

luxe

INTERIORS+DESIGN®



Design where you live



Our Mission

Design where you live

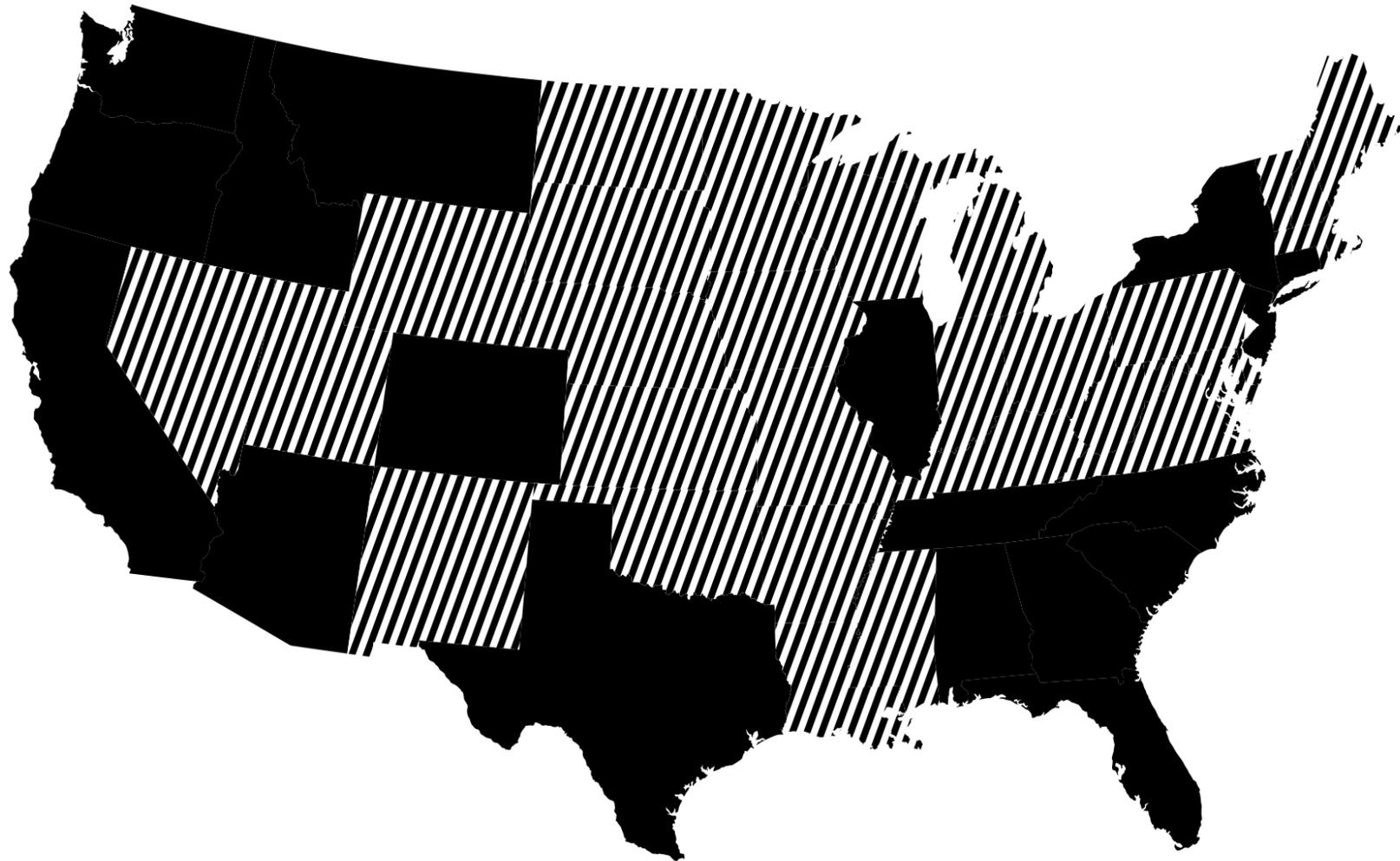
We champion the art of elevated living and inspire you to connect with those who create it.

