

FELIX

MEDIA KIT 2013

Luxemedia

THOROUGHLY STIMULATING

*Your resource for the latest trends in fashion,
fine dining, nightlife, arts and culture and more...*

FELIX Magazine is a luxury lifestyle magazine currently serving Chicago, New York and Los Angeles. The pages of this glossy publication cover the latest trends in fashion, fine dining, nightlife, arts and culture. Featuring provocative profiles of tastemakers, ultra luxe fashion profiles, restaurants and the season's must-have accessories from the world's top writers and stylists.

This quarterly publication reaches some of the most elite influential, engaged and discriminating readers. The mission of Felix Magazine is to provide sophisticated editorial content that is thoroughly stimulating, to highlight news and trends in education and provide a resource for those seeking to live a more charitable life, and lastly to provide outlets and opportunities for advertisers and consumers.

The net proceeds from every ad sold directly benefits the Apareció Foundation Mentor and Scholarship Program. To learn more about the Apareció Foundation, please visit: apareciofoundation.org.

EDITORIAL CONTENT

YEAR IN REVIEW

MARCH

Health & Beauty, Weddings, Spring Fashion, Home Design

JUNE

Travel & Leisure, Food & Wine, Men's Fashion

SEPTEMBER

Fall Fashion, The Best of Luxe, Iconic Gems, Real Estate

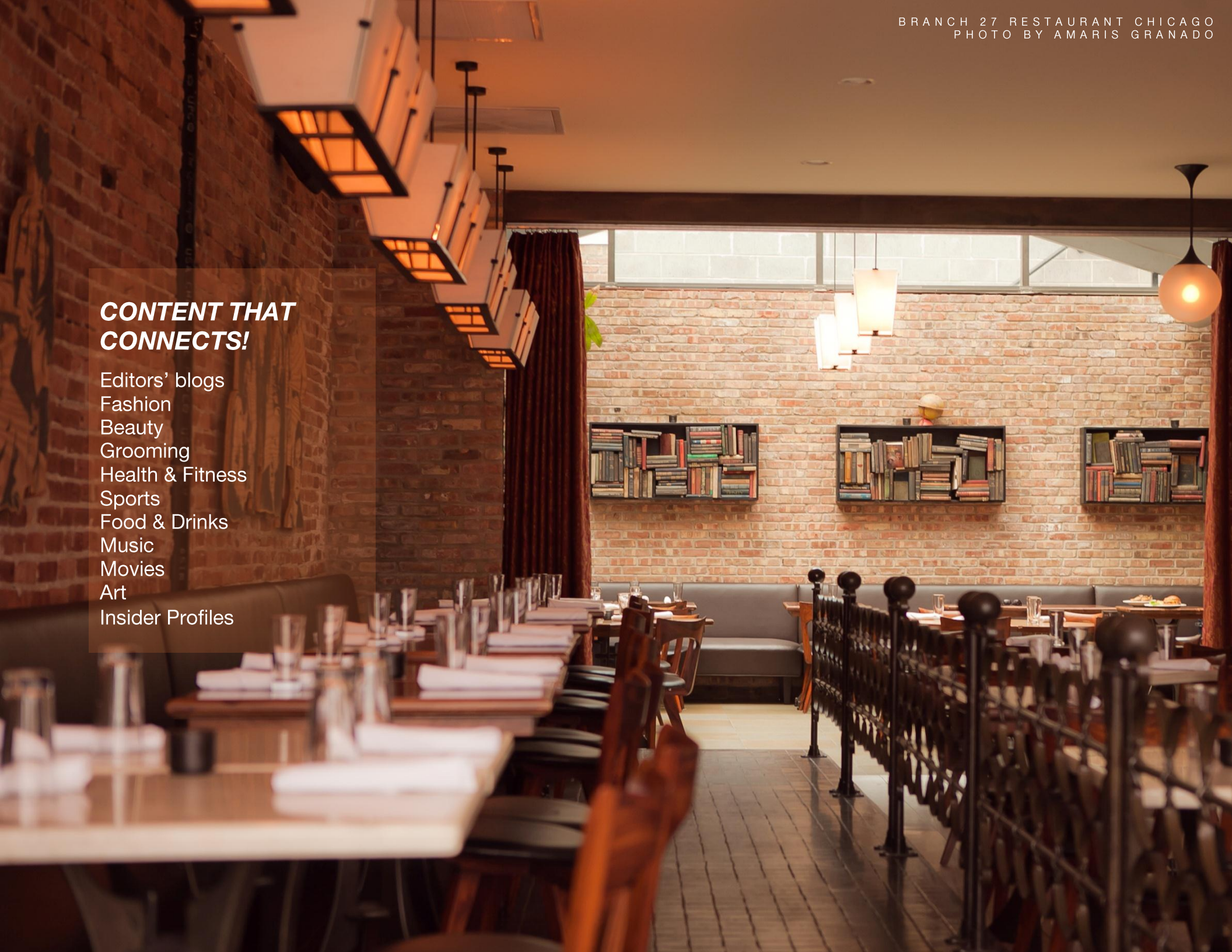
DECEMBER

Holiday Gift Guide, Arts & Culture, Social Diary



CONTENT THAT CONNECTS!

