

FACTS & FIGURES

MARKET:

Affluent and cosmopolitan couples and families, aged 40+. Entirely unisex, this title aims at the upwardly mobile, successful and influential AB1 reader encouraging sharing and ripple effect marketing.

PRINT READERSHIP: 50,000

DLUXE ONLINE REACH:

279,734 readers across e-zine, online and social media. (October 2017)

COMBINED REACH: 329,734

AREAS:

Over 320 lifestyle appropriate outlets in Leicester City and a 10 mile radius: South A6 towns including Stonegate, Kibworth, Market Harborough, Melton Mowbray, Lutterworth, Enderby and Oakham. North A6 including Anstey, Newton Linford, Rothley, Quorn, Barrow Upon Soar and Loughborough.

AGE: 70% aged over 40

SEX: Male 42% Female 58%

SOCIAL: AB1

RATES

DPS: £1750 (£1100*)

PREMIUM RHP: £1500 (£1000*)

RHP ROM: £1250 (£725*)

HALF PAGE ROM: £750 (£450*)

QUARTER PAGE: £450 (£275*)

*Volume rates offered for multiple bookings

DEADLINES

SPRING 16/03/2020 DEADLINE **16/02/20**

SUMMER 22/06/2020 DEADLINE **22/05/20**

AUTUMN 21/09/2020 DEADLINE **21/08/20**

WINTER 30/11/2020 DEADLINE **30/11/20**



WANT TO TALK TO OVER 329,734 READERS?

Dluxe LEICESTERSHIRE & RUTLAND is a new breed of glossy lifestyle magazine aimed at the successful, influential and affluent 40+. It is Leicestershire's most influential A4 glossy lifestyle magazine encompassing luxury lifestyle and high end business and, as part of a publishing group that includes the iconic SIXTYNINE degrees magazine, has a well-earned reputation built over 18 years of independent publishing.

Proudly unisex in our approach, where this magazine leads, others follow – and so do our legion of readers, who go on to share or tell 5 of their colleagues and friends about items they've seen or read in the title.

Our editorial weighting is 60:40, meaning pick up rates are high across the life of the title. No other title is more generous in their editorial support, as part of an engagement package.

Our print title is duplicated as an e-zine for readers on the move – further

extending our reach. An active and daily-updated blog and social media platforms enhance and engage yet further. **We have the highest e-readership and engagement of any title in this regional, luxury sector.**

dluxe LEICESTERSHIRE & RUTLAND is proud to work with some of the biggest names in luxury retail including Audi, Rolex, Malmaison, Harvey Nichols, Highcross, Jaguar Landrover, Nuffield, Curve, Bentley, Rolls Royce, Qatar Airways and many, many more. All told, there are over 320 handpicked lifestyle-appropriate venues that stock the title. No other magazine has such a comprehensive retail network – and therefore visibility. Full disclosure available upon request.

dluxe LEICESTERSHIRE & RUTLAND is joined by two partner magazines, dluxe BIRMINGHAM & SOLIHULL and SIXTYNINE degrees.

Find out more. Call the team on 0116 2533445

DIMENSIONS

FULL PAGE: 297MM HIGH X 210MM WIDE +3MM BLEED

DPS ADVERTS SUPPLY AS 2 X SINGLE PAGE PDFS

HALF PAGE: 136MM HIGH X 190MM WIDE

QTR PAGE: 136MM HIGH X 92MM WIDE

CONTACT

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