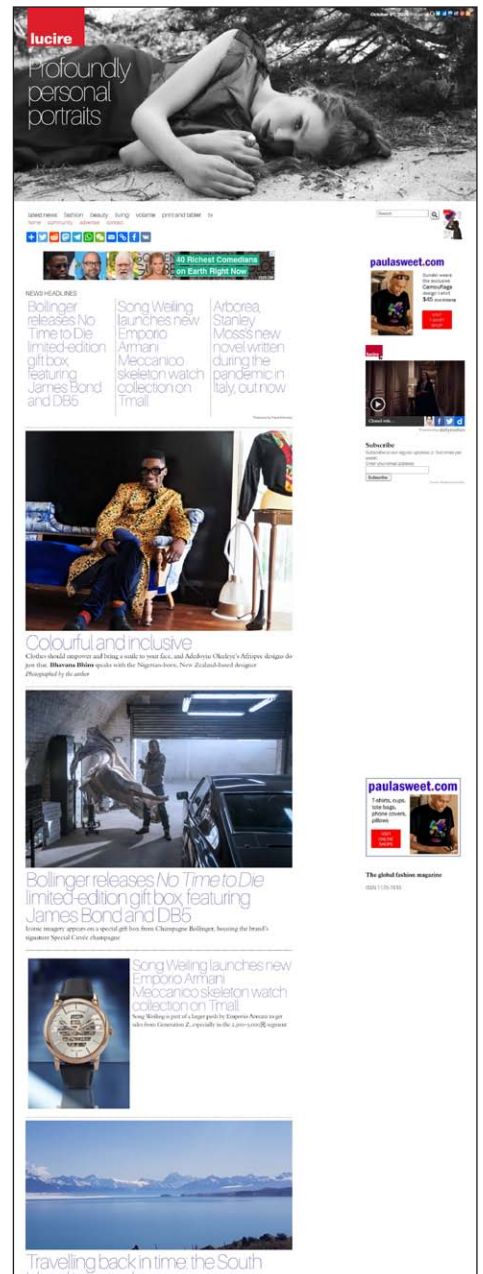


lucire

Media
kit





More relevant

Lucire has had a consistent mission since our founding in 1997: to look at this world as one, united planet, covering stories in fashion, beauty, lifestyle and travel. It's no coincidence that we adopted the slogan 'The global fashion magazine' in 1998. Two decades on, *Lucire* has grown from a single website to international print editions, and more.

When we started, we were intrigued by the possibilities of the internet in bringing people together. The *Lucire* logo, all in lowercase and in a sans serif font, signals that we don't do things the way the fashion establishment might like, but chart our own, independent path.

By being global, we provide meritorious coverage, and we don't let things like marketing budgets or country of origin sway us in deciding on our stories. If we believe someone deserves coverage, we'll do it, rather than conform by talking about just big, international labels. This philosophy is also far

more in line with how young people see the world: borderless, where people can talk to each other regardless of geography. They share values and ideas more freely, just as we see it as our duty to share intelligent stories with our readers. There are no articles telling you to lose weight, but there are articles that take you behind the scenes of today's, and tomorrow's, fashion's topics.

We're also here to champion deserving causes. In 2003, the United Nations Environment Programme (UN Environment) named us their first fashion industry partner. We have had a longer history with ethically sourced fashion than many publications, and ran the first international sustainable style editorial in 2005.

Across our print and online editions, we net over a quarter-million readers, and we're one of the most experienced in the digital space when it comes to fashion.

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.

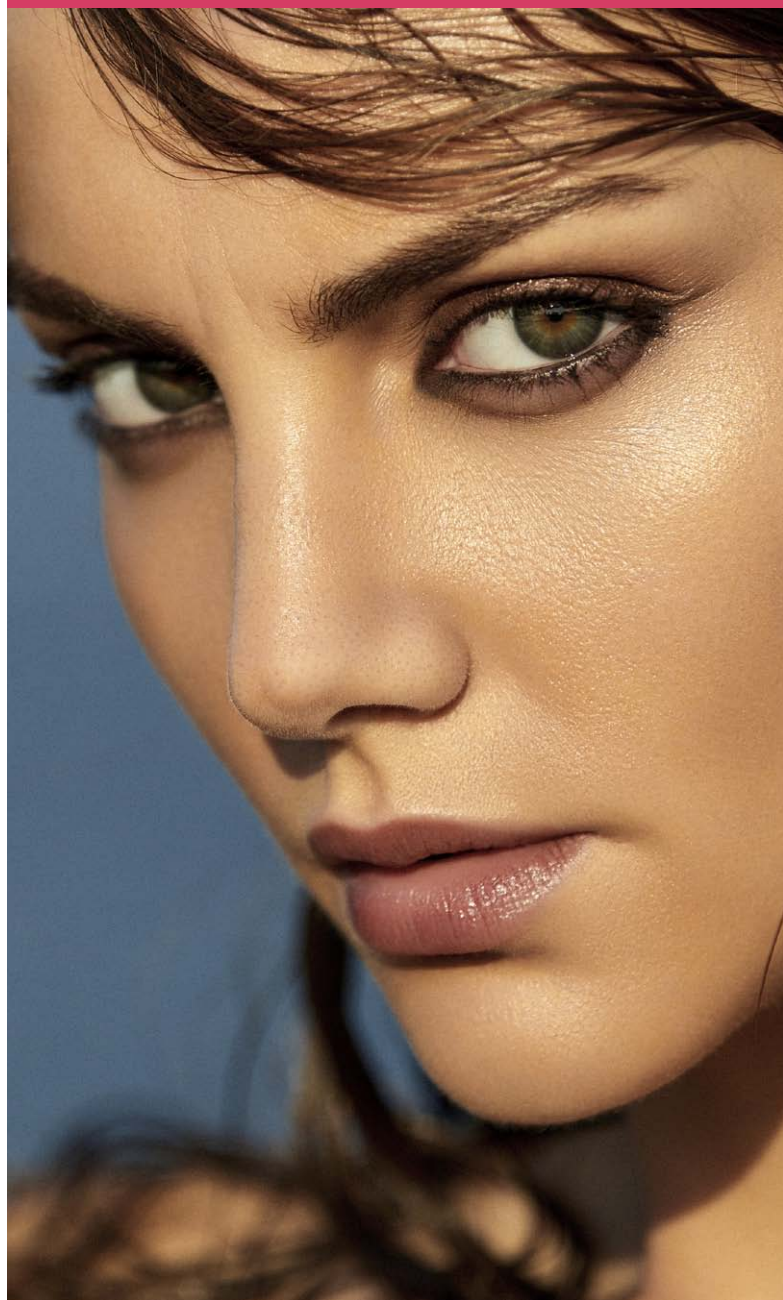
Demographics

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 Kourosh Sotoodeh, hair by Mark Williamson, make-up by Matin Maulawizada, styled by Nina Bogdan, and modelled by Olesya Senchenko.

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

In print

Mechanicals

Page size
210 mm × 297 mm

DPS
420 mm × 297 mm

Bleed is 3 mm



In New Zealand dollars, in conjunction with an online campaign.

- Full page
- DPS
- Opening DPS
- Inside back cover
- Outside back cover

- \$3,900
- \$7,500
- \$10,000
- \$5,900
- \$6,900

New Zealand prices are exclusive of sales tax and are negotiable, agency commission bearing.

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

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. Affiliate links usually appear at our sister publication, *Lucire Rouge*.

Other rich media

Being independent, *Lucire* is always open to experimental rich media efforts. Enquire with us at 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.

Page size is A4.

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