

GENLUX MAGAZINE

MEDIA KIT 2008/2009

WELCOME TO GENLUX MAGAZINE.
SOUTHERN CALIFORNIA'S ONLY LUXURY,
REGIONAL MAGAZINE DEVOTED
EXCLUSIVELY TO FASHION AND BEAUTY.



WHAT'S ALL THE BUZZ ABOUT GENLUX?

ADVERTISING IN GENLUX WORKS!! I WAS HESITANT TO ADVERTISE AT FIRST, BUT I'LL TELL YOU NOW, IT'S THE BEST BUSINESS DECISION I'VE MADE IN 20 YEARS OF BEING IN BUSINESS. WE DID TONS OF REORDERS ON THE DRESS FEATURED IN OUR AD AND BLOOMINGDALES REORDERED IT DUE TO THE AD.... GENLUX GIVES BIANCA NERO THE BRAND IMAGE, AWARENESS, AND PULL-THROUGH MARKETING POWER THAT WE'VE REALLY NEEDED. GENLUX IS THE BEST!!!!

- MARIA BIANCA NERO

GENLUX WORKS! Of all of the regional magazines we've worked with - which is most of them - GENLUX is THE best at bringing in the business. Plus, its beautiful editorial environment helps elevate our brand equity!

**—Korosh Soltani, owner,
David Orgell, Rodeo Drive**

GENLUX has helped Aquage position itself as the exclusive "must have" haircare brand for LA. They have helped expose us to the independently owned salon & spas that are looking to carry a new "exclusive only line" to retail along with giving us a new consumer base that want to purchase our products. GENLUX has been nothing but a true partner with us and giving us a 1st class platform to make our introduction.

—Don Wismer, Director of Education & PR, Aquage

It has been a pleasure as well as a fantastic experience to work with the team at GENLUX. The exposure and strategic marketing of my brand has been expertly executed by the Magazine. I cannot thank you enough for the hard work, support and wonderful job you all do at GENLUX!

—Savannah Auger, owner/designer, Libertas

"Beautiful" photography, and great story lines combined with "insider" style tips and the newest shopping finds. In a crowded field... GENLUX certainly raises the bar on what a luxury publication is all about. As a loyal advertiser, we are thrilled to be a part of such a bold and unique new magazine concept. The response from our ad exposure has really been incredible and we couldn't be in better company or more thankful to be a part of the GENLUX family. You guys are the best! Much continued success from a certified GENLUX "junkie"!!

—Michael Wolfgeher, president, Circuit Cosmeceuticals Inc.

"Speaking from an advertising standpoint, GENLUX represents the best in both tangible and intangible qualities. Not only is the publication aesthetically pleasing, in artwork and editorial, but their business ethics and outstanding support are just as impressive... with GENLUX you can judge a book by its cover."

—Michael Stars, owner, Michael Stars

"We are thrilled, not only with the response we've gotten from our ad exposure in GENLUX magazine but also with the quality of the magazine itself; it's absolutely beautiful!"

—Amber Distasi, Ole Henriksen

"GENLUX Magazine has great distribution. It seems like everybody has seen it somewhere!!! Everywhere I go people tell me they saw my handbag in GENLUX I'm happy to be included in such a gorgeous magazine!"

—Valeria Markowicz, designer, Aaneta

GENLUX offers a beautiful, easy working relationship and provides confidence and assurance to take the needed steps forward in the advertising world. Going well beyond advertising, GENLUX offers support and in our case, they have effectively promoted Ricardo Basta in the market place.

—Karen Basta, Ricardo Basta Fine Jewelry

I have had so many lovely ladies show up with the pages torn from your wonderful magazine.....with big circles wrapped around The Paper Bag Princess!!! Thank you so very much.....we have had so many people say they saw us in GENLUX.... so you are really getting noticed!!! All the very best and thanks again.

—Elizabeth M. Mason, president, The Paper Bag Princess Inc.

"They say you can judge a person by the company they keep. Thanks GENLUX for keeping us in such GORGEOUS company! SPA 415 never looked so good! WE ARE STILL GETTING CALLS FROM OUR AD! And from all the right people!" **Liza Lewis, Owner Spa 415, Inc., Beverly Hills**

"Working with GENLUX has been amazing.... From the amazing response to my Red Rose dress on the cover to the great response to my ad.... It has been all "Rock and Roll." GENLUX is first class and will only continue to set new standards..."