**Content
Connection
Community**

LUXE PRINT NETWORK

REGIONAL

NATIONAL



REGIONAL EDITIONS

NATIONAL NETWORK

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

All regions plus additional market distribution

RATE BASE **480,000**

SOURCE: BPA 2023

The Luxe Model

73%

delivered to subscribers and luxury homeowners in the wealthiest zip codes in each *Luxe* region

12%

distributed to a proprietary list of trade professionals, showrooms and design centers

6%

distributed to private jet travelers via exclusive MediaJet newsstands in 250+ FBOs

9%

distributed to luxury hotels and newsstands in Barnes & Noble, Whole Foods, Central Market, Delta Sky Club and independent booksellers nationwide

REFLECTIVE OF THE NOVEMBER/DECEMBER 2023 ISSUE.

MEDIAJET ANNUAL AUDIENCE: 180,000

250+

private airport locations across North America

\$67M+

average net worth of private jet travelers



SOURCE: THE JET TRAVELER REPORT 2018.



THE LUXE AUDIENCE

4.5M+

THE PRINT AUDIENCE

1.5M+
PRINT AUDIENCE*

\$1.9M
AVERAGE NET WORTH

\$1.8M
MEDIAN NET WORTH

56%
OWN A HOME VALUED
AT \$2M OR GREATER

88%
OWN A HOME VALUED
AT \$1.5M OR GREATER

THE DIGITAL AUDIENCE

3M+
TOTAL GLOBAL
DIGITAL AUDIENCE

LUXESOURCE.COM
176K+
MONTHLY SESSIONS

@LUXEMAGAZINE
INSTAGRAM
1.7M+
FOLLOWERS

FACEBOOK
970K+
FOLLOWERS

PINTEREST
172K+
FOLLOWERS

BASED ON 3 READERS PER COPY.
SOURCE: ADSTRA PROPERTY FILE 2022

SOURCE: LUXESOURCE.COM: GOOGLE ANALYTICS,
OCTOBER 2022 - OCTOBER 2023
@LUXEMAGAZINE SOCIAL STATISTICS AS OF OCTOBER 2023.

Content Power



We are deeply connected in design markets across the country.

—PAMELA JACCARINO, Founding Editor in Chief

2024

**January/February
FORCES OF INFLUENCE
GOLD LIST 2024**

Naples + Sarasota Edition
Sales Close/Print-Ready
Materials Due: **11/3/23**
On Sale: **1/9/24**

**March/April
GARDENS & GROUNDS**

Sales Close/Print-Ready
Materials Due: **1/8/24**
On Sale: **3/12/24**

**May/June
DESTINATION DESIGN**

Sales Close/Print-Ready
Materials Due: **3/1/24**
On Sale: **5/14/24**

**July/August
AMERICAN STYLE
RED AWARDS 2024**

The Hamptons Edition
Sales Close/Print-Ready
Materials Due: **5/3/24**
On Sale: **7/9/24**

**September/October
NEXT IN DESIGN**

Naples + Sarasota Edition
Sales Close/Print-Ready
Materials Due: **7/8/24**
On Sale: **9/10/24**

**November/December
THE COLLECTORS EDITION**

Sales Close/Print-Ready
Materials Due: **9/6/24**
On Sale: **11/12/24**

DATES AND THEMES SUBJECT TO CHANGE.

