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what makes us different

L*ucire* IS ONE OF THE PIONEERS: the first online commercial fashion magazine in New Zealand in the 1990s (see lucire.com), branching out into international print editions by 2005, and the first to publish an international sustainable style editorial—long before eco-fashion became mainstream.

The way we do business at *Lucire* is different, because we start with the digital editions first, whether on the desktop or on mobile devices. It's the core of our activity, and part of our culture.

We think of our print editions as beautiful collectibles, with more in-depth journalism and stunning photo shoots that are absent from the online *Lucire*, products that owners will be pleased to have in their homes and coffee-tables.

We've had mobile editions since 2000, originally for PDAs through a program called Plucker—so we're one of the most experienced players in that space, too.

Our tablet and PDF editions, based on the print ones, bring the lavish layout style we are known for to the latest devices—exactly what users expect.

Unlike other fashion magazines, digital-first has been our model since day one. What's interesting is that this is exactly the way consumers seek out fashion in the 2010s: wanting online news first, more in-depth writing from their tablets, while print editions are luxury keepsakes.

Consequently, we've had more experience on how to maximize exposure for our advertisers in this age.

November 27, 2013 Friday at 11:58 AM
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Miranda Kerr, Simon Cowell, David Gandy attend Jaguar F-type Coupé launch in LA

In our news section
 Sean Kelly, Lucilla Gray, Soontariya Uto stand out among Massey's 2013 graduates
 Video: Taylor Swift and Katy Perry in fashion on the 2013 American Music Awards' red carpet
 Miss France 2014 contestants arrive in Dijon, leading up to December 7 final

Features

Natale a Venezia
 Venice returns to its true roots, free of its usual veneer of tourists, for Christmas. **Stashley** shows us how the city of canals fits for the season. *photographed by the author*

Alexandria von Brossen: the show must go on
 Tamara Madson interviews By Anna Brossen, with designer **Matthew Wilman** on style and model **Katie Khan**. *photographed by Giampaolo Spina*

Matthew's style-by Anna Deane
 Anna Deane analyses London's latest collections, with designer **Matthew Wilman** on style and model **Katie Khan**. *photographed by Giampaolo Spina*

The back streets of Venice
Stashley shows us how the city of canals fits for the season. *photographed by Paolo Sassi*

By invitation only
 Anna Deane looks at the **Anna Deane** collection and how it fits the season. *photographed by David Hill*

Product envy
Paradise looks at the new collection of **Paradise** and how it fits the season. *photographed by Anna Deane*

Ready for prime-time
Living looks at the new collection of **Living** and how it fits the season. *photographed by Paolo Sassi*

One for the boys
Stashley looks at the new collection of **Stashley** and how it fits the season. *photographed by Paolo Sassi*

Living
Living looks at the new collection of **Living** and how it fits the season. *photographed by Paolo Sassi*

Dark
Dark looks at the new collection of **Dark** and how it fits the season. *photographed by Paolo Sassi*

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The global fashion magazine

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The global fashion magazine

lucire

The enthusiasm of Laura Vandervoort
Why we'll be seeing plenty more of this actress

The history of smelling expensive and who hand-crafts fragrances
WAGs The appeal of Irina, Cheryl, Victoria **Spring '13** Trend preview
Wearable Art Going global **Route 66** Travelling the legendary road

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The global fashion magazine

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Luxury
From China's rise to Paris's haute couture

Superheroine *Thor's* Jamie Alexander **Hugo Boss** tapping into history
Finding balance *America's Next Top Model's* Hannah Jones
Bora Bora Amber Peebles takes *Lucire* back to paradise
Driving inspiration The cars of Stephen Harper

SAMSUNG

DECEMBER 21, 2013
British Airways celebrates 100 years of Indian cinema with Bollywood film event

DECEMBER 20, 2013
Lucire's Instagram round-up, December 20

DECEMBER 17, 2013
Kate Moss returns to front Stuart Weitzman's spring 2014 campaign

DECEMBER 17, 2013
Cat Garcia's Our Time offers a glimpse into the lives of Sir Paul Smith, Bella Freud and other creative Britons

DECEMBER 17, 2013
Lucire's style round-up: fashionable Instagrams this



one
fashion
world,
one
fashion
magazine

AS THE FIRST FASHION INDUSTRY PARTNER OF the United Nations Environment Programme, we see this planet as a single place. *Lucire*, born of the dot-com optimism of the 1990s, has carried that tradition through: we cover fashion regardless of origin. Our international print editions reflect this, too: there are shared, core coverage, the lavishly printed volumes blend the best of international and regional stories.

