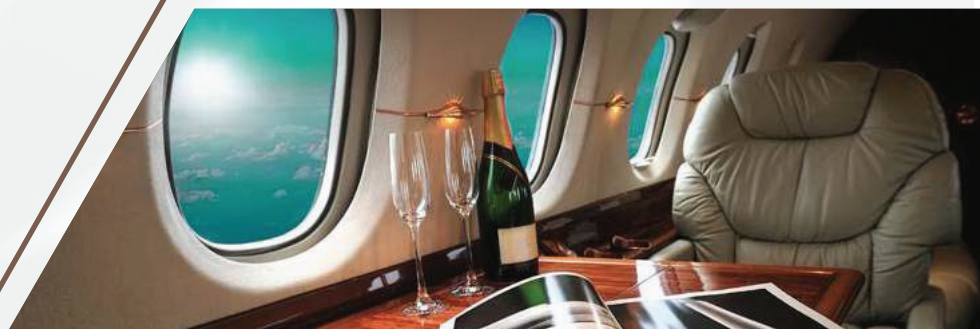


THE *Luxury* REPORT

MEDIA INFORMATION



Published by:
CDN Media Ltd

TABLE OF CONTENTS

About	03
Our Company	
Circulation Profile	04
Industry Sectors	
Our Readers	05
Breakdown Of Distribution	06
Summary Of Distribution	07
Digital Footprint	08
Reading Environment	
Top Channels	
Website Traffic	
Rate	09
Digital	
Print	10
Editorials	
Wire Service	11
Clients	12
Contact	13

ABOUT THE LUXURY REPORT



The Luxury Report is a quarterly magazine aimed primarily at the high net worth individual.

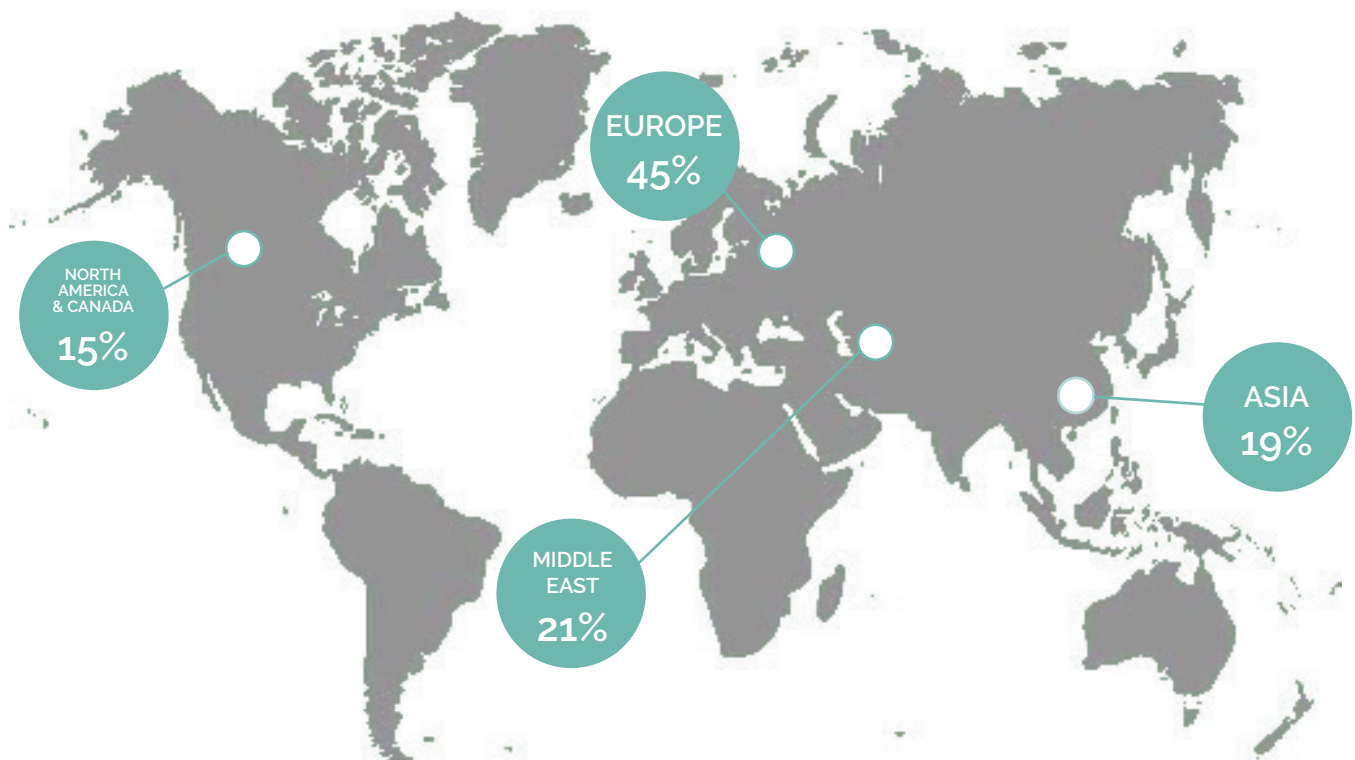
Our readers are affluent with very high spending power, and disposable income.