18

YEARS COVERING THE LUXURY
RESIDENTIAL DESIGN MARKET
ACROSS THE COUNTRY

93

MAGAZINES PRODUCED EACH YEAR

16

EDITORS ACROSS THE COUNTRY,
DEEPLY ROOTED IN THE
LOCAL DESIGN MARKETS

250+

REGIONAL HOME FEATURES EACH YEAR

5,400

STORIES PRODUCED EACH YEAR
More content than any other design brand

650+

LEADING HOME
DESIGN PROFESSIONALS
and companies featured
in *Luxe* each year





Digital Opportunities

Luxe Preferred

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

Social Media

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

Native Content

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

Newsletters

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

Everything Design

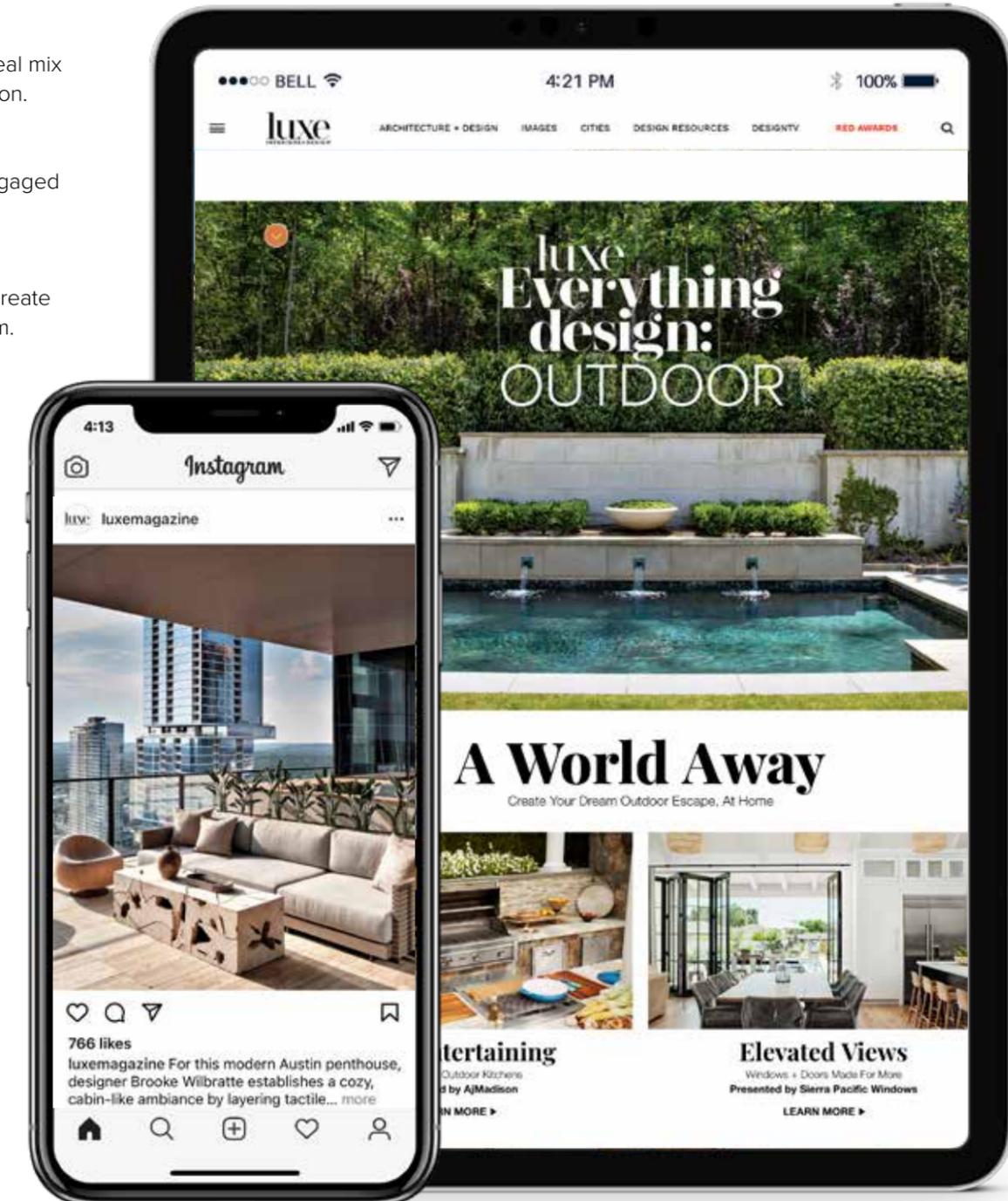
Promote your brand and product through unique digital interactive experiences celebrating all things residential design.