Editors' blogs
Fashion
Beauty
Grooming
Health & Fitness
Sports
Food & Drinks
Music
Movies
Art
Insider Profiles



IMPACT CAPABILITIES

ACCESS

FELIX Magazine provides access to a niche audience of arbiters recognized for influencing general market trends, disposable income, a desire for luxury and a keen support of philanthropic causes that demonstrate meaningful impact on important social issues.

STRATEGY

FELIX Magazine we tailor innovative and creative strategies that enhance our clients' public image, while using a range of integrated marketing services and results-oriented campaigns that align with the needs, goals and expectations of our clients.

EVENTS

FELIX Magazine delivers innovative and creative special events to tell our client's brand story; positioning them within key demographics designed to increase awareness, media coverage and sales that keep our clients top-of-mind.

CO-OPPORTUNITIES

FELIX Magazine special events include brand launches, store openings, creative design and consultation, logistics, guest invitations, media events, philanthropy, lifestyle and fashion events.

CHARITABLE SAVINGS

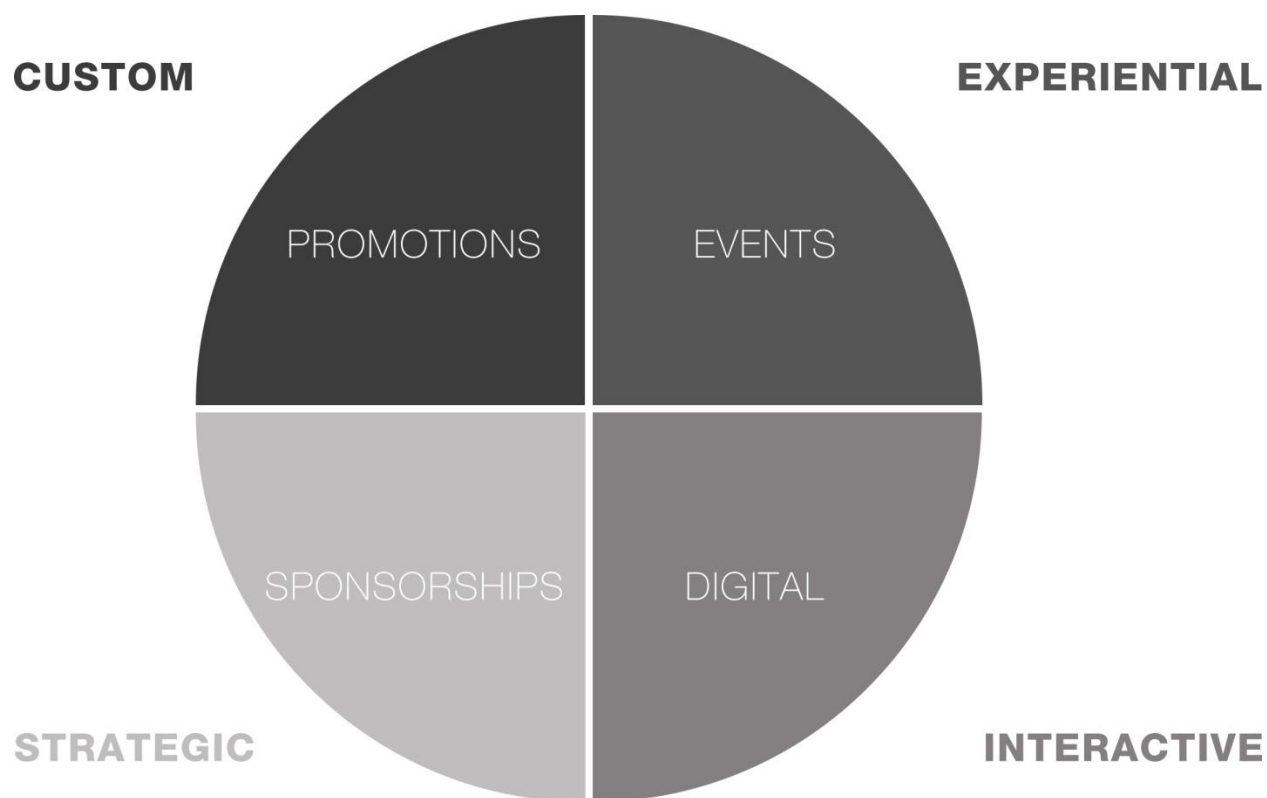
FELIX Magazine and FelixMag.Co are the marketing names of The Aparecio Foundation, NFP ("TAF"). All net proceeds from Luxe Media brands benefit the Aparecio Foundation and girl's education. LUXE MEDIA, LLC, is a wholly owned subsidiary of the Aparecio Foundation NFP. All ads are tax-deductable.