Both the magazine and website are committed to the highest standards of journalism, and ensure that with the combination of great articles, stunning imagery, and a strong online presence, is a key source of information and inspiration for those who regularly consume high-end goods.

The Luxury Report covers a wide range of topics, from profiling the most exclusive hotels and resorts, luxury products, financial products and advice, fashion, fine dining and all that encourages a sumptuous lifestyle.

THE CIRCULATION PROFILE

Subscriber Share



Industry Sectors

The Luxury Report is primarily distributed to the business or personal address of the subscriber.

Industry sectors the publication covers are:

- Corporate & Luxury Travel
- Technology Companies
- Luxury Lifestyle
- High net worth individuals to their home or business addresses
- Banking, Finance & Real Estate
- Investment Companies
- Fashion & Beauty

Our Readers

The Luxury Report is a highly regarded and trusted online and print media platform that is consumed by our loyal and affluent readers

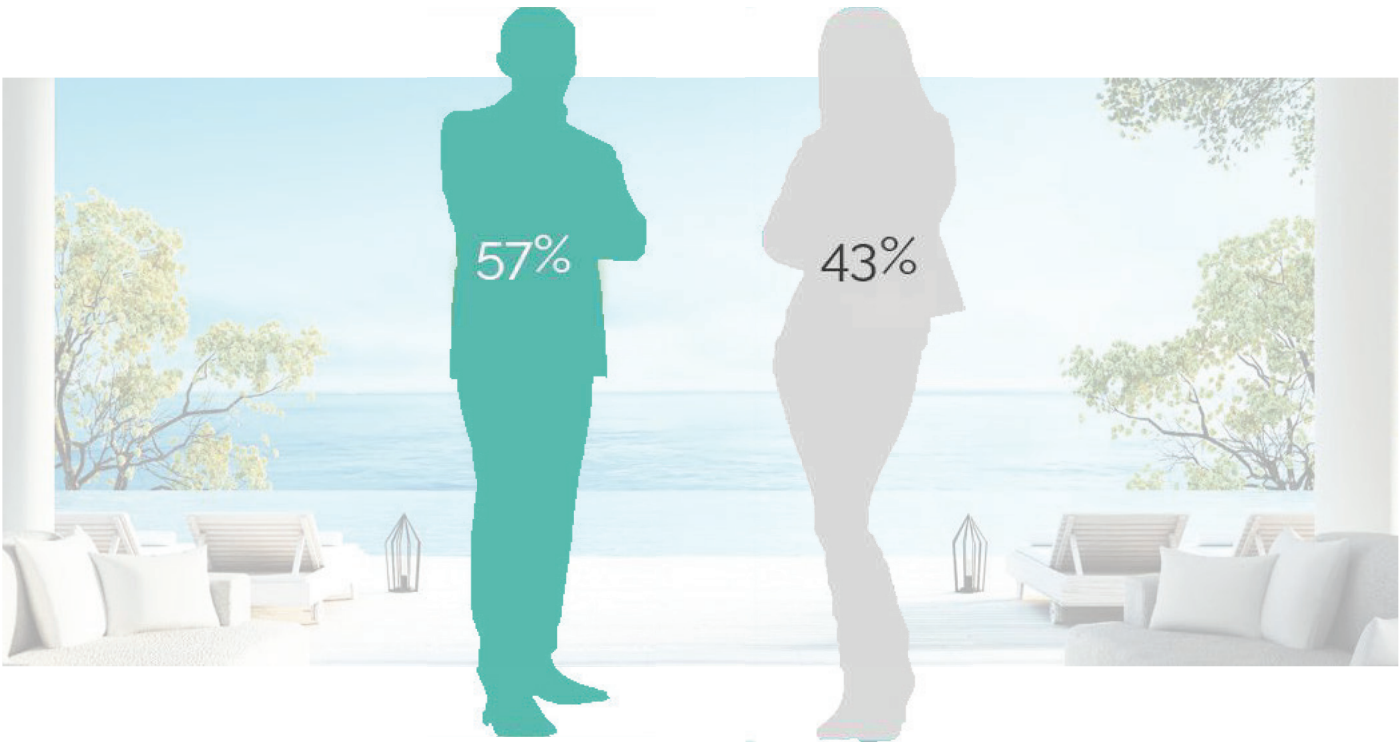
Mostly received directly to the subscribers home address.

