

The global fashion magazine

**lucire**  
**Ksa**

2019 media kit





**Qurratulain (Annie) Wahab**

*Lucire KSA Editor*

**S**INCE IT WAS FOUNDED in 1997 by visionary New Zealand entrepreneur, Jack Yan, *Lucire* has had a consistent mission: to be a “global fashion magazine” covering fashion, beauty, lifestyle and travel. Twenty years on, *Lucire* has grown from a single website to international print editions, and more. *Lucire KSA* was launched in Saudi Arabia in November 2018. The philosophy remains the same: to provide ‘meritorious’ coverage. In other words, if someone anywhere in the world deserves coverage, we do it, rather than just focusing solely on well established international labels.

In Saudi Arabia, the fashion and beauty industry is in the process of moving to the next level. There are many talented young designers, stylists, photographers, models, artists, hairstylists and make-up artists and we showcase their work as well as the latest industry news and developments. For *Lucire KSA*, it’s still early days, but the response from our readers has been amazing. There’s a huge appetite for what we offer. Right now, the magazine is made available to first- and business-class passengers on Saudi Arabian Airlines international flights and in VIP lounges at Saudi airports.



That means we already have a huge audience. We’re looking to make it more widely available on newsstands and other outlets throughout the Kingdom and by annual subscription. Our goal is to quickly position ourselves at the heart of Saudi Arabia’s emerging fashion and beauty industry.

By partnering with us on this exciting journey, you’ll be able to reach a very large number of readers interested and engaged in the content and advertising they find. For more information about corporate branding and other innovative marketing opportunities and bespoke solutions contact our advertising sales executive, Nancy Hany, at [nancy@kingfisher-consultancy.com](mailto:nancy@kingfisher-consultancy.com).

Finally, on behalf of our founder, Jack Yan, Saudi publisher, Aljawhara Aloteishan, and the great team at *Lucire*, we’d like to wish all of you a healthy, peaceful, prosperous and “fashionable” 2019.

**Qurratulain (Annie) Wahab**

*Lucire KSA Editor*



# less and ingful

with, **Qurratulain Wahab** is one of Saudi Arabia's leading designers. Nadine Attar (pictured) talks about the process of crafting and highly personal pieces inspired by nature, spirituality and

Qurratulain Wahab is the editor of Lucire KSA.



ATTAR is a successful designer. Her passion for her profession would be all the more meaningful, look at her work. As a gemologist, a certified and accredited member of the top of

her profession was no accident—Attar applied herself to her profession with a great deal of passion.

**Lucire:** How did you get into the jewelry business?

**Nadine Attar:** My family owns a business dealing in luxury watches. My father is very passionate about jewellery and when I was quite young, I would

often go on business trips with him to Geneva. Although I definitely inherited his passion for jewellery as I was growing up, I didn't immediately think about it in terms of a career. My bachelor's degree was in management and information systems and I worked in banking for eight years. During that time at the bank, I began to think about designing my own jewellery. Even then, I wasn't necessar-

Left: An intricate ring from the new collection. Below: Nadine Attar. Right: A ring and ring from Nadine Attar's limited edition Aurora collection.





# Our Audience

*Lucire KSA* magazine is made available each month to first- and business-class passengers on Saudi Arabian Airlines' international flights and in VIP lounges at Saudi airports. This means the magazine is read by up to a million people each month. The airline currently flies to 95 destinations worldwide with a modern, mixed fleet of 155 narrow and widebody aircraft. The fleet is set to grow to more than 200 aircraft by 2020.



## Why in-flight media?

- Captive audience/low stress level
- Reliable number of passengers (published by IATA)
- Cost-effective compared to other mass media (cost per thousand)
- 86% of passengers are in a positive frame of mind and receptive to advertising messages (Source: Qmedia Ambient Research)
- 92% of passengers were able to recall ads and some content hours after the flight (Source: Triad Consulting Group)



# Smarter Readers

# Reader Profile

## Who is she?

The *Lucire* reader is:

- mostly aged between 21 and 34;
- tertiary-educated;
- not afraid to indulge in fashion and beauty regularly;
- chic and confident;
- brand-savvy;
- very social and keeps up with the social scene weekdays as well as weekends.

The *Lucire* reader is influential in her circles.

With her own sense of style, she will not copy what she sees in the media, but be inspired by them and develop her own distinctive direction. With a love of shopping, she is comfortable with mixing designer labels with vintage pieces. Aware that she is in the forefront of fashion, she will not try to be a fashion leader.

She *is* a fashion leader.

