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ucire Rouge readers are up on the latest design and lifestyle trends, but actively look beyond the familiar for discoveries that will make their lives richer. They want to be educated and enlightened when it comes to fashion, home, beauty, wellness, food and travel finds. And they want to be inspired by the like-minded people bringing these wholly original designs and concepts to life. To satisfy their curiosity, we're keeping a lookout for these intrepid creators, firms and communities dedicated to making life easier, more colorful and stimulating.

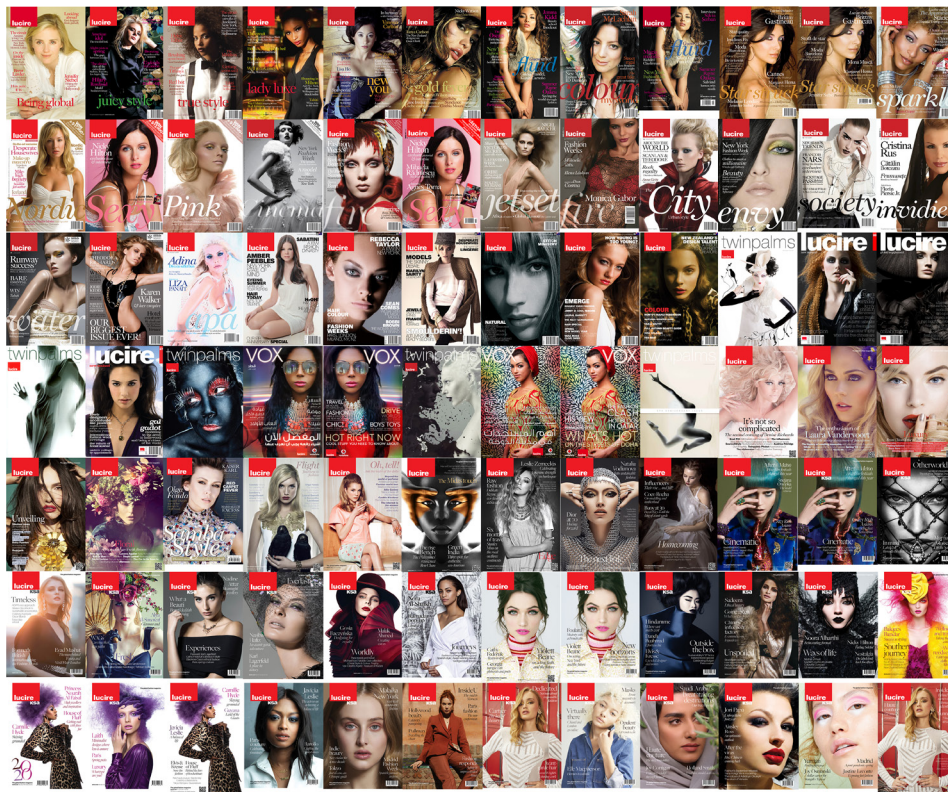
While our mission is to take a wholly fresh approach to lifestyle, we're building Lucire Rouge upon the foundation publisher Jack Yan established when he launched Lucire in 1997. He certainly fits the mold of the creators we look forward to featuring: under his direction, Lucire began as the first online commercial fashion magazine in New Zealand, and later, an international fashion and lifestyle resource with a global reach online, in print and tablet editions in the 25-plus years since its inception.

Today, Lucire and its iterations reach approximately 250,000 unique readers per month. Lucire Rouge, meanwhile, will push that vision further, providing first looks and "behind-the-scenes" stories about the best brands, products, services, destinations and ideas you've never heard of ... yet!

Editorial line-up

- Palate—food and entertaining
Soul & Body—wellness and beauty
Home—interior design and living space improvement

- Volante—travel
Vision—entrepreneurs and inventors on the move
Perspectives—global trends, social movements and thoughts on a better world



Rates

Table with 2 columns: Content type and Price. Includes 'Original sponsored-advertorial content*' with sub-items like 'Guest post (introductory offer)' at \$95 and 'Short sponsored article (up to 800 words)' at \$300.

* Costs based on images submitted, proof-reading assistance, formatting and other factors. Contact us for more details.

Banner advertising is available to complement your advertorial buys.

Our readers

Average household income range: \$75,000-\$250,000 annually (in other words, aspirational to comfortably established!)

Age: 30-60, average 45 (but then again, age really is just a number)

Gender: 80 per cent women-20 per cent men

Educational level: college-educated (and anybody else with an active mind and natural curiosity)

Priorities (or what would our readers and you want to see in a lifestyle magazine): witty, intelligent articles with engaging artwork covering (but not limited to) groundbreaking entrepreneurs, inventors, chefs, beauty and wellness experts, hoteliers, visionaries and travel mavens creating intriguing products, services and experiences just a touch off the beaten path.

Why invest in sponsored content?

It's the authority of an original article
+ reach of advertising
+ affordable rates

= lasting, maximized exposure that connects new products, ideas and perspectives with an inquisitive readership.

Sponsored content (a.k.a. native advertising) provides a 360-degree showcase of your client, product or service that not only delivers visual appeal for the reader but also fascinating facts about what it does, how it is made, what makes it different, how it was invented and the all-important back story—how it changed its creator's life and how it can improve the readers' lives. In the creation of sponsored content, we will work closely with your client, company founder, inventor, CEO to create bespoke content that conveys the message you want them to see while empowering them to make an informed decision.

Various agency, university and media industry studies quantifiably prove that sponsored content is not just well-received by readers, but preferred by 72 per cent of marketing professionals over many forms of display ads. In fact, 70 per cent of readers expressed that want to learn about new products and innovations beyond the best packaging, and sponsored posts satisfy the "need-to-know" aspect of a reader's editorial experience. We begin with the precedents set by *Lucire*, and shape it to your needs, desired reach and messaging.

Material specs

- Images should be JPEG, GIF, PNG or TIFF at 300 dpi, and should be a minimum of 840 pixels in width.
- The "hero" image should be landscape at a minimum of 1,600 pixels in width.
- All images to be RGB.
- Please provide URL to link with each ad.

Additional requirements for display advertising

- Any ads with a white background are required to have a one-pixel black border around the perimeter of the ad in order to separate it from page content.
- Animated ads are restricted to a maximum of 30 seconds (at a 15–20 fps frame rate), after which point automated animations must come to a complete stop. You are permitted to give the viewer the option to restart animation.

Videos

Video hosting is available at additional cost. Please enquire for details.

Other things to consider

- Readers spend an average of two-and-a-half minutes engaging with branded content, in contrast to display ads.
- Sponsored content is front and center, and artfully blended into the rest of the editorial. The story-telling approach gives advertorial an added dimension of authenticity in comparison to display ads and print magazine advertorials. And because of this ...
- 85 per cent of readers don't feel that their overall experience of a publication is hindered by branded content.
- Nearly half of the readers participating in these surveys are not familiar with the term 'native advertising', which ensures sponsored content seamlessly blends in.

What's in it for you and your brand?

Statistically proven exposure, targeted "evergreen" content and higher engagement among our readers with both sponsored content and display ads.

- Digital advertising, a \$9 billion market, was projected to overtake print advertising as the leading source of consumer magazine advertising revenues during the 2020s.
- Mobile devices drive 59 per cent of traffic to upscale lifestyle magazine sites.
- Roughly eight in ten Americans are online shoppers; 15 per cent buy online on a weekly basis.
- In 2017, online advertising outpaced television advertising by about \$15 billion. The first time ever.
- Mobile advertising is projected to grow by an average of 18.7 per cent from 2016 to 2021.

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