
LIVING *Luxe*

S E R V I N G F L O R I D A ' S F I R S T C O A S T

Official Magazine of the Golden Crescent™

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“I was speaking with our client, David Yurman, about the power of print and why digital can't hold a candle to it. I told him that nothing compares to what ***Living Luxe*** is doing in this market — not even close.”

– *C. Clayton Bromberg, President, Underwood Jewelers*

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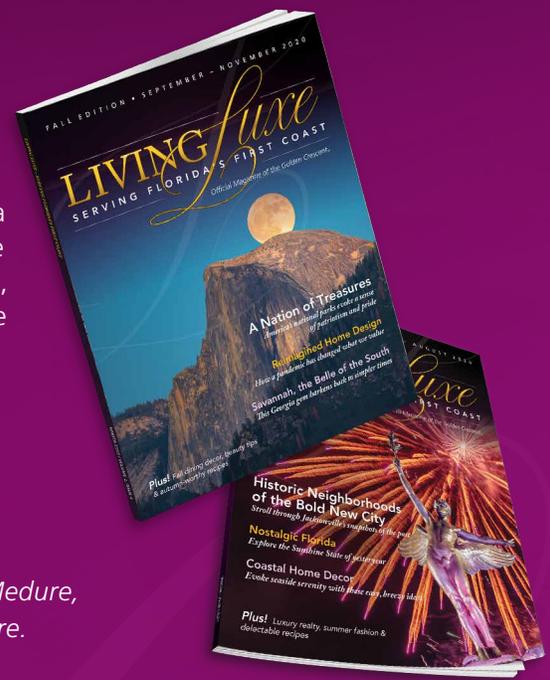
LIVING LUXE MAGAZINE
MEDIA KIT 2021

>Welcome to *Living Luxe*.

Living Luxe is the luxury lifestyle magazine of Florida's First Coast, bursting with lush imagery, stunning design and sophisticated storytelling. We're not a community magazine filled solely with local content — rather, we cover those topics of interest to our moneyed readership: luxury realty and interior design, health and wellness, beauty and fashion, luxury travel, entertainment and fine wine — all custom written for our pages by nationally published authors.

The unparalleled caliber of *Living Luxe* has earned us exclusive access into the very venues you seek to penetrate. We are the **only** Jacksonville area publication...

- Formally approved for distribution at Starbucks and at the Mayo Clinic.
- Exclusively displayed at Ruth's Chris Steak House, Bonefish Grill, Restaurant Medure, Nona Blue, Aqua Grill, the Sawgrass Marriott Golf Resort & Spa, and elsewhere.
- Handed to guests by the Ponte Vedra Inn & Club concierge.
- Handed out by area valets at the best restaurants in town.
- Direct-mailed for free to the Underwood Jewelers and Rolex proprietary client list.
- Direct-mailed for free to the wealthiest households of Northeast Florida, including those on Ponte Vedra Boulevard.
- Which exercises discretion in what brands are allowed to advertise, disallowing anything but high-end luxury brands.



! The Golden Crescent

Living Luxe launched in 2018 by targeting the area we've dubbed the "Golden Crescent™": that being the crescent-like shape formed when tracing north from Ponte Vedra Beach through the Jacksonville Beaches, and also south to Nocatee.

Why golden? Because this region represents the greatest concentration of wealth and new luxury housing development in all of North Florida.

As demand grew, however, we expanded our reach from Amelia Island to St. Augustine and North St. Johns County, and from the Beaches to Downtown, Riverside/Avondale, San Marco and San Jose, to Mandarin and Fleming Island.





Why advertise in *Living Luxe*?

It's simple. There's no more effective way to promote your luxury brand in all of Northeast Florida.

Only *Living Luxe* targets with laser specificity the wealthiest demographics of the First Coast in a beautiful magazine that is widely recognized, sought out, and held onto. No other publication is direct-mailed **for free** into the region's richest households, is distributed in the swankiest of venues, or has created so much positive buzz in the marketplace. All this translates into the greatest number of impressions for your own ad (created by our agency-level designers, at no cost to you).



“As I was arranging *Living Luxe* on our concierge desk, and keeping the other unnecessary brochures away from your beautiful magazine, our General Manager came by and said to remove the other items off the counter entirely, to only allow *Living Luxe*. I am so proud of your magazine and impressed by our GM for recognizing the quality it brings to our property.”

—Angela McMullan, Concierge,
Sawgrass Marriott Golf Resort & Spa, Ponte Vedra Beach

“Trying to advertise in every magazine dilutes our prestige. We only want to be in the best. Why would we be in anything but the ultra-best in the market?”

