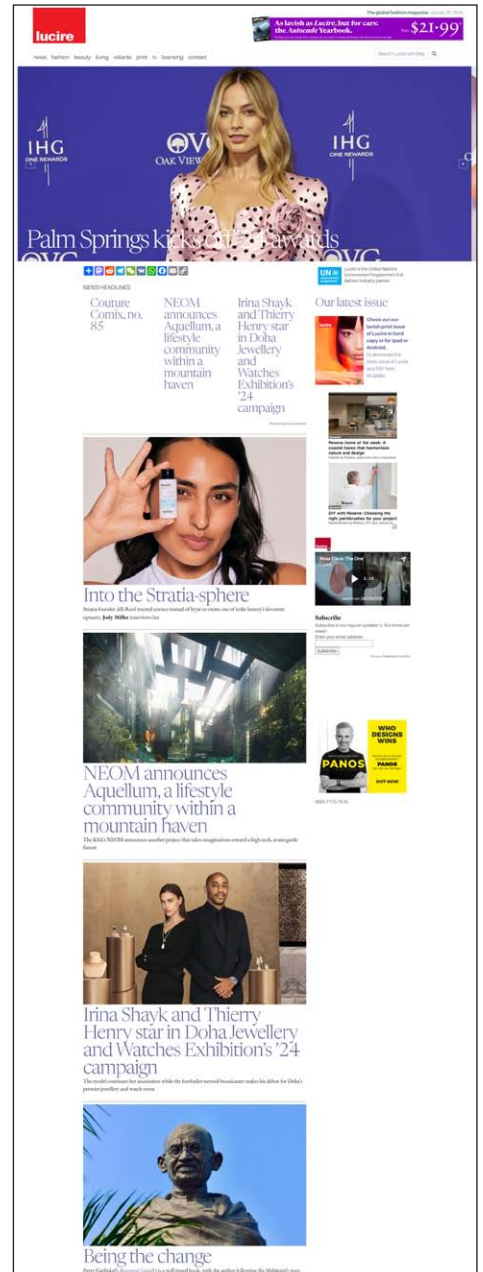


**lucire**

Media  
kit







# More relevant

**L**ucire 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. A quarter-century 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, United Nations Environment Programme 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 print and online editions, we attract a quarter-million readers per month, 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.

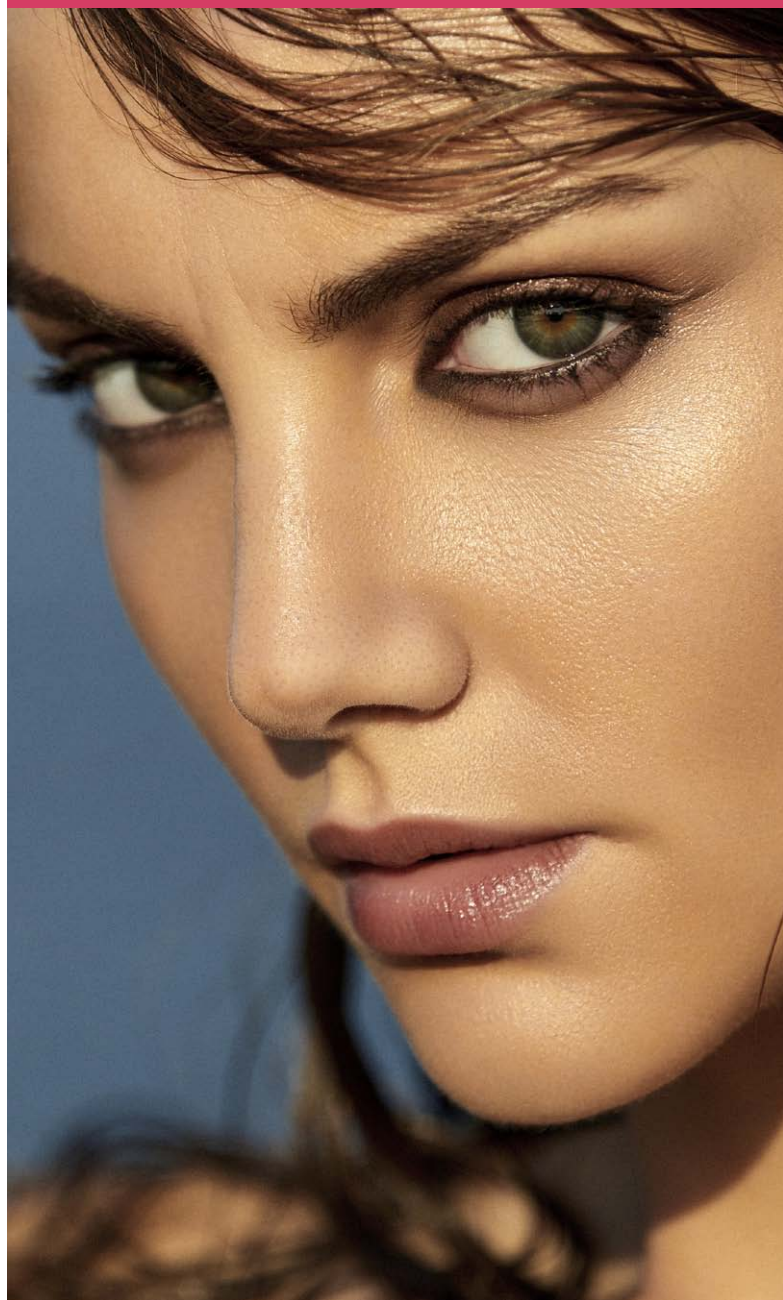
## Demographics

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.





# 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.

### *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.

### *Custom video*

We can produce custom content, including professionally made video. Please enquire for more details.

### *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 that can appear exclusively on tablet and smartphone editions. 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.

# Contact US

*Head office*

Lucire Ltd.  
PO Box 14-368, Wellington 6241  
71 Oriel Avenue  
Redwood, Tawa  
Wellington 5028  
New Zealand  
Telephone 64 4 387-3213  
Email [info@lucire.com](mailto:info@lucire.com)

*Selected bureaux*

*New York, NY*  
Ms Lola Cristall, Paris Editor  
*Lucire*  
Email [lola.cristall@lucire.com](mailto:lola.cristall@lucire.com)

*Los Angeles, California*

Ms Elyse Glickman, West Coast Editor  
*Lucire*  
4414 Woodman Avenue, Suite 208  
Sherman Oaks, CA 91423  
USA  
Telephone 1 310 497-7157  
Fax 1 818 788-4845  
Email [elyse.glickman@lucire.com](mailto:elyse.glickman@lucire.com)

Mr Devin Colvin, Entertainment Editor  
Email [devin.colvin@lucire.com](mailto:devin.colvin@lucire.com)

*London, England*

Miss Simone Knol, Editor Emeritus  
*Lucire*  
Email [simone.knol@lucire.com](mailto:simone.knol@lucire.com)