

# LUXE

INTERIORS + DESIGN®



Design is our passion



# Our Mission

## Uniting the industry

As the leading media advocate and brand partner we share your stories and unite the home design industry.

With powerful and productive content, we champion those who create and design home.

Passionate Advocate  
Productive Messaging  
Powerful Connections

# The LUXE Model

73%

delivered to  
**LUXURY HOMEOWNERS**  
in the wealthiest zip codes

12%

distributed to a proprietary list of  
**TRADE PROFESSIONALS,**  
showrooms and design centers

6%

distributed to  
**PRIVATE JET TRAVELERS**  
via exclusive MediaJet newsstands

9%

distributed to  
**LUXURY HOTELS  
AND NEWSSTANDS**

Private Jet Traveler Audience:  
**180,000**

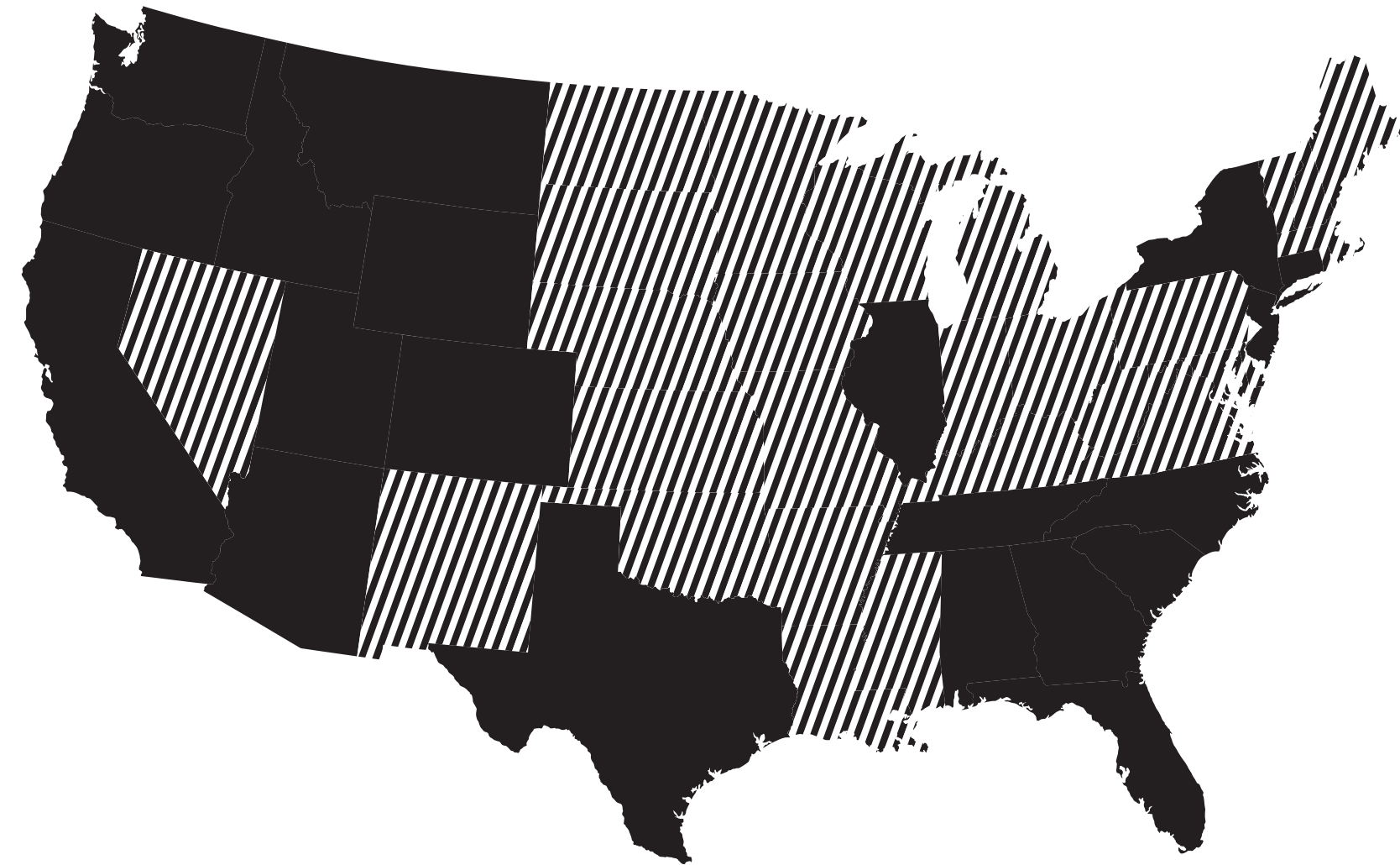
250+  
**PRIVATE AIRPORTS**

\$67M+  
**TRAVELER NET WORTH**

3+  
**HOME OWNERSHIP**

RATE  
BASE

**480,000**



■ REGIONAL EDITIONS

■ + ▨ = NATIONAL NETWORK

All regions plus additional market distribution

Arizona | Austin + San Antonio | Colorado + The Rockies | Dallas + Fort Worth  
Greater Chicago | Greater New York, The Hamptons + Connecticut | Houston | Los Angeles  
Miami | Palm Beach + Broward | Pacific Northwest | San Francisco + Northern California  
Southeast | Southern California | Naples + Sarasota (Jan/Feb + Sep/Oct)



THE **LUXE**  
AUDIENCE

**4.5M+**

THE **PRINT**  
AUDIENCE

**1.2M+**  
PRINT AUDIENCE

**3.5M+**  
MEDIAN HOME VALUE\*

\*MEDIAN HOME VALUE BASED ON READERS WHO RECEIVE LUXE INTERIORS + DESIGN PRINT EDITION VIA MAIL. DOES NOT REFLECT NEWSSTAND, DIGITAL, FBO, AND OTHER SUBSCRIBERS. SOURCE: ADSTRA PROPERTY FILE JANUARY/FEBRUARY 2025

THE **DIGITAL**  
AUDIENCE

**3.2M+**  
TOTAL GLOBAL  
DIGITAL AUDIENCE

**@LUXEMAGAZINE**

**INSTAGRAM**  
**1.7M+**  
FOLLOWERS

**FACEBOOK**  
**1M+**  
FOLLOWERS

**PINTEREST**  
**178K+**  
FOLLOWERS

