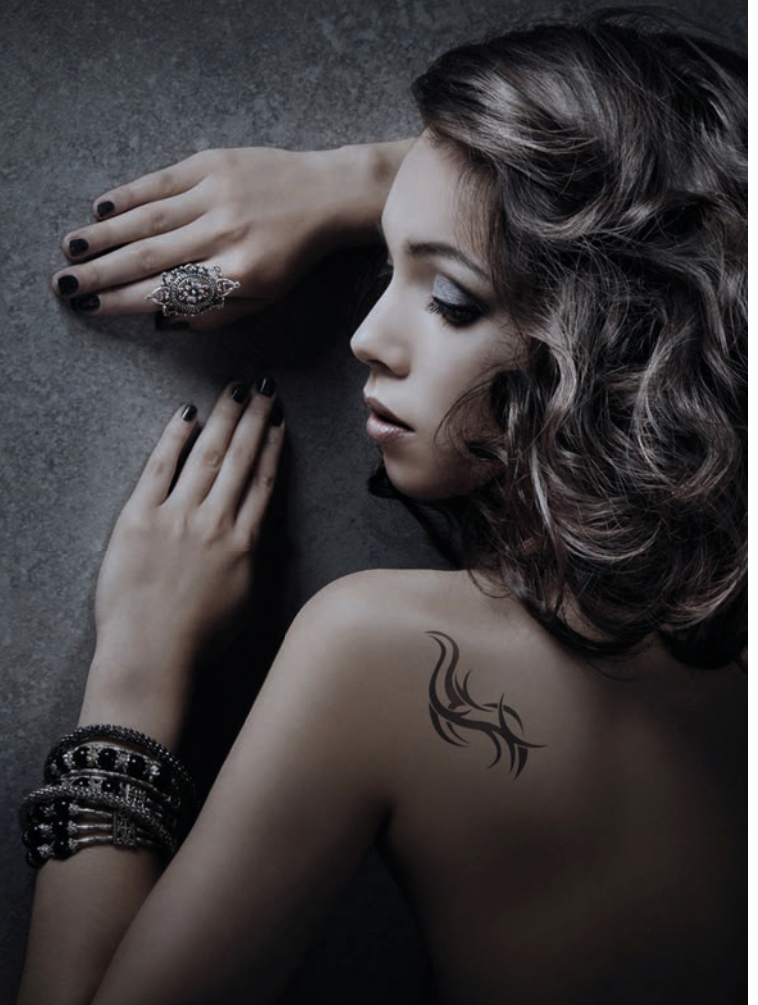


M E D I A P A C K 2 0 1 6

world luxury

DAILY
WEEKLY
MONTHLY
ONLINE

THE WORLD'S MOST LUXURIOUS LIFESTYLE MAGAZINE





world luxury

A MAGAZINE TO
TANTALISE YOUR SENSES,
A PLACE TO THINK
AND BE LUXURIOUS.

LUXURY IS MUCH MORE
THAN EXPENSIVE THINGS.
IT IS ABOUT
APPRECIATION,
THE EXPERIENCE
AND TIME.

LUXURY IS A STATE OF MIND
AND A LIFESTYLE CHOICE.

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DAILY

World Luxury Daily Magazine is a unique publication, aiming to satisfy the demands of those with luxury lifestyles around the world. World Luxury Daily Magazine is a top choice when one is looking for premium products and services.



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DAILY

HAUTE COUTURE



LUXURY YACHTS

ABOUT US

World Luxury Daily Magazine gives you access to the secrets behind owning or flying a modern jets, luxury cars, jewellery to fine art and events; to the best reviews by contributors who have experienced it all.

Your guide to the latest fashion trends, the alluring prospects of luxury and the inviting galleries of fine art.

ACCESSORIES



TIMEPIECES



THE WORLD'S MOST LUXURIOUS LIFESTYLE MAGAZINE

World Luxury Media is a unique company. We value our clients on every level, because their success means ours. That's why our publications are not only beautiful and intriguing, but they are also powerful marketing tools for advertisers. Whether your product or service is in travel, automobiles, hospitality, fashion, home décor, or any other part of the luxury lifestyle industry, we provide an excellent outlet to attract clientele.

world luxury

DAILY



THE WORLD'S MOST LUXURIOUS LIFESTYLE MAGAZINE

RATE CARD 2016 DIGITAL MAGAZINE ADVERTISING

PREMIUM POSITIONS

IFC Double Page Spread
First Double Page Spread
First left hand Page
First right hand page
Inside back cover
Back cover
Full page left
Full page right

MECHANICAL DATA

Full Page Trim 210X297mm
Full Page Bleed 210X297mm
Full Page Type 190X277mm
Spread Trim 420X297mm
Spread Bleed 420X297mm
Spread Type 400X277mm

POA for rates on page advertising
and for editorial

RATE CARD 2016 SOCIAL MEDIA BANNER ADVERTISING

G+

Cover Image – 1,080 x 608px
Shared Image – 497 x 373px
Shared Link – 150 x 150px Shared
Video – W: 496 px

Pinterest

Pins 222x150px

Instagram

Photo Size – 1080 x 1080px

Twitter

Header Photo – 1,500 x 500px
In-Stream Photo – 880 x 440 px

YouTube

Bespoke video can be
professionally filmed,
edited then uploaded

Facebook

Cover Photo – 851 x 315px
Shared Image & Link –
1,200 x 630px

POA for rates

world luxury DAILY

BEAUTY



FOOD & DRINK



PRIVATE ISLANDS



JEWELLERY



TRAVEL



FASHION



CARS



HOTELS



THE WORLD'S MOST LUXURIOUS LIFESTYLE MAGAZINE

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PENTHOUSES



SOCIAL MEDIA – CONNECT WITH AN ACTIVE AUDIENCE

World Luxury Daily editors post hundreds of stories a day to each of the main 9 social media platforms across 85+ diverse luxury sectors.

