

Luxury Las Vegas continues to be Las Vegas' premier metropolitan magazine offering

EXTRAORDINARY LIVING FOR

Extraordinary Lives



EXTRAORDINARY LIVING FOR EXTRAORDINARY LIVES

LUXURY LAS VEGAS



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or questions regarding advertising, call the Sales Department at 702.224.5535

For questions regarding ad preparation or production,
call the Creative Department at 702.383.4663

PLEASE SEND ALL MATERIALS TO:
1111 W. Bonanza Road, Las Vegas, NV 89106-3545

Luxury Las Vegas is CAC audited.

LuxuryLV.com



MEDIA KIT
2018

ABOUT US

Established in 2003, *Luxury Las Vegas* magazine has become the dominant force serving the Southern Nevada marketplace as Las Vegas' premier, high-end lifestyle magazine. Each month we present our devoted readership with an exclusive look at the latest fashion and beauty trends, newest gourmet food and wine hot spots, amazing home and architecture features, art and culture news, and, of course, profiles of the city's who's who.

A full-color magazine with 47,000 copies distributed monthly. *Luxury Las Vegas* magazine targets the most affluent residents of Southern Nevada.



DEADLINES

ISSUE DATE	EDITORIAL CALENDAR	SPACE AND MATERIALS	FINAL APPROVAL
FEBRUARY	Health, Beauty & Fitness	01.08.18	01.12.18
MARCH	Spring Fashion + Private Schools	02.05.18	02.09.18
APRIL	Home & Design + Decor with Real Estate	03.12.18	03.16.18
MAY	Weddings + Travel	04.09.18	04.13.18
JUNE	Food & Wine	05.07.18	05.11.18
JULY/AUG	Men's Issue + Private Schools	06.11.18	06.15.18
SEPTEMBER	Fall Fashion / Anniversary issue	08.13.18	08.17.18
OCTOBER	Tech and Innovation + Culture & the Arts	09.10.18	09.14.18
NOVEMBER	Holiday Gift Guide	10.15.18	10.19.18
DEC/JAN	The New Guard	11.12.18	11.16.18

AD RATES

SIZE	OPEN	3 ISSUES	6 ISSUES	10 ISSUES
BACK COVER	\$5,301	\$4,788	\$4,309	\$3,767
INSIDE COVER	\$4,743	\$4,284	\$3,856	\$3,366
SPREAD	\$4,883	\$4,410	\$3,969	\$3,465
1/3 SPREAD	\$3,906	\$3,528	\$3,175	\$2,772
FULL PAGE	\$2,790	\$2,520	\$2,268	\$1,980
2/3 PAGE	\$2,093	\$1,890	\$1,701	\$1,485
1/2 PAGE	\$1,674	\$1,512	\$1,361	\$1,188
1/3 PAGE	\$1,116	\$1,008	\$ 907	\$ 792

* Non-profit 501(c)3 rates available at 10x contracted rate.

Prices are quoted at net rates. For guaranteed placement, add 15% to ad space units. Insert rates and special projects available upon request. Credit cards accepted.

1/3 spread: This position is a "bookend" position. 1/3 ad : Resides on the left, and the full page is on the right. Positions available in premium placements only. Call for availability.

AD SIZES

SPREAD	Live: 15.75 x 9.875	2/3 PAGE	4.775 x 9.875	[vertical]	1/3 PAGE	2.325 x 9.875	[vertical]
	Trim: 16.75 x 10.875			4.775 x 4.875		[square]	
	Bleed: 17.25 x 11.375			4.775 x 4.875			
FULL PAGE	Live: 7.225 x 9.875	1/2 PAGE	3.550 x 9.875	[vertical]	1/6 PAGE	3.2125 x 3.000	[horizontal]
	Trim: 8.375 x 10.875			4.775 x 4.875			
	Bleed: 8.875 x 11.375			4.775 x 7.250		[island]	

DIGITAL AD RATES

Customized digital programs available to meet your individual needs and target your audience.

DEMOGRAPHICS

GENDER	FEMALE	62.1%	VEHICLE OWNERSHIP	ONE	29.1%
	MALE	37.9%		TWO	41.5%
MARITAL STATUS	MARRIED	61.3%	THREE+		17.9%
	SINGLE & OTHER	38.7%		Most readers own two or more vehicles.	
Nearly two-thirds of readers are married.			MEDIAN AGE	52.5	
Two out of three readers are between 35 and 64 years of age.			AVERAGE HOUSEHOLD INCOME		
NUMBER OF ADULTS	ONE	10.4%	CLARK COUNTY RESIDENT	\$67,200	
	TWO	48.1%	LUXURY READER	\$89,400	
	THREE+	41.5%	Our readers have a household income that is 33% higher than the average Clark County resident.		
CHILDREN AT HOME	0	68.7%			
	ONE	10.7%			
	TWO	11.9%			
	THREE+	9.2%			

For the most part, we're talking about people who no longer have the financial responsibility of child-rearing. Those with children tend to have older children.

NUMBER OF INCOMES	ONE	27.7%
	TWO	34.5%
	THREE+	16.7%
	RETIRED	23.9%

The high levels of multi-income families and retirement income suggests a great deal of disposable personal income.

EDUCATION	SOME COLLEGE	35.6%
	COLLEGE DEGREE	17.7%
	ADVANCED COLLEGE	11.5%

Two out of three have some college education.

HOME OWNERSHIP	OWN	67.8%
	RENT	31.3%

Two out of three *LUXURY* readers are home owners.

Sources: Nelsen Scarborough, Release 1, 2017

Experience
LUXURY
wherever you are



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WITH US

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