**LUXESOURCE.COM**  
**266K+**  
MONTHLY SESSIONS

SOURCE: LUXESOURCE.COM: GOOGLE ANALYTICS, JULY 2023 - JULY 2024  
@LUXEMAGAZINE SOCIAL STATISTICS AS OF SEPTEMBER 2024.



“Showcasing design talent with powerful and productive content has been my mission from the start.”

—JILL COHEN, Editor in Chief

## 20 YEARS OF CONNECTING LUXURY RESIDENTIAL DESIGN BRANDS AND CLIENTS

### LUXE Interiors + Design is different.

While others examine design from afar, our editors are entrenched in the regions we cover. With deep roots in each of our 16 regional markets, we showcase the work of hundreds of home design professionals and brands to the most affluent zip codes in the U.S. Serving as a connection to potential clients, as well as fellow industry pros, we have a direct impact on both local and national design, each one carefully curated for print, digital and video. We know the design community, and we'd like to introduce you.



# 2025 Content Calendar

### JANUARY/FEBRUARY

#### Wellness At Home Gold List 2025

*Naples + Sarasota Edition*

Sales Close/Print-Ready  
Materials Due: **11/1/24**  
On Sale: **1/14/25**

### MARCH/APRIL

#### Take It Outside

Sales Close/Print-Ready  
Materials Due: **1/6/25**  
On Sale: **3/11/25**

### MAY/JUNE

#### Summer In Full Bloom

Sales Close/Print-Ready  
Materials Due: **2/28/25**  
On Sale: **5/13/25**

### JULY/AUGUST

#### Home Away: The Wanderlust Issue Red Awards 2025

Sales Close/Print-Ready  
Materials Due: **5/2/25**  
On Sale: **7/8/25**

### SEPTEMBER/OCTOBER

#### The Fashionable Home

*Naples + Sarasota Edition*

Sales Close/Print-Ready  
Materials Due: **7/7/25**  
On Sale: **9/9/25**

### NOVEMBER/DECEMBER

#### The Welcoming House

Sales Close/Print-Ready  
Materials Due: **9/5/25**  
On Sale: **11/11/25**

DATES AND THEMES SUBJECT TO CHANGE.



