



PREMIUM HOSPITALITY MAGAZINE

LUSX is a glossy quarterly luxurious magazine, **distributed in Premier and Business Airport Lounges and Top hotels** across South Africa. The Magazine features a luxurious finish with a super glossy 250gsm cover and 110gsm gloss paper throughout the interior



Introduction

Luxury in South Africa is a Growing Market. Rising incomes and a stronger economy, boost purchasing power.

2025 is set to redefine how luxury is experienced and consumed.

More than half a million affluent travellers per month, who frequent airport lounges, private jet terminals and upmarket hotels, ensure that your brand will be seen by sophisticated individuals with significant purchasing power and a keen appreciation for luxury.

Published By MEDIA AVENUE Pty Ltd founded by Mirry Fayman in January 2024. Mirry's distinguished background in luxury property development, shapes her refined aesthetic sensibilities and drives her commitment to excellence.

Experience Luxury Living with LUSX where every issue is a celebration of the exquisite.



Consumer Profile

Travellers, using airport lounges and stay in upmarket hotels are affluent, aspirational and extrinsically focused. They will therefore be luxury-conscious and more likely to follow trends.

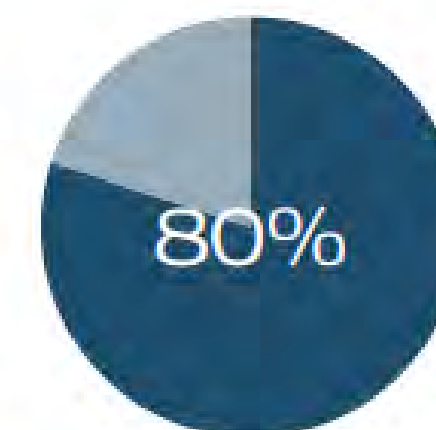
This makes them useful people for advertisers to target, as they are 'influence-able' and will be **interested in the purchase of goods and services, advertised in LUSX Luxury Living.**

Readership Statistics

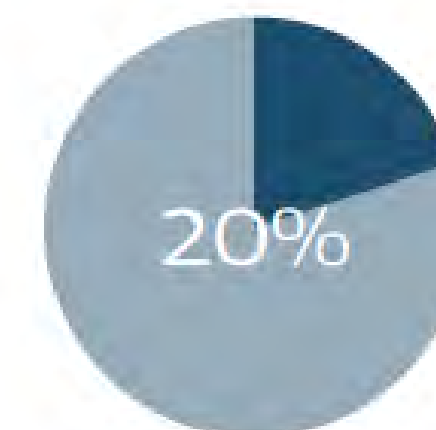
Airport Premier
and Business Lounges
in South Africa

500K Monthly Travellers
in Lounges and
Hotel Guests

Readership
Age*

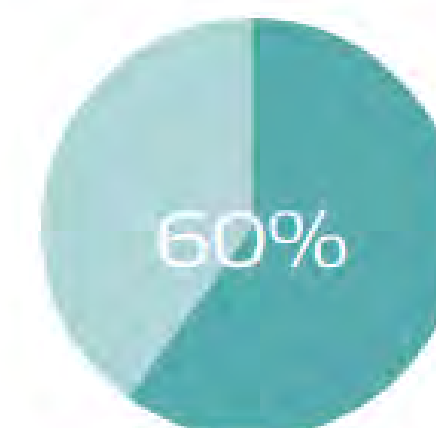


Age 36 - 65

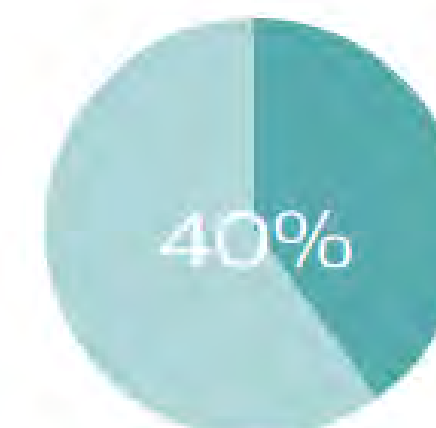


Age 65+

Readership
Gender*



Female



Male



Content Pillars

01

Luxury Goods & Services

Explore the finest in high-end products and exclusive services that define opulence.

02

Lifestyle

Discover the epitome of high-end living with features on luxurious homes, elite interior designs, and premium lifestyle trends.

03

Exclusive Travel Destinations

Uncover the ultimate in travel experiences tailored for executives and discerning travellers.

04

Design and Decor

Exquisite interiors and architecture, from luxurious homes to cutting-edge design trends.

05

High-End Real Estate

Be inspired by the world's most stunning and unique properties.

06

Investment Trends

Stay informed about the latest trends and insights in the world of high-end investments.

