



DELUXMAGAZINESTL



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DELUX MAGAZINE

1141 SOUTH 7TH ST | ST. LOUIS, MO 63103

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DELUX MAGAZINE IS A PERSONAL REPLICATION OF HOW "WE THE PEOPLE" VISUALIZE LIFESTYLE,
FASHION, MUSIC, ART+CULTURE THROUGH THE EYES
OF THE TRUE AFFLUENT TRENDSETTERS & TASTEMAKERS OF
OUR GENERATION.

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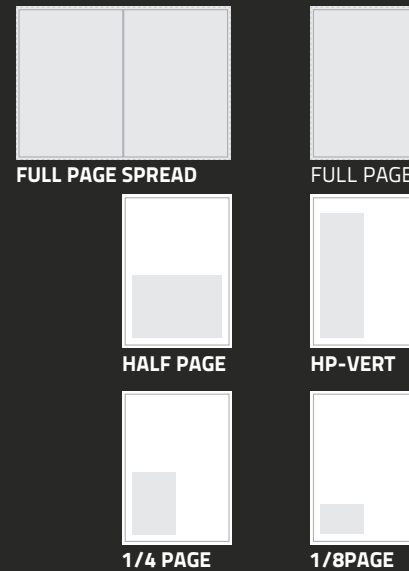
BE BOLD. BE SEXY. BE DELUX
#TEAMDELUX

2011 ADVERTISING RATES

SIZE	1X	3X	6X	12X
Covers	\$1,500	\$1,375	\$1,175	\$ 990
Full	\$ 850	\$ 750	\$ 625	\$ 475
Half	\$ 500	\$ 425	\$ 350	\$ 275
Quarter	\$ 300	\$275	\$ 250	\$ 225
Eighth	\$ 99			

2011 AD SIZES

DESCRIPTION	AD SIZE
Full Page Spread	18.25 x 12.25
Full Page	9.25 x 12.25
Half Page	8.20 x 5.52
Half Page - Vert	4.02 x 11.02
Quarter Page	4.06 x 5.52
Eighth Page	2.69 x 1.47
Web Banner	161 x 600



READERSHIP

WE ARE DELUX

20K

... printed publications are currently in circulation with an additional 12k monthly views of the publication online...

83%

... of our readers are between the ages of 21-40. Focusing on the affluent tastemakes and trendsetters of this generation...

\$45K

... the average salary for a single reader of DELUX. While 93k is the average household income...

350K

...average monthly online pageviews our website generates. This allows our clients web banners to average just above 17k impressions per week...

63K

... the number of "likes", "followers" in our social network campaigns. Including a 100% opt-in mailing list comprised of 43k faithful readers...



LIFESTYLE

DELUX will be the ultimate urban lifestyle guide to new electronics, appliances, living rooms, priceless art, and walk-in closets. We will become your exclusive passport to what's hot around the world without leaving your own home.



FASHION

The new style icons of the future! Bringing you not just the trends of today but giving you new ones. Delux will introduce you to designers of the new millennium. DELUX will take you from the runways of Paris to the streets of New York, and its all in the name of fashion.



MUSIC

Music and entertainment on the rise will make up this part of the magazine. Giving you a taste of what's to come in the future of entertainment. DELUX will take you behind the scenes of today's hottest up-and-coming artists, indie films, and sports figures. Combined with innovative photography and exclusive stories, we're sure you will see these artists straight to the top.



ART+CULTURE

DELUX Magazine will bring you the most innovative and interactive home and decor from all around the world. Along with an introduction to the worlds most renowned creative artistic minds. Showing just how talented we as humans can be.

EDITORIAL CALENDER



JANUARY

Wedding Edition
*Diamonds, Wedding PLaners, Venues •

FEBRUARY

Music Guide
Art + Culture Show •

MARCH

Fashion Issue
Spring Fashion Week •

APRIL

Restauraunt Guide
DELUX Dine-Out for Charity •

MAY

DELUX St. Louis/Atlanta
DELUX Thirteen Awards Event •

JUNE

Summer Solstice Edition

JULY

Professional Series
• Community & Health Block Party

AUGUST

Back to School Options
• Summer Jam

SEPTEMBER

Charity Edition
• Fall Fashion Show

OCTOBER

Women Empowerment Edition
• Bartender Shakedown

NOVEMBER

Shopping Guide
• Annual Father Daughter Dance

DECEMBER

DELUX Wish List
• Dinner for Thirty