



LUX AFRIQUE

MEDIA KIT 2020/21

LUXAFRIQUE.COM

Magazine

Lux Afrique is an all-encompassing print & digital platform focused exclusively on luxury lifestyle, travel, horology, motoring, fashion, real estate, jewellery and events.

Our publication celebrates the extraordinary beauty and craftsmanship that defines the world's most desirable brands and the key individuals who shape the luxury landscape but most importantly showcasing luxury brands in Africa to the world and the world to Africa. With an exciting combination of bold photography and art direction with great journalism from an international pool of leading luxury experts and writers, the Lux Afrique Magazine makes every effort to provide our readers with unique, interesting and engaging stories from across the African continent and beyond, whilst also providing a strong multi-faceted platform for our luxury brand clients to be introduced to both existing loyal, and potential new advocates for their brands. Lux Afrique aims to be the driving partner of any luxury brand entering this market. We understand the African consumer needs and can introduce your brand to the high net worth consumer market.



Editorial Themes

Published biannually, the Lux Afrique magazine showcases all that is new and exclusive in the world of global luxury from an African perspective, with internationally respected writers and talented local and international photographers bringing each story to life. Each issue covers the world of African and international luxury across all core segments, from travel and real estate to art, fashion and the business of luxury giving a special insight - both editorially and commercially - of what is to come in the upcoming season.



Reader's Profile



As with our digital platform, the Lux Afrique magazine core audience consists of wealthy African C-suite individuals – ranging from CEOs to High and Ultra Net Worth Individuals, aged from 30 upwards. This audience currently includes oil & gas magnates, banking executives, the ex-pat market and government ministers and heads of state across the continent. A large majority are highly entrepreneurial and strive for a high level of excellence & quality in their work as well as their lifestyle.

Since the turn of the century economic growth across the African Markets continues to improve, this has mainly been driven by the commodities boom followed by, on-going improvements in the investment climate, business environments and a decrease in political instability. In recent years the outcome of this continued growth across Africa has brought about an increase in consumer wealth, unlocking opportunities for luxury brands to connect with the African consumer market. With a reported combined wealth of Africa's high-net individuals (HNWI) and Ultra-High Net Worth Individual (UHNWI) – those with more than \$1m net assets - totalling US\$2 Trillion. Africa is now the prime location for luxury brands that wish to maintain double-digit market growth previously seen in mature luxury markets.

Reaching our audience

The Lux Afrique print magazine will be distributed through a combination of subscriptions, targeted newsstand and placement in key locations such as airport lounges, private jets, hotels, corporate offices and luxury hubs across Africa and internationally – particularly focusing on South Africa, Nigeria, Kenya, Ghana and the United Arab Emirates – as well as through strategic partnerships to directly access a HNWI and UHNW audience.

Bi-annual Magazine Print Rates & Specifications

Publication Schedule

Spring/ Summer Issue: April 2021
Fall/Winter: October 2020 / 2021
Copy deadline: 30 days prior to publication date

<i>Print</i>	<i>GBP £</i>
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Full Page	£ 12,000
Double Page Spread	£ 18,000

SPECIAL POSITIONING

Inside Front Cover	£ 24,000
Inside Back Cover	£ 16,000
Outside Back Cover	£ 22,000

Front Cover Shoot	P.O.R
Brand Photoshoot	P.O.R
Advertorials	P.O.R

* Print run across 54 countries in Africa, £250 per ad/per country

Technical Specifications

170
x
225

Full Page

Trim: 170 x 225 mm
Bleed: 173 x 228 mm

340 x 225

Double Page

Trim: 340 x 225 mm
Bleed: 343 x 228 mm

Font: Outlines
Colour: CMYK
Cover: 310gsm, Glossy with UV + Gold Foil
Pages: 110gsm Semi-Glossy
Finishing: Perfect Binding

Lux Afrique Coffee Book



About

The Lux Afrique Coffee Book is a subscription only hard backed publication, produced once a year and distributed 3 months in preparation for Christmas. The annual Lux Afrique Book is the only luxury coffee book to be distributed across Africa and is designed to be used as an inspirational tool for Christmas gift ideas, giving our readers an opportunity to order items and get it delivered within 24hrs directly to their home or office. The book will give them access to order the best luxury products the world can offer coupled with entertaining content from the luxury world.

The publication is mailed directly to a pan African subscription base comprising of ONLY Ultra high net worth's with disposal income in excess of \$2,000,000 and placed in a beautiful bespoke black box.

Distribution and Readership

The Lux Afrique Coffee book is designed for and subscribed to, by affluent UHNW between the ages of 20 and 75. Distributed across Africa, the Book is a yearly production containing almost 200 pages with a hardback cover and a folio wrap. Subscription is currently £100 per year for one copy delivered anywhere in Africa in a bespoke luxury black box.

The Lux Afrique Coffee book and additionally Lux Afrique members Club, represent a combined total distribution of 1,000 subscribers. Special covers can be tailored to private individuals and companies that purchase a minimum quantity of 50 books.

Lux Afrique Coffee Book Print Rates & Specifications

Publication Schedule

Summer Issue: August 2021
Ad/Copy deadline: 1st June 2021

<i>Print</i>	<i>GBP £</i>
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Full Page	£ 15,000
Double Page Spread	£ 25,000

SPECIAL POSITIONING

Front Cover	£30,000
Rear Cover	£40,000

Inside Front Cover (DPS)	£ 35,000
Inside Rear Cover (DPS)	£ 65,000
Bookmarker	£ 3,000
Bespoke Jacket Cover (Min. 50)	£ 5,000

Technical Specifications

240
x
330

Full Page

Trim: 240 x 330 mm
Bleed: 246 x 336 mm

440 x 330

Double Page

Trim: 480 x 330 mm
Bleed: 486 x 336 mm

Font: Outlines
Colour: CMYK
Cover: 310gsm, Matt Lamination + Gold Foil
Pages: 130gsm Matt
Finishing: Gathered and stitched

Digital

Lux Afrique online (www.luxafrique.net) is the definitive daily digital resource for a sophisticated and discerning high net worth African audience keen to enjoy outstanding content from across the world of luxury available on the African continent and beyond – across a range of platforms.