—TJ Sambouri, General Manager, Bentley Jacksonville, Jacksonville

“A customer came walking in with the magazine, walked up to the counter, and pointed to the diamond ring featured in our ad. He'd gotten the *Living Luxe* Underwood's Edition in the mail and wanted to buy that exact diamond. We made a \$60,000.00 sale that day.”

—C. Clayton Bromberg, President, Underwood Jewelers, San Marco

“It's insane. The last batch of boxes you brought — they were all gone in just two days. Our customers were asking for more; sometimes they come in just to get the magazine.”

—Bailey, Hostess, Bonefish Grill, Jacksonville Beach

“People are coming in specifically on account of the ad and asking to buy the exact product shown. The response has been off the charts.”

—Diana Edwards, Owner, Lemon Twist Boutique,
Ponte Vedra Beach

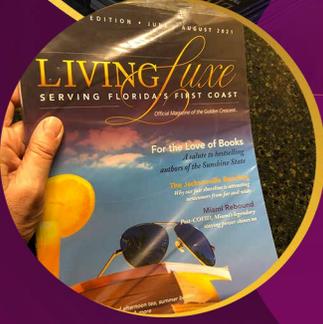
“We have now handed out more than 400 copies of the magazines you gave us, and *still* we have people coming in asking for more.”

—Brian Bidwell, Owner, Wild Birds Unlimited,
Julington Creek



READERSHIP

Our readers are affluent, highly educated, busy professionals who place a premium on quality products and services, and are willing to pay for them.



Direct Mail:

- \$300,000 avg. HHI
- \$1 million+ home value
- Age 35-75
- 55% women; 45% men
- 95% college graduates



Community Distribution:

- \$150,000 avg. HHI
- \$350,000+ home value
- Age 28-70
- 55% women; 45% men
- 80% college graduates

CIRCULATION & DISTRIBUTION

We produce six publications annually: the four, quarterly issues of *Living Luxe*; THE PLAYERS edition (targeting this flagship tournament of the PGA TOUR each spring in Ponte Vedra Beach); plus, the Underwood Jewelers edition (direct-mailed each December to the proprietary customer list of North Florida's foremost luxury jeweler).

All told, we deliver an estimated readership of 200,000, through **80,000 printed copies annually** (15,000 per quarterly issue; plus a total of 20,000 for our two special editions).

And while we invite subscriptions, we ensure that nothing interferes with your advertising message being seen by the greatest number of prospective customers. This is why we mail and distribute for free and why we also provide an elegant flipbook version online, linking each advertiser's ad to their own website.



Digital flipbook linking ads to advertiser websites



500+ distribution points + Direct Mail (in a polybag cover)



80,000 issues printed annually



“ I had to call you and find out about this magazine, as every listing I go to — homes on the oceanfront and St. Johns River — have *Living Luxe* on their coffee tables. Four homes this week I visited, each had the current issue out and even past issues.”

—Julio Cesar Mendez, Realtor, Berkshire Hathaway HomeServices Florida Network Realty

“ I walked into Aqua Grill, and your magazines were on the front counter. Then I went into the bar area, and there were a bunch of men and women sitting around, all reading *Living Luxe*. I see it everywhere.”

—Sabrina Chaker, Owner, Milo Fashion

“ The spring and PLAYERS editions are stupendous! We’ve been passing them out to the hordes of buyers moving here from the Northeast.”

Lisa Barton, Broker Associate, The Lisa Barton Team Realtors

“ Thank you, thank you, thank you! Once again, a couple walked into the sales center holding your beautiful magazine. They had just come from the Metro Diner where they found *Living Luxe*. Upon seeing our ad, they headed over immediately and stayed for an hour. This is a likely sale.”

—Sue Hutchison, Sales Manager, Waterfall Condominiums

“ Everyone knows about this magazine. I used to work in two other doctor’s offices before coming here, and each one carried *Living Luxe*. We’d have patients who would come in just to pick up the magazine. There’s nothing like it in the market.”

—Victoria Fluebr, Patient Manager, Schneider Eye & Wellness Center

EXQUISITE YET COST EFFECTIVE

In spite of our luxurious format, advertising in *Living Luxe* is actually less costly than many area magazines. That’s because an ad in our pages is working for you throughout the quarter (and beyond!), as compared to purchasing three monthly ads in another publication to cover the same period.