# 2025 Advertorial Calendar

## JANUARY/FEBRUARY

### Gold List Profiles

*Shining a light on past and present Gold List Honorees.*

Advertorial Close/Materials Due:

**10/18/24**

On Sale: **1/14/25**

## MARCH/APRIL

### Indoor + Outdoor Living

*Dedicated to the latest trends in indoor and outdoor spaces.*

Advertorial Close/Materials Due:

**12/6/24**

On Sale: **3/11/25**

## MAY/JUNE

### Trends in Building, Design + Renovation

*Detailing design ideas that will enhance any luxury home project.*

Advertorial Close/Materials Due:

**2/14/25**

On Sale: **5/13/25**

## JULY/AUGUST

### On Location

*Showcasing outstanding destinations across the country.*

Advertorial Close/Materials Due:

**4/18/25**

On Sale: **7/8/25**

## SEPTEMBER/OCTOBER

### Kitchen+Bath

*Highlighting the design details that make the ultimate kitchen and bath.*

Advertorial Close/Materials Due:

**6/20/25**

On Sale: **9/9/25**

## NOVEMBER/DECEMBER

### Ones to Watch

*Spotlighting rising design talents and pioneering brands.*

Advertorial Close/Materials Due:

**8/22/25**

On Sale: **11/11/25**

# Digital Opportunities

### EVERYTHING DESIGN

Promote your brand and product through unique digital interactive experiences celebrating all things residential design.

### NEWSLETTERS

Boost your brand through weekly newsletters featuring the latest and greatest design content from LUXE editors.

### CUSTOM LANDING PAGES

Bring your brand to life with an interactive landing page on luxesource.com featuring brand and product stories, video content and impactful promotions.

### LUXE PREFERRED

Make an immediate impact through an ideal mix of digital education and business promotion.

### NATIVE CONTENT

Work collaboratively with team LUXE to create a custom story or video on luxesource.com.

### SOCIAL MEDIA

Opportunities to connect with a highly engaged audience across LUXE social platforms.

# Content Networks

### DESIGNTV BY SANDOW

DESIGNTV is the leading video streaming platform in the A+D industry. Programming features conversations with industry titans, new product introductions, trade-show coverage, tours of amazing spaces, and much more. DESIGNTV is available everywhere your viewers find video content, including Apple TV, Amazon Fire, Roku, Android TV, iOS, Android Mobile, and online at [designtvbysandow.com](http://designtvbysandow.com).