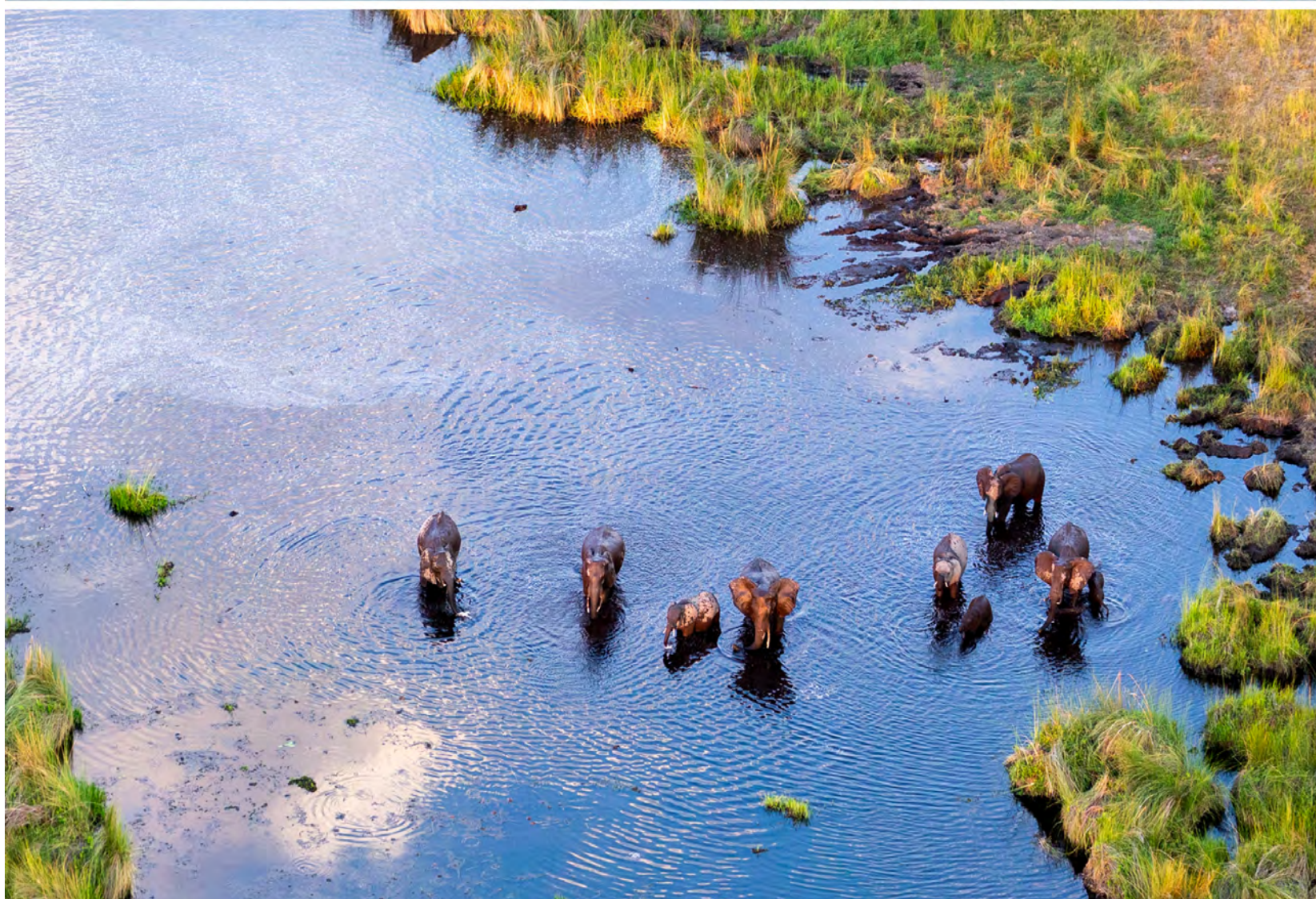
DISTRIBUTION

LUSX is distributed in over 35 leading international airport lounges in SA and in over 50 leading Top Hotels.



Digital Audience

Print advertising package, includes Complimentary Distribution to our Digital Audience of over 35 000, amplifying your brand's visibility and reach.



Advertising Rates

SPECIAL AD POSITIONS

01	Inside Front Cover <i>IFC DPS</i>	R 65 000
02	Inside Front <i>IF Full Page</i>	R 37 000
03	Inside Back <i>IB Full Page</i>	R 35 000
04	Back Cover <i>BC</i>	R 45 000

*All rates exclude vat

OTHER POSITIONS

01	Double Page Spread <i>DPS</i>	R 55 000
02	Full Page <i>FP</i>	R 30 000
03	1/2 Page	R 19 000
04	1/3 Page	R 13 500

*All rates exclude vat