We've further distinguished ourselves in acting as a lightning-rod for new talent. We were the first to interview Zac Posen in the US, and Kathryn Wilson in New Zealand. *Lucire* can spot new talent, and give them meritorious coverage.

As an independent, we provide unique coverage and have the courage to dig a little deeper to find the stories that an intelligent, globally minded reader wants. As the underdog, we work harder.

Our international team of editors and correspondents, many of whom can be reached easily via our social media, constantly file stories from the fashionable spots around the world, ensuring that *Lucire* lives up to its slogan of 'The global fashion magazine'.

lucire

tv

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lucire

Since 1997, *Lucire* has never followed the pack.
Exclusive content and shoots. Global fashion, with an independent voice.
[Click here to order.](#)

one fashion channel

ALTHOUGH *Lucire* has been creating web video since 2000, we had to wait till the 2010s till the technology caught up to what we wanted to do. While we had offered the opportunity for advertisers to have pre-roll video on individual *Lucire TV* news items, we now offer a regularly updated player on our website where creative can be inserted at the start or between segments.

Lucire TV shows fashion, beauty and celebrity news, with we and our partners providing a variety of regularly updated content. We watch it, too.

Hop over to lucire.tv for the large player, which can be blown up full-screen. We're still showing individual items throughout the *Lucire* website, including the news section, and can generally display (with a few size and time limits) in HD.

who is the *lucire* reader?

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.

Circulation

Lucire generally reaches 200,000 unique readers per month across all editions, and between 10,000 and 21,000 daily.

Reader profile

Since we began surveying readers in the 1990s, *Lucire* has attracted a diverse range of consumers. But, as stated earlier, demographics do not tell much of the story—*Lucire's* ability to tap into a modern psychographic does.

Age

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.

Where is the *Lucire* reader?

Lucire readers come from all corners of the world. Aside from our print editions, our web edition's reach reflects our modern, global community.

USA	34.82%
France	12.63%
New Zealand	10.61%
UK	9.15%
Canada	4.14%
Australia	3.63%
Germany	1.96%
Italy	1.31%
Belgium	1.21%
India	0.98%
Netherlands	0.89%
Switzerland	0.89%
Spain	0.84%
Norway	0.74%
Sweden	0.72%

what you can get

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. A number of advertising networks already deal with *Lucire*. If you already work with them, you may be able to have them direct campaigns specifically to us.

Totally Her Media (or Gorilla Nation)
Burst Media
Unruly Media

Interstitials

Some interstitials are available, usually booked through Gorilla Nation Media. Enquire with Syma Mian, Syma.Mian@totallyher.com, for further information.

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 the views from the target territories).

Pre-roll video

Through Springboard, *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.

Pop-ups and pop-unders

With pop-up blockers, these are proving less popular with readers, but they remain available.

Other rich media

Being independent, *Lucire* is always open to experimental rich media efforts, and we already do so for some mobile apps based on our site. Enquire with us at info@lucire.com.

Print and tablet

Lucire offers full page and double-page spreads. 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.

Lucire is on Adstream (quickcut.com.au) and Adsend (adsend.co.nz); alternatively, artwork can be delivered to info@lucire.com.

Depending on edition, page sizes are either 235 by 335 mm or A4.

Advertising prices

In New Zealand dollars, in conjunction with an online campaign.

Full page	\$3,900
DPS	\$7,500
Opening DPS	\$10,000
Inside back cover	\$5,900
Outside back cover	\$6,900

New Zealand prices are exclusive of sales tax and are negotiable, agency commission bearing.

where to find us

One port of call: *Lucire's* head office accepts advertising for all editions.

Head office

Lucire Ltd.

PO Box 14-368, Wellington 6241

13 Mamari Street, Kilbirnie,

Wellington 6022

New Zealand

Telephone 64 4 387-3213

Fax 64 4 387-3213

Email info@lucire.com

Websites

lucire.com

lucirehome.com

luciremen.com

lucire.tv

Selected bureaux

New York, NY

Lucire

244 Fifth Avenue, Suite A-248

New York, NY 10001

USA

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

London, England

Miss Leana Keen

Lucire

34 Buckingham Palace Road, Suite 85

Belgravia

London SW1W 0RH

England

Email leana.keen@lucire.com

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Colophon

Set in ITC Galliard 10/13 pt with headlines in Fiduci 72 pt.