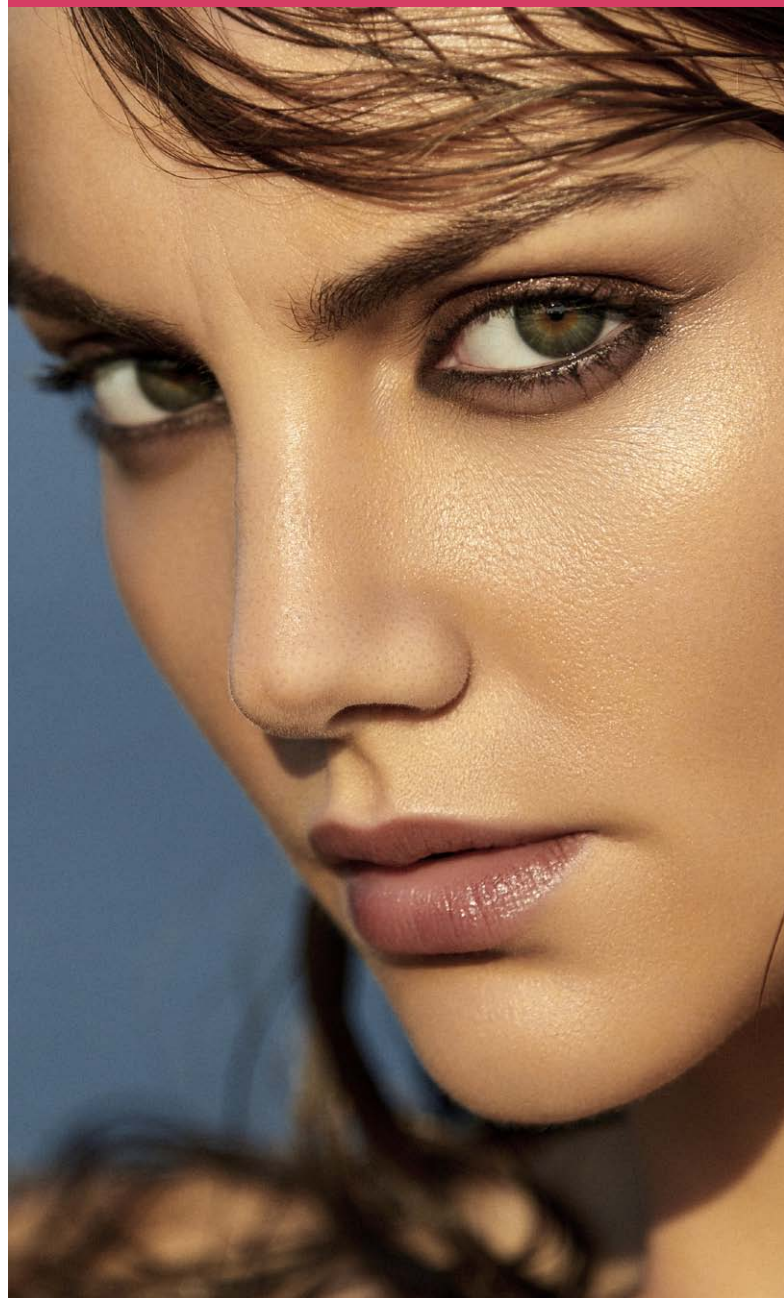
## Demographics

Since we began surveying readers in the 1990s, *Lucire* has attracted a diverse range of consumers. Demographics only tell part of the story—*Lucire's* ability to tap into a modern psychographic is the real key here.

Under 15	0.3%
15–24	31.9%
25–34	33.7%
35–44	19.7%
45–54	10.8%
55 and over	3.6%

## Education

Over 52 per cent have had tertiary education. We have a smarter audience than *Vogue* or *Elle*, according to Alexa.



From 'By the Sea', photographed by Kouros Sotoodeh, hair by Mark Williamson, make-up by Matin Maulawizada, styled by Nina Bogdan, and modelled by Olesya Senchenko.

# Rates

With stunning editorials from our international teams, and well thought out articles, *Lucire KSA* offers advertisers a quality, world-class medium in which their promotions truly stand out.

## Because that's who I am

Qurratulain Wahab is the editor of *Lucire KSA*.

**FASHION** Alya al-Sawwaf is a devotee of haute couture and many of her designs under her Swaf brand reflect both her own personality, and the glamour and extravagance found among women in the upper echelons of Saudi Arabian society. **Qurratulain Wahab** met up with Alya who talked about her unique, maximalist approach to fashion design

**B**ORN AND RAISED in Jeddah, Alya al-Sawwaf spent much of her formative years drawing, sketching, cutting and passing. Her mother encouraged her by buying her fabric dolls and Alya would make dresses for them. By the time she was eighteen, she was designing and selling her own collections. 'I got married at the age of seventeen and had my first child, a boy, at eighteen,' she explains. 'I was balancing motherhood, my studies and my passion for fashion design in the best way I could.'

After graduating from high school, Alya took a diploma in fashion design at a local academy and from there, armed with the basics, she went to Paris to take masterclasses at Studio 541. 'I always

known I had it in me to become a fashion designer, but I wanted to learn more,' she says. 'I would read about the latest trends but I especially wanted to know how leading fashion designers thought and worked. Many of my teachers in the masterclasses were working for leading fashion houses such as Balenciaga, Chanel and Dior. Learning directly from them was an amazing and invaluable experience and it allowed me to develop a more professional and mature approach to design and creativity. It also allowed me to learn more about branding, marketing and consumer preferences.'