Our primary audience is comprised of:

C-level Executives	Entrepreneurs
Affluent Consumers	High net worth individuals
Frequent travellers, business owners, families & college graduates	Investment Managers



Reader Gender Split



BREAKDOWN OF DISTRIBUTION



50,040 Hard Copies.



60% (30,024) paid subscribers posted to home address or place of work. Dedicated and allocated number of copies printed and distributed ensuring we only print what we need to, whilst staying conscious of our environmental impact.

.....



Subscription cost for the year is £49.99 (including P&P)

.....



120,000 digital issue subscribers.

.....



220,000 approx unique visitors per month to our website: www.the-luxuryreport.com

.....



Distributed within business class & executive lounges i.e. Heathrow-Gatwick -Manchester-Edinburgh-Glasgow and Newcastle.

10,000 copies are distributed via 1st, business and club class lounges within Singapore Airlines, Emirates, Cathay Pacific, Air France and Air India to name a few. [Please click here for full list.](#)

.....



8,250 copies within business class of Eurostar and within the London, Paris & Brussels departure lounges.

.....



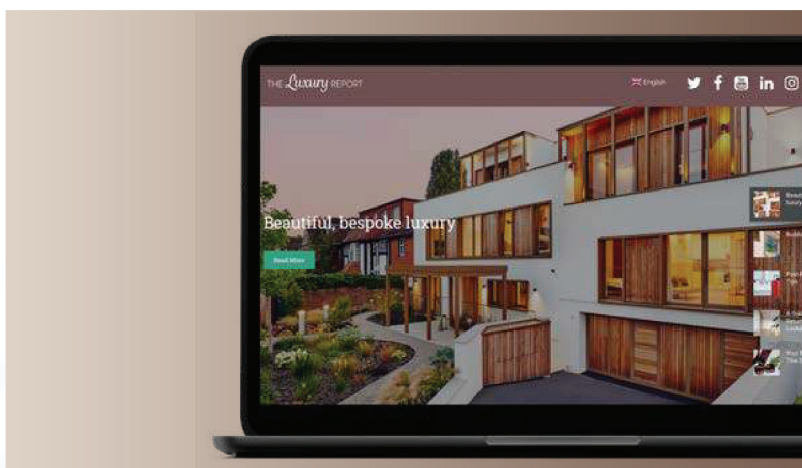
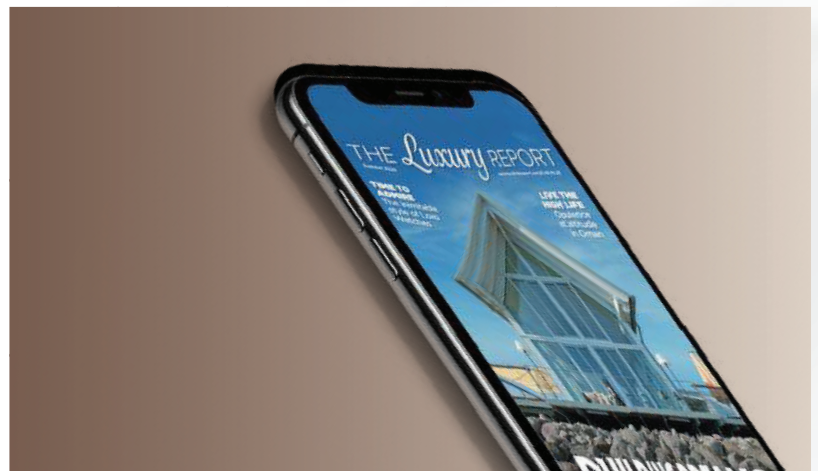
Our publications are distributed **annually to numerous events** worldwide and are carried for their **private clients**. [Please click for more information.](#)