Our Online platform provides up to date news and communication on everything luxury direct to our readers through social media, website and direct emails. Gateway for luxury brands to promote and market their brands to high net worth clients across Africa. The platforms also educates and shares information on everything luxury in Africa and around the world whilst offering bespoke partnership opportunities for relevant luxury brands. Lux Afrique's online platform aims to attract a readership of men and women aged between 24-55. As research shows that the Internet boom has created more high net worth individuals under the age of 30 over the last decade than ever before. When targeting Africa's wealthy we get more excited about reaching the readers that count.



Social Media

Our social media platforms have a total reach of at least 30,500 users, not to mention the readership of luxafrique.net. This reach is further extended through our partnerships with influencers from all over the world with key areas of focus cover various facets of the luxury lifestyle spectrum.

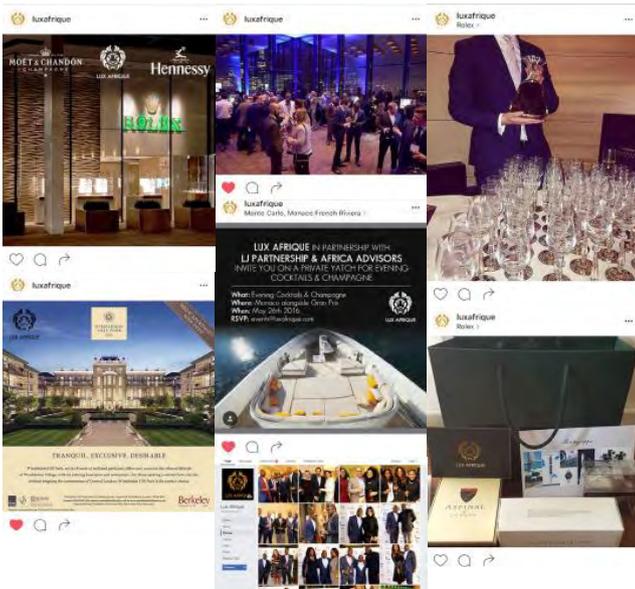
 **50,000 Monthly Views**

 **25,342 Followers**

 **7,119 Page Likes**

 **4,100 Followers**

 **1,229 Followers**



Online Statistics

- Luxury goods consumption in Middle East and Africa were predicted a growth of 5.6% in 2015.
 - Heavyweight Nigeria posted a strong growth of 6.4% in 2014.
- Ultra-wealthy population forecasted to expand by 59% in the next decade.
 - By 2024, the number of African millionaires is set to rise by 45%.

Demographics

Male: 60% | Female: 40%

Household Income (HHI) = \$155,000 USD

Average Net Worth = + \$1 million USD

Number of Africans Online = 333 million

Digital Advertising Rates

<i>Website Ad Space</i>	<i>£ Per Month</i>	<i>Position</i>
728 x 90	£ 4,000	Top Banner
728 x 90	£ 3,000	Bottom Banner
160 x 600	£ 2,000	Side Banner
310 x 270	£ 1,500	Box Banner
Home Page Video	£ 2,000	Bottom of Homepage
Logo/Image Placement	£ 1,000	Bottom Right of Website

<i>Content Creation</i>	<i>£</i>	<i>Social Media</i>	<i>£</i>
Photoshoots	£ 4,000	Instagram	£ 500
Videoshoots	£ 6,000	Facebook	£ 500
Advertorial Features	£ 3,000	Twitter	£ 500
Web Editorial	£ 3,000	Linkedin	£ 500
Banner Design (Static)	£ 1,500	Youtube Video	£ 450
Banner Design Animation (GIF)	£ 5,000		
Email Database Blast	£ 1,000		

Previous Events & Partnerships

Lux Afrique aims to continue our bespoke events, experiences and partnerships, which are designed to allow our audience to engage more fully with the publication, our digital network and its partner brands.



As part of our launch organised a large in-store Rolex event where we invited our High Net Worth clients and celebrities. For this event, we also partnered with Moët & Chandon and Hennessy who provided their top of the range champagne and cognac on the night as well as Aspinall of London who contributed to the luxury gift bags. Our Other partners included Quintessentially Group, Montegrappa Italia and Scent of Africa.

The event was filmed and photographed by the Lux Afrique team and additionally featured on the channel 4 show 'Lagos to London' about Nigeria's superrich which featured Lux Afrique founder Alexander Amosu. Other events include the Nigerian Independence Dinner, Lux Afrique Polo Day and many more bespoke events in partnership with brands.



CHANEL



Dom Pérignon

Cartier



Chopard
GENÈVE



FIJI
WATER



We partnered with Berkeley to organise an event to showcase their luxury properties to our High Net Worth Clients. For this event, we also partnered with a high-end African cuisine company to provide our guests with a taste of Africa. This was a 3-day event which was filmed and photographed by the Lux Afrique.



The 2016 Party was one of the best in Monaco, the atmosphere was almost palpable and our guests had a fantastic time. We had the pleasure of organising a private event on a superyacht where we invited our High Net Worth clients/members. This was a true VIP event with an exclusive guest list and the best entertainment.



Ermenegildo Zegna requested for a high profile influencer that can connect their brand with other influencers by providing clothing and accessories for a photo shoot. Perfect way for them to market their items to the High Net Worth African audience.

CONTACT

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