Heretofore, the only way to join in a luxury lifestyle magazine of our caliber would be through a statewide or national publication, meaning only a fraction of your investment would actually target Northeast Florida. Enter *Living Luxe*, combining the sophistication of a much broader-reaching publication with the saturation of exactly your intended market. Our rates, as reasonable as they are, represent a 100% optimal use of your investment.

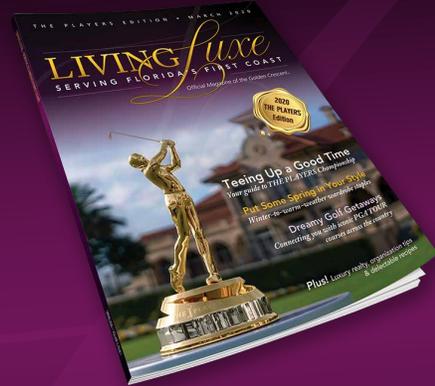
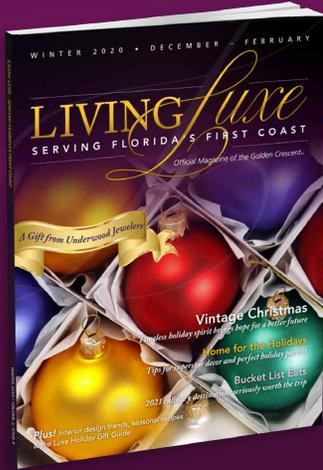
Virtually every magazine in the United States is designed around advertising in pre-sold positions. This results in a cluttered, visually jarring disconnect between ads and copy, detracting from the effectiveness of any ad. To the contrary, *Living Luxe* is designed from scratch every single issue to create the most attractive publication overall, balancing content, color and advertising within our trademark uncluttered design — a boon for any advertiser.

LUXE PUBLISHING SPECIAL EDITIONS

Beyond our quarterly magazine, *Living Luxe* targets even more of Northeast Florida's most coveted demographics through two annual publications:

THE UNDERWOOD'S ISSUE

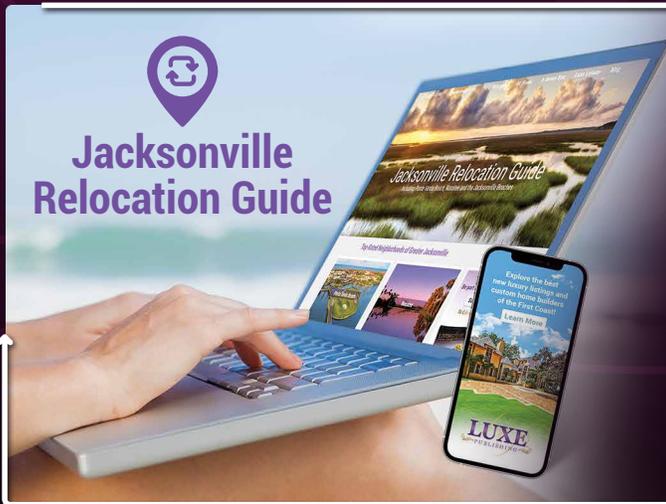
Care to reach the affluent doctors, attorneys and posh professionals donning their Rolexes each day? We've partnered with Underwood Jewelers and Rolex to allow you to join in their own exclusive annual Christmas magazine direct-mailed to their proprietary mailing list and distributed at Underwood's three First Coast showrooms.



THE PLAYERS ISSUE

Targeting THE PLAYERS Championship in Ponte Vedra Beach, we reach the moneyed golf enthusiasts descending on the Golden Crescent each March like none other. Snatched up by the thousands at select sites including the Sawgrass Marriott, Hilton Garden Inn, Sawgrass Village Shopping Center, hotels, resorts and restaurants throughout the Beaches, *Luxe* tees up THE PLAYERS demographic just for you.

All in all, we offer six publications per year providing the best value for your marketing dollars. Pricing and Art Instructions provided upon request.



Did you know that more people are moving to Jacksonville than any other U.S. major metropolitan area? It's true! And *Living Luxe* is there to greet them — whether picked up at Starbucks, supplied by their resort concierge, or found at the reservation desk of their favorite new restaurant. But wanting to do even more to reach this important demographic, Luxe Publishing has now launched its own online Relocation Guide, JaxRelo.com!

With an elegant presentation and content linked to *Living Luxe* articles on an array of relocation topics, JaxRelo.com serves as an easily-accessible online accompaniment to our printed magazine, and offers additional advertising opportunities for those especially seeking to target the booming Northeast Florida relocation market.



Experience for yourself our White Glove Client Service and learn why *Living Luxe* has become the **talk of the town**!

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