SUMMARY OF DISTRIBUTION



Hard copy: 50,040
circulation over
60% is subscription
at £12.50

Digital issue:
120,000 subscribers

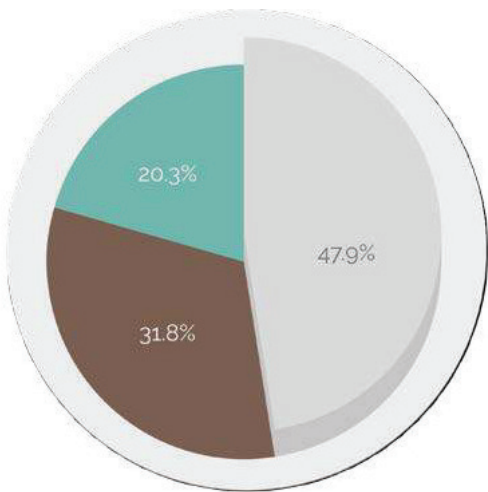


Website: 220,000
unique users per
calendar month via
Google analytics

DIGITAL FOOTPRINT

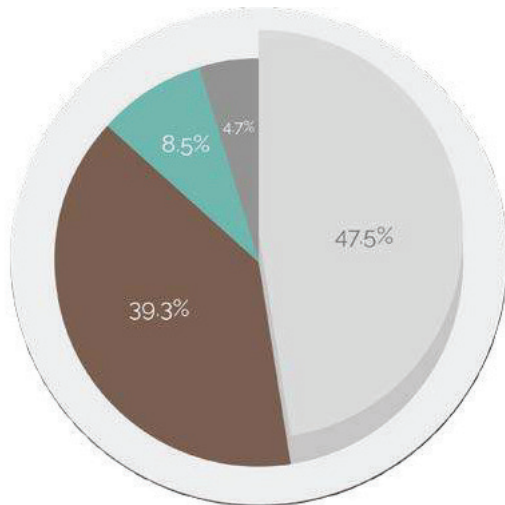
This segments show our latest "Digital Footprint" from out Top Channels to Web Traffic.