These stories include photos exciting editorial article posts, photo slideshows, videos, & interactive 360 photospheres.

Total monthly reach via our 9 main platforms is now over 30+ million views / month and growing at a rapid rate. Number of engaged followers has also dramatically increased by 100% on a monthly basis. Engagement and click throughs can be tracked through Bit.ly link tracking and other analytics tools.

GOLF



PERFUMES



Extend the conversation to a responsive audience through highly engaging visual posts on World Luxury Daily dedicated platforms:



THE WORLD'S MOST LUXURIOUS LIFESTYLE MAGAZINE

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DAILY

LINGERIE



CHOCOLATE



PRIVATE JETS

THE WORLD'S MOST LUXURIOUS LIFESTYLE MAGAZINE

SOCIAL MEDIA – CONNECT WITH AN ACTIVE AUDIENCE

ENGAGEMENT

World Luxury Daily continues to innovate and refine the types of digital advertising products available to partners. In addition to standard units, advertisers now have the ability to use a variety of IAB Rising Star units, as well as site-served and interactive units, to increase engagement with their brand. Increase interactivity through videos, slideshows, maps, and other creative units via the use of rich media.

CUSTOM POST

Our editors will create bespoke luxury content for your brand, if you wish press releases can be also be sent.

SOCIAL MEDIA AGENCY

We offer a full “take over” service for your social media, fully managing a clients marketing across the major social media platforms. We will create an official page if not already setup.


Working with your PR department we will release news in a timely and structured fashion whilst building a community and a group of followers through active engagement. We will be able to deliver a set level of luxury followers each month.

EMAIL PROGRAM

Directly Access Our Opt-in Audience.

World Luxury Daily's email offerings drive lead generation and brand recognition for advertisers while providing timely news about our readers' passions. Banner placements include 300x250 and 650x225, as well as custom integrated opportunities.

ISSUES	LUXURY SEGMENT EDITORIAL	LOCATION SPECIAL
FEBRUARY	Fine Dining, Cruises, Theatre, Opera, Helicopters, Chauffeurs, Hot Hotel List Paris, Santorini	20 February - Fabulous Fund Fair 24 February - Brits Awards
MARCH	Motoring, Boutique Hotels, Supermodels, Villas, Haute Couture, Charity & Philanthropy Fiji, Bali	9-12 Mar - Loro Pinan Superyacht Regatta • 3-13 Mar - Geneva Auto Show 17- 24 Mar - Baselworld Watch & Jewellery Show • 26 Mar - Dubai World Cup 30 - 1 April - Amex World Luxury Expo, Riyadh
APRIL	Watches & Jewellery, Spas, Sunglasses, Travel Personalities, Handbags, Champagne, Short Haul NYC, Tahiti	9-17 April - Rolex Masters Tennis 13-15 - World Luxury Expo, Jeddah
MAY	Art & Collectables, Hotels & Resorts, Luxury Trains, Flowers, Caviar British Virgin Islands, Kauai	5-8 May - Frieze Nyc Art • 11 May - Cannes After Party 21-24 May - Monaco Grand Prix
JUNE	Home & Interiors, Restaurants, Shooting, Tented Camps, F1, Private Banking, Holiday Fashion Bora Bora, Cannes	13-19 Us Golf Open
JULY	Yachts & Boats, Golf Resorts, Heels, Residences, Lingerie, Diamonds & Precious Stones, Ballet Seychelles, Maui	18-24 July - Swiss Open
AUGUST	Style & Fashion, Ski Hotels, Safaris, Ultimate Brands, Credit Cards, Auction Houses, 4x4 Cars Tuscany, St Barts	5 August - Rio 2016 Olympic Games Opening 17-21 August - Classic Cars Concours D'elegance California
SEPTEMBER	Electronics & Gadgets, Game Reserves, Private Jets, Eco Escapes, Concierge Services, Dubai, Belize	2-4 Sept- Citi World Luxury Expo, Seoul • 11 Sept- Us Open Tennis 23-25 Sept- The Ryder Cup, Minnesota
OCTOBER	Wine & Spirits, Luxury All Inclusive , Private Islands, Supercars, Classical Music, Business Hotels Bahamas, Malaysia	14-15 Oct - The Luxury Property Show 1-4 Oct - Oyster Regatta, Palma • 24-26 Oct - Top Marques Shanghai
NOVEMBER	People & Interviews, Whisky, Polo, Horse Racing, Chocolate, Classic Cars, Winter Sun Oslo, British Colombia	2 November - Salon Du Chocolat Show, Paris 3 November - International Boat Show Week, Fort Lauderdale
DECEMBER	Wealth & Property, Weddings, Perfumes, Honeymoons, Private Chefs, Gemstones Maldives, Mozambique	7-10 December - Dubai International Jewellery Week 31 December - Le Grand Bal, Austria

A black and white photograph of a man in a dark suit, white shirt, and patterned tie, holding the steering wheel of a car. He is wearing a luxury wristwatch with a white dial and a dark leather strap. The car's headlight is visible on the left side of the frame. The background is dark and textured.

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