Returning to Saudi Arabia to work out of her own atelier in Jeddah, Alya produced her first collection in 2010 and

has continued to produce, whenever possible, four collections a year with each collection comprising up to thirty pieces. Her collections are, for the most part, a reflection of her own passion for style and glamour. Perhaps no other collection speaks more eloquently of her devotion to haute couture than the *Jawal* collection which she produced in April 2018 for Saudi Arabia's first ever Riyadh Fashion Week.

In many ways, the show was comparable to those you might see in New York or Europe: there was a giant tent for the venue; models walked the runway in demi-couture and tailors; and guests wore their latest spring 2018 finery. The difference was there were no men



Right: The haute couture *Jawal* collection that Alya al-Sawwaf's label is expected to launch.

*'I was so happy to be doing my first show in my own country with my people, my family and friends around me'*

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### Mechanicals

Page size  
210 mm × 280 mm

DPS  
420 mm × 280 mm

Bleed is 5 mm

### Number of inserts

	1 ×	3 ×	6 ×	9 ×	12 ×
Inside full page	\$5,500	\$5,335	\$5,175	\$5,020	\$4,869
Inside full page in first 20 pp.	\$6,250	\$6,063	\$5,881	\$5,704	\$5,533
Inside full-page advertorial and supplied content	\$6,750	\$6,548	\$6,351	\$6,161	\$5,976
First double-page spread	\$11,000	\$10,670	\$10,350	\$10,039	\$9,738
Second double-page spread	\$10,000	\$9,700	\$9,409	\$9,127	\$8,853
Half-page	\$3,500	\$3,395	\$3,293	\$3,194	\$3,099

### Covers

Inside front cover	\$9,000	\$8,730	\$8,468	\$8,214	\$7,968
Inside front cover spread	\$11,750	\$11,398	\$11,056	\$10,724	\$10,402
Cover gatefold	\$15,000	\$14,550	\$14,114	\$13,690	\$13,279
Inside back cover	\$9,000	\$8,730	\$8,468	\$8,214	\$7,968
Outside back cover	\$9,500	\$9,215	\$8,939	\$8,670	\$8,410

### Sales tax

Prices are exclusive of sales tax (if any).

### Frequency discounts

The number of insertions billed within a specified 12-month period determines if frequency rate is earned. If the contract fails to specify a period, the first issue of insertion will be used to calculate frequency. Each page of a two-page spread or of a multi-page insert will count toward frequency. Failure to achieve contracted frequency level will result in a short rate.

### First-time advertisers

In addition to frequency discounts, first-time advertisers receive free inserts as follows: 3 ×: add one additional insert; 6 ×: add two additional inserts; 9 ×: add three additional inserts; 12 ×: add four additional inserts.

### Payments

In addition to United States dollars, payments are also accepted in Saudi riyals or euros at the official exchange rate on the date the insertion order is made.

### Commission and payment information

15% commission is paid to recognized/approved advertising agencies. Production charges are non-commissionable. Three months pre-payment is required prior to approval of credit application. Net 30 days to approved credit clients.

For inquiries, insertion orders, mechanical requirements, terms and conditions, kindly contact **Nancy Hany**, at [nancy@kingfisher-consultancy.com](mailto:nancy@kingfisher-consultancy.com)



# On the Web

## Available creative

### *Banners*

The following sizes are available on the majority of pages.

728 × 90 leaderboard, above the scroll  
300 × 250 box, various positions down the page  
300 × 600 “half-page”  
468 × 60 banner, below the scroll

The following sizes are available on request or on a selected number of pages.

970 × 66 skybox  
160 × 600 wide skyscraper  
120 × 600 skyscraper  
125 × 125 cube  
200 × 200 square

Prices are negotiable. A number of advertising networks already deal with *Lucire*. If you already work with them, you may be able to have them direct campaigns specifically to us.

- Totally Her Media (or Gorilla Nation)
- Unruly Media

### *Interstitials*

Some interstitials are available, which we organize via Gorilla Nation Media.

### *Reskins*

Page reskins can be done for clients. Typically, the home page, the news section and sectional content pages are reskinned, and these cannot generally be geo-targeted (though clients are only charged for the views from the target territories).

### *Pre-roll video*

Through Dailymotion, *Lucire* offers pre-roll video ads, and we also offer space via *Lucire TV*. Both are geo-targeted. Please enquire for more details.

### *Advertorial*

Online advertorials are available, marked ‘A *Lucire* special promotion’. These are usually in the news section (for redistribution via RSS), though occasionally they appear as stand-alone, custom laid-out features. They can be combined with videos.

### *Pop-ups and pop-unders*

With pop-up blockers, these are proving less popular with readers, but they remain available.

### *Other rich media*

Being independent, *Lucire* is always open to experimental rich media efforts. Enquire with us at [info@lucire.com](mailto:info@lucire.com).

### *Tablet*

*Lucire* offers full page and double-page spreads. Artwork is to have 3 mm bleed all round. Trim marks are optional (as long as the bleed is there, they are not needed). High-resolution, high-quality PDFs are preferred.

*Lucire* is on Adstream ([quickcut.com.au](http://quickcut.com.au)) and Adsend ([adsend.co.nz](http://adsend.co.nz)); alternatively, artwork can be delivered to [info@lucire.com](mailto:info@lucire.com).

Page size is A4.

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