Reading Environment



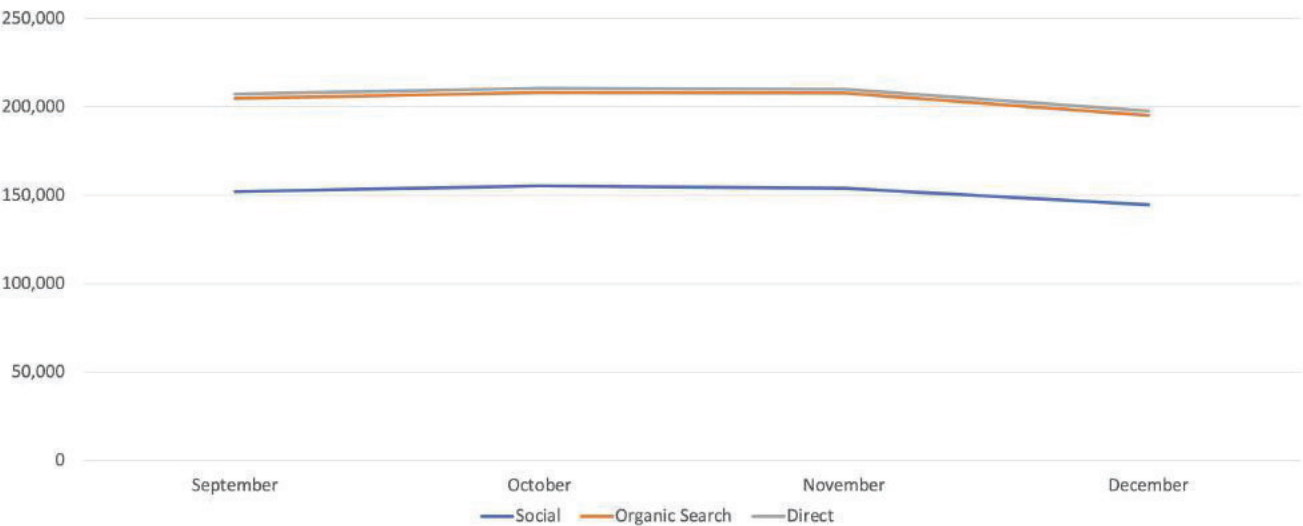
Webmail Desktop Mobile

Top Channels

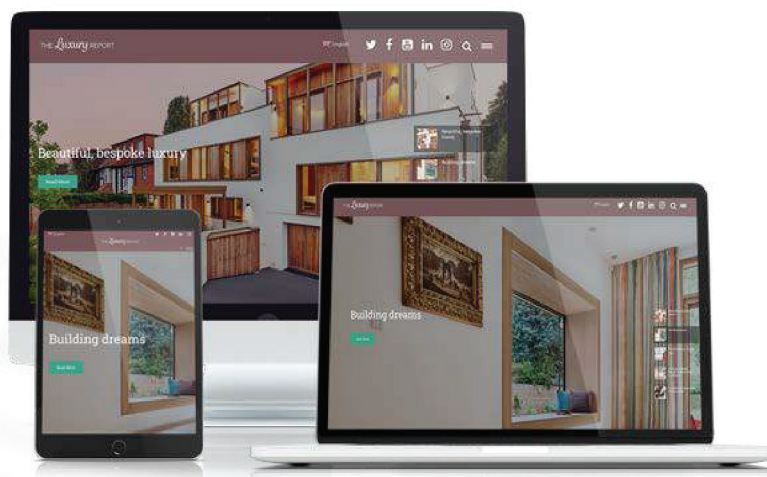


Social Direct Referral Organic Search

Website Traffic



RATE CARD COSTS



Digital

Total

Website Advertising

Large button

£500_{pcm} or £1,500

Central banner

£1,000_{pcm} or £2,500

Corporate Video Hosting

Pre-Prepared video (*up to 10 minutes*)

£1,500

Reuters (*Produced by our expert production team*)*

£14,500

Westminister (*Produced by our expert production team*)*

£10,500

On Location (*Produced by our expert production team*)*

from £30,000

Wire

Global

£3,950

Continent ie. Europe, Asia, LATAM

£2,950

Single Country

£1,950

**(Corporate video of up to 10 minutes hosted for a 12-month period. [Click here for more information.](#))*



Print

Total

Single Page	£4,950
Double Page Spread	£5,950
Outside Back Cover	£7,950
Inside Front Cover	£7,950
Inside Back Front Cover DPS	£9,950
Inside Back Cover	£5,950
Premium Position	£5,950
.....	
Agency commission (UK)	10%
Agency commission (Rest of the world)	15%

Editorial Pages

Single Page Editorial
(includes 400 Words & 2 Images)

Double Page Editorial
(includes 800 Words & 4 Images)

