

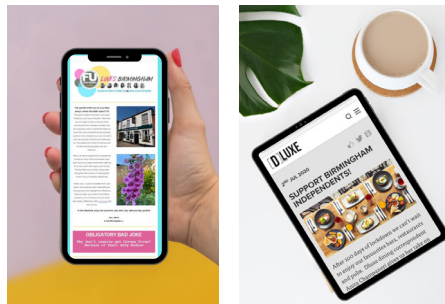
DLUXE BIRMINGHAM – YOUR FIRST-CLASS TICKET TO THE SECOND CITY



Whether through online, social media, newsletter or print, DLUXE Birmingham gives you unrivalled Birmingham content across style, grooming/ beauty, arts/culture, food/drink, fitness/wellness and business/thought leadership.

Our influential readers expect more and work hard to live their best lives. They want their fingers on the pulse of the city but are also motivated by shopping local and supporting causes close to their heart. They are business leaders, influencers and entrepreneurs, but also respect the need for wellness and self-love. They are sociable, affluent and brand aware.

DLUXE Birmingham is proud to work with some of the biggest names in luxury retail including Harvey Nichols, Audi, Rolex, Malmaison, Bullring, Birmingham Airport, Selfridges, Hyatt, Bentley, Jaguar Land Rover, Qatar Airways and many, many more.



Choose your own blend and create a DLUXE communications package that is bespoke to your business and helps recover, restore, and rebuild in 2020 and beyond.

NEWSLETTER – over 11,000 of the region's most prolific and influential individuals receive our weekly e-shot, delivered directly to their inbox every Wednesdays. Choose between a 'jump the queue' option or go one better and let us create a personalised e-shot to our database.

DLUXE ONLINE & SOCIAL MEDIA – over 13,000 engaged and organic users refer to our online and social media platforms creating a reach of over 70,000 per month (average). Together we can create content that's engaging, targeted and dynamic with video feeds, Facebook/Insta Lives and Stories. One-off or part of a scheduled campaign. Traditional display advertising is also available across our platforms.

PRINT – 10,000 copies are (under normal circumstances) lovingly printed and circulated across the most comprehensive retail, leisure and business network in the city and surrounds. No other print title can compete with this network of stockists, giving you access to the customer base of Birmingham's most credible businesses and venues. Our print reach extends beyond 50,000 per edition, typically.

Call the team on 01509 733 027 or email info@fu-media.co.uk

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BIRMINGHAM

DEADLINES & DIMENSIONS

PRINT DEADLINES

SPRING 08/03/2021	DEADLINE 08/02/21
SUMMER 14/06/2021	DEADLINE 14/05/21
AUTUMN 13/09/2020	DEADLINE 13/08/20
WINTER 15/11/2020	DEADLINE 15/10/20

DISPLAY AD 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
ONLINE BANNER: 728PX X 90PX
ONLINE SKYSCRAPER: 160PX X 600PX
MOBILE BANNER: 320PX X 97PX

AUDIENCE: AFFLUENT AND COSMOPOLITAN SINGLES, COUPLES, AND FAMILIES. ENTIRELY UNISEX, THIS TITLE AIMS AT THE UPWARDLY MOBILE, SUCCESSFUL, AND INFLUENTIAL AB1 READER ENCOURAGING SHARING AND RIPPLE EFFECT MARKETING.

DLUXE IS RATED AS 32 IN DOMAIN AUTHORITY IN THE UK.

AGE: 13-17 (LESS THAN 1%); 18-24 (10%); 25-34 (35%); 35-44 (31%); 45-54 (16%); 55-64 (4%); 65+ (1%)

GENDER: FEMALE 57%; MALE 43%

SOCIAL: AB1

PRINT RATES

DPS: £1100
PREMIUM RHP: £1000
RIGHT HAND PAGE (RHP): £725
HALF PAGE: £450
QUARTER PAGE: £275

DIGITAL RATES

NEWSLETTER: JUMP THE QUEUE STORY: £99.
NEWSLETTER: BESPOKE E-SHOT: £450.
BANNER AD: £50 PER WEEK.
SKYSCRAPER AD: £75 PER WEEK.
ONLINE STORY: JUMP THE QUEUE STORY: £99
ONLINE STORY: 4-WEEK STORY BUNDLE: £250.
UNLIMITED: 4-WEEK UNLIMITED BUNDLE: £450