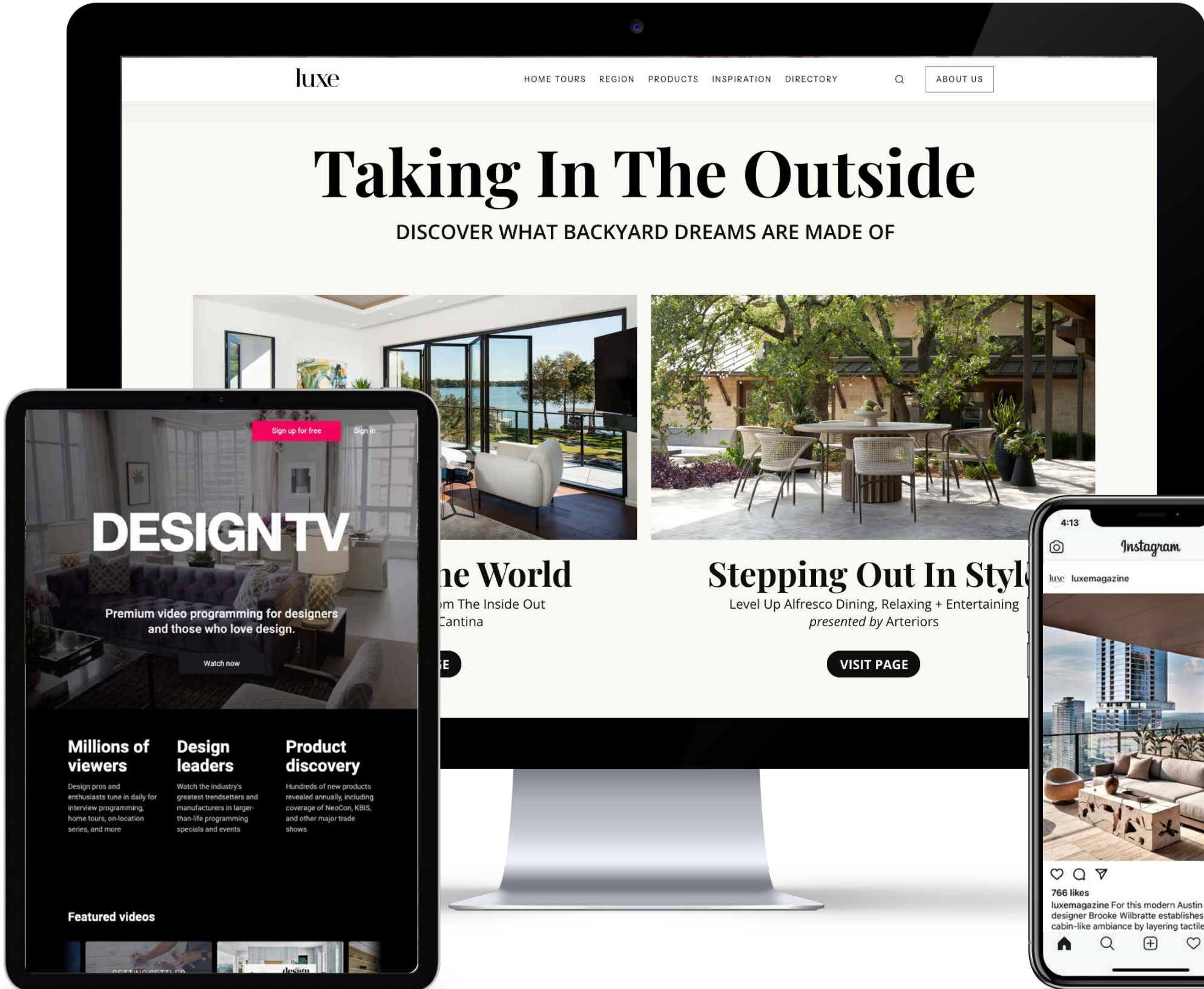
### THE SURROUND PODCAST NETWORK

SURROUND is a podcast network from SANDOW featuring the architecture and design industry's premier shows. SURROUND offers custom series development, cross-network promotion and marketing and distribution management. SURROUND podcasts are available everywhere podcasts are found and online at [surroundpodcasts.com](http://surroundpodcasts.com).

# Content Services

### THE STUDIO BY SANDOW

The Studio is an award-winning production studio from SANDOW. The Studio's team of creative producers and editors develops industry-leading campaigns and creative across all key content formats, including video, podcasts, photography, design and copy.





# Signature PROGRAMS



## GOLD LIST

Honoring 600+ top interior designers, architects, builders and landscape architects who have had their projects featured in LUXE the previous year.



## RED AWARDS

The industry's only regional residential design competition with nationwide exposure. This platform honors the best residential design projects and products and inspires, showcases and unites industry professionals, influencers and consumers across the country.



“At AjMadison, we greatly value our partnership with **LUXE Interiors + Design**. LUXE and the SANDOW brands have worked with us on custom print pieces, robust digital experiences, video segments on DESIGNTV by SANDOW, a podcast series on SURROUND and both virtual and in-person events. Combined, **these opportunities have helped us reach our goal of building awareness and excitement for our brand** among an affluent, design-minded audience. **We couldn't ask for a better partnership.**”

—AMY CHERNOFF, VICE PRESIDENT, MARKETING

# 84

**LUXE CONNECTS:**

## REGIONAL EVENTS ACROSS THE COUNTRY

Beyond our national programs, LUXE Connects, our signature networking events, provide opportunities for brands to build authentic, meaningful relationships with top design pros.

# 200+

**TOTAL EVENTS EACH YEAR**

Including the annual Gold List, RED Awards, monthly networking events, industry trade shows, markets and more.





# SANDOW<sup>®</sup>

## DESIGN GROUP



“At our foundation, what makes us different is  
**THE WAY WE THINK** and **HOW WE EXECUTE.**”

—ADAM SANDOW, SANDOW FOUNDER AND EXECUTIVE CHAIRMAN