OLIVIA STRATTON
FORMER MISS AUSTRALIA
PHOTO BY SIMON CECERE
HAIR & MAKEUP: LOUIS BOND
CLOTHING: ALEXIS GEORGE
STYLING: FILIP ODZAK

ADVERTISING CAPABILITIES

Luxury brands need to reach their target markets through stories. These could be centered on the designer, the brand, a worthy cause in which the brand is involved, etc. The key to digital luxury marketing is fulfilling the experience. Many luxury consumers purchase luxury goods for the experience it provides.





CHEF HOMARO CANTU
MOTO RESTAURANT CHICAGO
PHOTO BY AMARIS GRANADO



REACHING THE MOST ELITE, INFLUENTIAL AND DISCRIMINATING READERS.

CIRCULATION

FELIX Magazine is available for subscription and on online worldwide.

FREQUENCY

Quarterly

YEAR FOUNDED

2012

DEMOGRAPHICS

Female.....	60%
Male.....	40%
Average Age.....	36
College Grads.....	75%
Post grad degree	31%
Own their own home	72%
Married/partnered	49%

AVERAGE AFFLUENCE

HHI.....	\$250,000
Average Net Worth.....	\$1,500,000
Average Investment Portfolio.....	\$700,000

EDITORIAL CALENDAR

MARCH | THE CONNOISSEURS ISSUE

AD CLOSE JAN 26

MATERIALS DUE FEB 2

ON SALE MAR 15

SPECIAL ADVERTISING SECTIONS: India, Australia, Fine Cars, Legendary Watches, Alcohol (Wine & Liquor)

JUNE | THE GRATIFICATION ISSUE

AD CLOSE APR 26

MATERIALS DUE MAY 3

ON SALE JUN 15

SPECIAL ADVERTISING SECTIONS: Decadence, Smart Summer Concert Series, Dining

SEPTEMBER | THE POWER ISSUE

AD CLOSE JULY 26

MATERIALS DUE AUG 2

ON SALE SEPT 15

SPECIAL ADVERTISING SECTIONS: Indulgence, Golf, Grooming and Beauty, Home & Design

DECEMBER | THE PHILANTHROPY ISSUE

AD CLOSE NOV 24

MATERIALS DUE NOV 1

ON SALE DEC 15

SPECIAL ADVERTISING SECTIONS: The Gift Guide, Night Life, Hotels

MECHANICAL SPECIFICATIONS

*Materials deadline is the First of the month prior to the Date of Issue. With page one as the left hand page and page two as the right hand page.

	WIDTH	HEIGHT
Spread (Bleed)	20.25"	12.25"
Spread (Trim size)	20"	12"
Spread (Live area)	19.5"	11.5"
Spread (Gutter area)	No type should appear within 0.25" gutter area on either side from center of a spread	
Page (Bleed)	10.25"	12.25"
Page (Trim size)	10"	12"
Page (Live area)	9.5"	11.5"
¾ page	6.25"	11.5"
½ page horizontal	9.5"	5.625"
½ page vertical	4.625"	11.5"
¼ page	4.625"	5.625"
Line Screen	150 body, 175 cover	
Maximum Ink Density	300%	

Please keep all printers' marks outside of the bleed area.

FILE SUBMISSION

We only accept advertisements in PDF format (.pdf).

Spread ads must be submitted as a 2-page PDF.



A SWOP-certified proof should be submitted for any color-sensitive ads. We cannot guarantee SWOP standard color matching with a non-contract grade proof. If a proof is not supplied, we cannot assume liability for omissions, misprints, or font defaults. If you have any questions, please call us for specifications prior to submitting your file.

ADVERTISING DESIGN

Our design and production department will be happy to create your ad for you. Please contact your account coordinator or sales representative for details on our design services.