PRESS RELEASE WIRE SERVICE

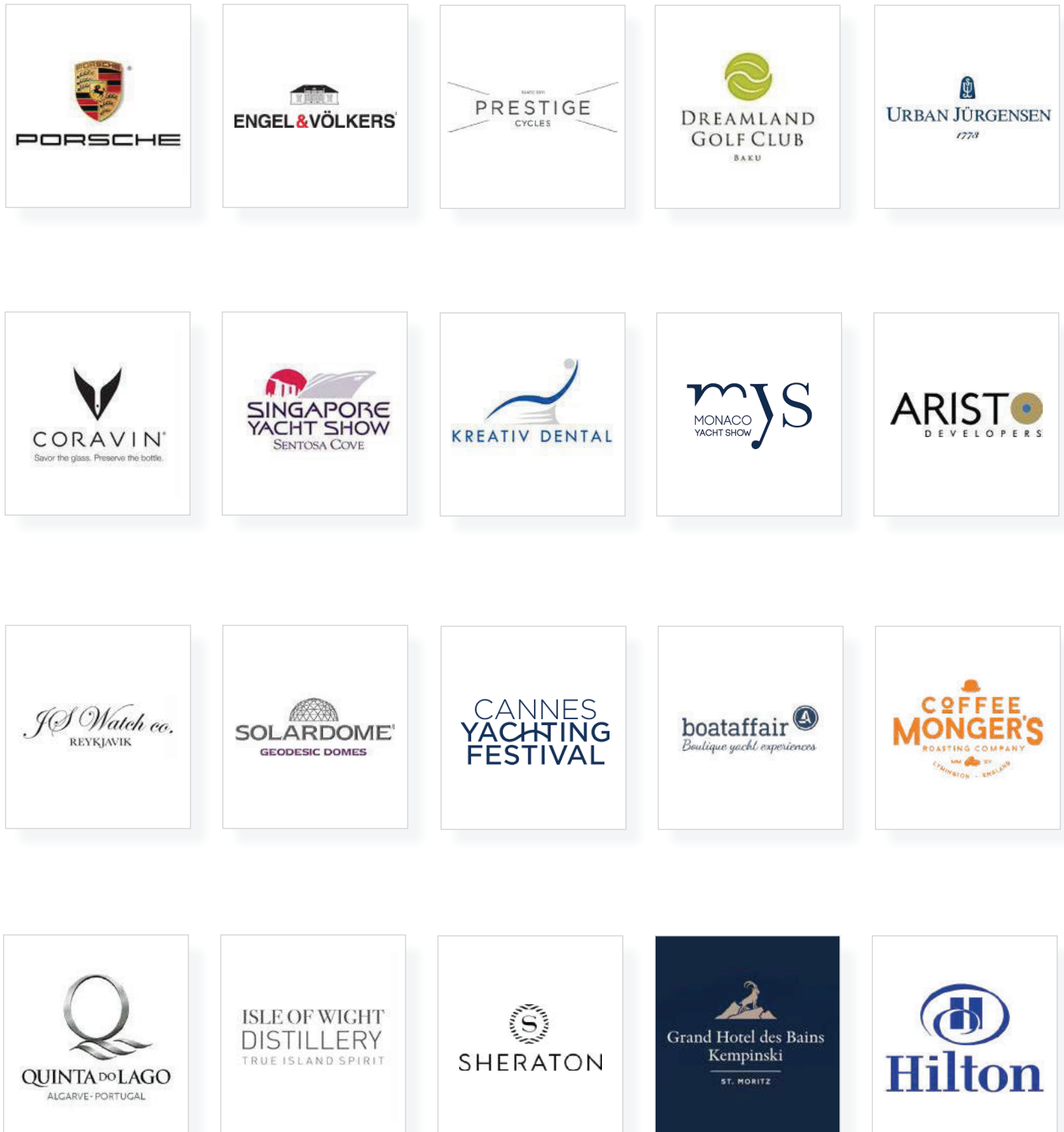


Full Digital Deployment Service & Data Analytics

- ✓ **Tagging** your message according to the topic of the release so that it is received by journalists operating within your specific target market.
(e.g. Banking/Investment/Technology/Healthcare/Travel/ Lifestyle/Real Estate etc)
- ✓ 500-word press release/corporate message/mission • statement
- ✓ Embed marketing assets such as video, white paper, investor announcement etc.
- ✓ Guaranteed delivery to the News Agency reaching all newsrooms within each country.
(Includes all nationals, regionals, consumer, TV, radio and broadcast media)
- ✓ Distribution to Online Services -
Search engines, websites, news aggregators and databases including, Factiva, Lexis Nexis, FT.Com, Google News, Press Associations, Dow Jones etc..
- ✓ Distribution to Reuters and Bloomberg equity terminals.
- ✓ Six-month time frame in which to deploy the release.
- ✓ Full Data Analytics Provided within 10 days from deployment including journalist contact details.
- ✓ Deployed to industry specific Journalists. Contact details provided of each journalist opening the release

PREVIOUS & CURRENT CLIENTS

Below are some of our major previous and current clients:





THE *Luxury* REPORT

MEDIA INFORMATION

CONTACT US



2 Bath Place
Rivington Street
London
EC1V 9DR



+44 (0) 203 093 3078



enquiries@the-luxuryreport.com



www.the-luxuryreport.com