

# MEDIA KIT

## 2020/2021





LUX WMN is a smart magazine for smart women. We get how women tick.

## Why?

Because we are those women and boy can we tick. With national and international writers, LUX WMN is a magazine by women, for women. No subject too touchy and no holds barred. The content and design that exceptional women want.

# about us

## Power

Turn to our **POWER** pages for one-to-one interviews with leading women in business, politics and academia. Meet the women who make national and international news and help shape our community.

## Inspire

Stirring stories from women from all walks of life. Learn from the best who freely give of their knowledge and experience. Be **INSPIRED** to follow your own professional and personal dreams.

## Thrive

Browse our selection of articles that remind us why we work so hard – to **THRIVE** and enjoy the finer things in life. Travel, lifestyle, top tips and hacks. Art, books, music and design... the sky's the limit.

# about us



# publication & distribution



## Publication

LUX WMN's inaugural print issue was released in October 2019, and currently on a **biannual basis**. Copies are available by individual and corporate subscription, in various boutiques and book shops across Luxembourg and through our partners.

## Business Development

In 2020, we launched our **digital space luxwmn.com** and are currently in the process of developing our online presence.

We aim to be more than just a magazine and will grow to be a tangible resource for women in Luxembourg. LUX WMN will host **business and lifestyle events**, with **social events** sprinkled in-between, as we all know this is how many of the strongest connections are formed.

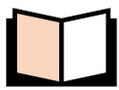
We want our readers to connect beyond the pages of the glossy magazine and become part of the **ever growing LUX WMN community** of fearless and talented women.

## Magazine Pricing

*Retail Price* : 10,00€

*Corporate Orders* (minimum order 50 copies): 5,00€ per copy (10% discount on annual commitment)

let's work together



FULL PAGE



DOUBLE PAGE

# Technical specification

- 120 Pages
- Color Mode: CMYK
- Resolution: 300 DPI
- Types: Vectorized texts
- Trimmed Finished Page Format: 210 x 297 mm. 220 x 307 mm. with bleed included
- Bleed: 5mm.
- PDF files, JPEG High resolution, EPS and TIFF all accepted



# prices

## Print Advertising \*

### Image advertising

Double Page Spread .....	6000 €
Full Page .....	3250 €

### Cover prices

C2 (IFC) .....	5800 €
C2 Panoramic .....	9000 €
C3 (IBC) .....	5300 €
C4 (OBC) .....	7250 €

### Partner Content

Full Page .....	4750 €
Double page Spread .....	8000 €

## Digital \*

### Instagram

Takeover Tuesday .....	500 €
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A full day of taking over our instagram stories to promote your brand or event

For other social media collaborations, please reach out to us directly for collaboration rates. We have opportunities on Facebook and Instagram.

### Podcast

If you're interested in sponsoring our podcast 'WMN Talk' reach out to us directly to speak about rates and opportunities.



\*Excluding VAT





## Contact

We are more than happy to help you target the customers that are relevant to your business.

For more information or to receive a customized advertising plan please contact us.



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& Editor-in-Chief**

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