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.

Custom Integrated Campaigns

Partner with *Luxe* to produce an unforgettable integrated campaign reaching a national design-minded audience through high-impact print units, powerful digital promotion and exclusive in-person experiences.



Advertorial Calendar

January/February

GOLD LIST PROFILES

Shining a light on past and present Gold List Honorees.

Advertorial Close/Materials Due: **10/20/23**
On Sale: **1/9/24**

March/April

INDOOR + OUTDOOR LIVING

Dedicated to the latest trends in indoor and outdoor spaces.

Advertorial Close/Materials Due: **12/8/23**
On Sale: **3/12/24**

May/June

TRENDS IN BUILDING, DESIGN + RENOVATION

Detailing design ideas that will enhance any luxury home project.

Advertorial Close/Materials Due: **2/16/24**
On Sale: **5/14/24**

July/August

AMERICAN SPIRIT OF DESIGN

Celebrating brands and pros that embrace American style, innovation and sustainability.

Advertorial Close/Materials Due: **4/19/24**
On Sale: **7/9/24**

September/October

KITCHEN + BATH

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

Advertorial Close/Materials Due: **6/21/24**
On Sale: **9/10/24**

November/December

ONES TO WATCH

Spotlighting rising design talents and pioneering brands.

Advertorial Close/Materials Due: **8/23/24**
On Sale: **11/12/24**

*2024 Advertorial Calendar subject to change.

Content Networks

DESIGN TV BY SANDOW

DESIGN TV 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. DESIGN TV is available everywhere your viewers find video content, including Apple TV, Amazon Fire, Roku, Android TV, iOS, Android Mobile, and online at designtvbysandow.com.

2022

FOLIO: EDDIE & OZZIE AWARD FOR OVERALL DIGITAL BRAND EXTENSION

500+ PROGRAMS

SURROUND: A PODCAST NETWORK BY SANDOW

SURROUND is a podcast network from SANDOW Design Group 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.

