSERT SALES CLOSE: 9/19/17

ON SALE: 11/14/17



Advertorial/Events Calendar

OUTDOOR LIVING

March/April

Celebrating the great outdoors. Promote your brand along with the latest and greatest in outdoor furniture and accessories.

ADVERTORIAL CLOSE: 12/16/16
INSERT SALES CLOSE: 1/10/17

SALES CLOSE/MATERIALS DEADLINE: 12/23/16
ON SALE: 3/7/17

ALL ACCESS + SOCIAL

May/June

This high-impact special section will elevate your brand's new line, launch or custom messaging with additional exposure via *Luxe* social channels.

ADVERTORIAL CLOSE: 2/24/17
INSERT SALES CLOSE: 3/14/17

SALES CLOSE/MATERIALS DEADLINE: 3/7/17
ON SALE: 5/9/17

KITCHEN + BATH

July/August

Align your brand with the latest styles and product trends in this informative special section dedicated to luxurious kitchens and baths.

ADVERTORIAL CLOSE: 4/21/17
INSERT SALES CLOSE: 5/9/17

SALES CLOSE/MATERIALS DEADLINE: 5/2/17
ON SALE: 7/4/17

MADE IN AMERICA

September/October

Position your brand as a leader in the 21st century in this special section that emphasizes the importance of being made in America.

ADVERTORIAL CLOSE: 6/23/17
INSERT SALES CLOSE: 7/11/17

SALES CLOSE/MATERIALS DEADLINE: 6/30/17
ON SALE: 9/5/17

MARK OF THE MAKER

November/December

Showcase your luxury bespoke brand in this informative section designed to highlight the fine art of craftsmanship and design.

ADVERTORIAL CLOSE: 9/1/17
INSERT SALES CLOSE: 9/19/17

SALES CLOSE/MATERIALS DEADLINE: 9/12/17
ON SALE: 11/14/17



National

Total national distribution: 515,000

The National Network Program includes advertising across all editions of *Luxe Interiors + Design*, plus in markets that are not covered by a *Luxe Interiors + Design* regional edition.

RATE CARD

All magazine rates are NET per issue.

NATIONAL NETWORK	1 ISSUE	4 ISSUES	6 ISSUES	12 ISSUES
Full-Page 4C Ad	\$27,995	\$18,995	\$17,995	\$16,995
Two-Page Spread 4C Ad	\$45,995	\$32,995	\$29,995	\$24,995

ADVERTISERS MAY COPY SPLIT FOR MARKET SPECIFIC ADVERTISEMENTS. COPY SPLITS \$250 PER MARKET.

NATIONAL NETWORK COVERS

NATIONAL NETWORK	RATES PER ISSUE
Cover 2 - Spread	\$74,995
Back Cover	\$69,995

Digital and social programs on luxesource.com

Ask your National Account Director for design resource profile rates and general web opportunities on luxesource.com.

DATES

ISSUE	ADVERTORIAL CLOSE	SALES CLOSE/ MATERIALS DEADLINE	INSERT SALES CLOSE	ON SALE
January/February 2017	10/21/16	11/1/16	11/8/16	1/10/17
March/April 2017	12/16/16	12/23/16	1/10/17	3/7/17
May/June 2017	2/24/17	3/7/17	3/14/17	5/9/17
July/August 2017	4/21/17	5/2/17	5/9/17	7/4/17
September/October 2017	6/23/17	6/30/17	7/11/17	9/5/17
November/December 2017	9/1/17	9/12/17	9/19/17	11/14/17

DATES ARE SUBJECT TO CHANGE



We build businesses driven by innovation and design.

SANDOW's diverse portfolio delivers powerful products, services and experiences to a highly selective audience. Our brands—which span design, luxury, fashion and beauty—include *Interior Design*, *Luxe Interiors + Design*, *NewBeauty* and *Worth* magazines, as well as online beauty matching service BeautyDNA, creative management agency Culture + Commerce, iconic retailer Fred Segal and global materials consultancy Material ConneXion.

DESIGN + LUXURY



Culture + Commerce
Bringing together top design talent with the world's leading brands.



Interior Design
The design industry's ultimate resource.



Luxe Interiors + Design
Celebrating home as your greatest luxury.



Material ConneXion
The world's largest materials library.



MediaJet
Delivering luxury magazines into the hands of private jet travelers.



ThinkLAB
Helping companies develop next-generation products and services.



Worth
Print, digital, broadcast and radio content of the highest quality.

BEAUTY + FASHION



BeautyDNA
A revolutionary new beauty product matching service.



Fred Segal
The ultimate shopping experience. Redefined.



NewBeauty
The definitive authority on all things beauty.



TestTube
The fun, experiential beauty-sampling program.