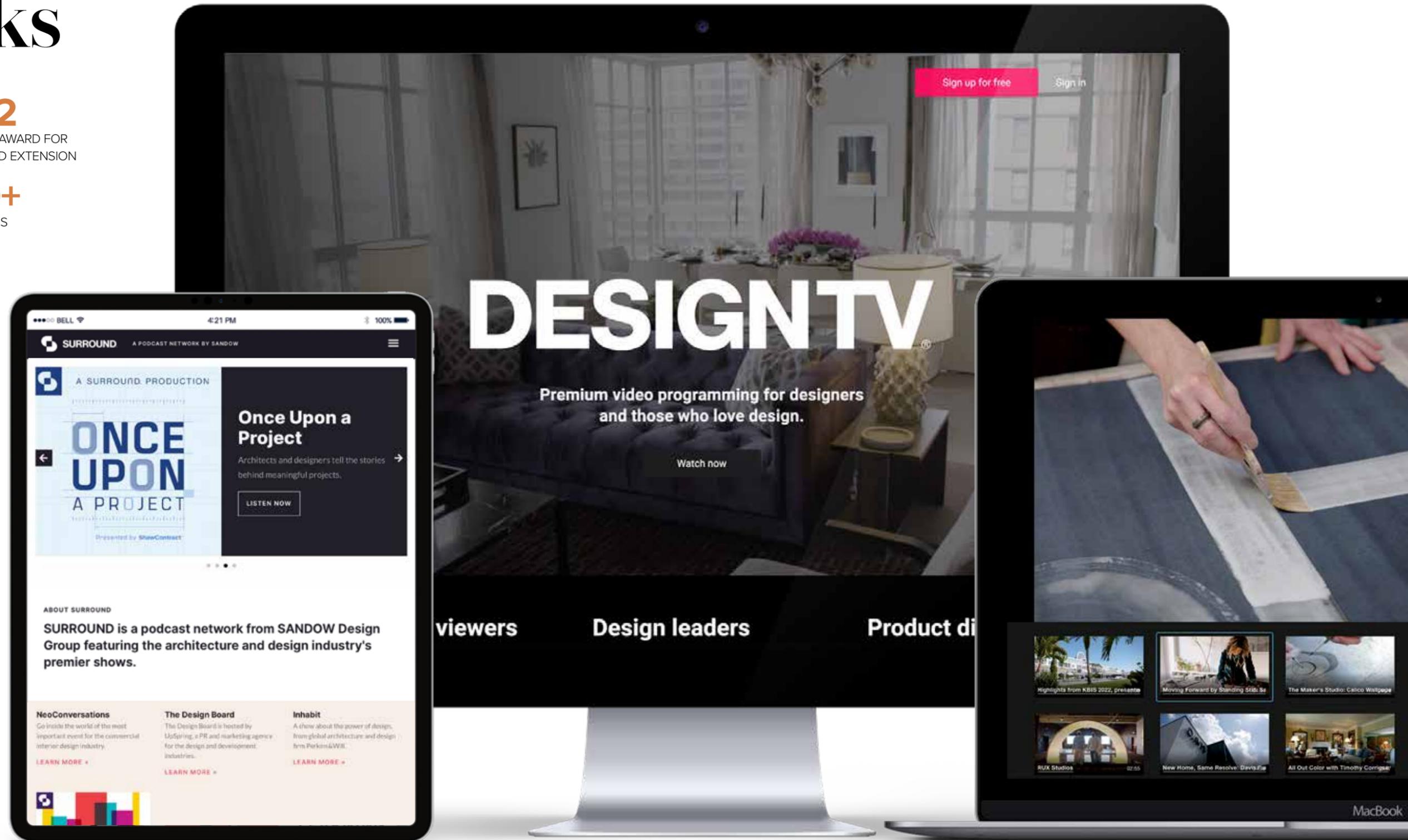
Content Services

THE AGENCY BY SANDOW

THE AGENCY is a full-service digital agency designed to elevate business through customized digital marketing strategies and high-quality creative development for A+D brands. THE AGENCY provides unparalleled support to its partners, bringing a strategic mindset developed from years of working alongside the industry's most prolific brands.

THE STUDIO BY SANDOW

THE STUDIO, a creative studio from The Agency, features a team of videographers, directors, producers, editors and designers with decades of experience in the design industry. Partners collaborate with THE STUDIO to create powerful, emotive content and experiences, spotlighting brand stories, personalities, and initiatives.





“At AjMadison, **we greatly value our partnership with Luxe Interiors + Design.** Luxe and the SANDOW Design Group 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 help 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

40

**SALES PROFESSIONALS
ACROSS THE COUNTRY**

Luxe Brand Ambassadors
influencing the market and
connecting design professionals,
clients and consumers

200+

TOTAL EVENTS EACH YEAR

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

Signature PROGRAMS

**luxe
gold
'24 list**

GOLD LIST

Honoring 650+ top interior designers, architects, builders and landscape architects who have had their projects featured in *Luxe Interiors + Design* the previous year.

**luxe
RESIDENTIAL
EXCELLENCE
IN DESIGN
AWARDS
2024**

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.

**ni
Dg
NEXT IN
DESIGN
TWO THOUSAND TWENTY THREE**

NEXT IN DESIGN 99

The annual list of the most promising designers across the country who are shaping the future of our industry. This dynamic, year-long program provides celebrated designers a powerful platform for exposure, engagement and connection.



SANDOW® DESIGN GROUP

MEDIA



NETWORKS



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

—ADAM SANDOW, SANDOW FOUNDER AND CHAIRMAN