—Eric Buterbaugh, designer/owner, Eric Buterbaugh Flower Design at the Four Seasons Hotel.



GENLUX
REACHES THE
MOST AFFLUENT
SOUTHERN
CALIFORNIA
WOMEN.

GENLUX
BRINGS OUR
READERS
GORGEOUS
FASHION
EDITORIALS.

GENLUX
SHOWCASES
THE LATEST
FASHION
AND WHERE-
TO-BUY THEM.

GENLUX
CAPTURES
LA'S HIGH
PERFORMANCE
SHOPPER.

Sex: Female: 95% Male: 5%
Target Readership: 25-45
Controlled Home Delivery
Avg. Household Income: \$220,000
Circulation: Total Circulation: 80,000
Total GENLUX Readership: 240,000

Exclusive Circulation:

- **Home Delivery (controlled):** 36,000
- **Home Delivery (subscription):** 10,500
- **Targeted Distribution to Retailers, Spas, Salons, Dr. Offices, Fitness Clubs, etc:** 12,000
- **High Profile Event Distribution:** 3,500
- **In-Room Hotel Distribution:** 6,000
- **Newsstand:** 5,000
- **Barnes and Noble, B.Dalton Bookstores:** 7,000

High Profile Events:

GENLUX is distributed at the season's most notable soirees including fashion, entertainment, music and charity events—plus special GENLUX parties. Here are just a few:

- **Los Angeles Fashion Week shows**
- **Billion Dollar Babes events** • **Bel-Air Film Festival**
- **Fashion Co-op** • **Step-Up Women's Network**

Geographic Distribution:

GENLUX is strategically distributed to homes and newsstands in LA's affluent areas such as:

- Bel Air
- Beverly Hills
- Brentwood
- Calabasas
- Corona del Mar
- Hancock Park
- Hollywood Hills
- Laguna Beach
- Los Feliz
- Malibu
- Newport Beach
- Pacific Palisades
- Pasadena
- Santa Monica
- Studio City
- Sherman Oaks
- Westwood
- West Hollywood

2008 / 2009 EDITORIAL CALENDAR

Issue	Space Reservation	Artwork Due	Released
Holiday Fashion Issue 2008 <i>Focus: The Holiday Fashion Issue. Accessories & Watches! Holiday Beauty!</i>	Sept 10, 2008	Sept 19, 2008	October 6, 2008
Winter Fashion Issue 2009 <i>Focus: The Winter Fashion Issue! Resort fashion and beauty. Fashion Charities.</i>	Nov 7, 2008	Nov 14, 2008	Dec. 9, 2008
Spring Fashion Issue 2009 <i>Focus: The Spring Fashion Issue. Spring fashion & shopping. Spring beauty trends.</i>	Jan 9, 2009	Jan 16, 2009	Feb 6, 2009
Spring 2 Fashion Issue 2009 <i>Focus: LA Fashion Week Issue. Jewelry! Shoes! Handbags! Belts & scarves!</i>	Mar 13, 2009	Mar 20, 2009	April 10, 2009
Summer Fashion Issue 2009 <i>Focus: Jewelry + Watches + Rings! Jewelry, watches, rings. Swimwear and Sunglasses! Fall Preview</i>	May 8, 2009	May 15, 2009	June 8, 2009
Fall Fashion Issue 2009 <i>Focus: Fall fashion and beauty. The Fall Fashion Issue! Shopping in LA + OC.</i>	July 10, 2009	July 17, 2009	August 10, 2009

WHO IS THE GENLUX READER?

**Purchases fashion and accessories
9x or more each month (58%)**

She dines out over 4x each week (34%)

She's 25 to 45 years of age (89%)

Earns over \$100,000 per year (72%)

**She lives in one of the wealthier LA
and Orange County area zip codes.**

Bel-Air	5%
Beverly Hills	11%
Brentwood	8%
Calabasas	3%
Corona Del Mar	8%
Hancock Park	1%
Hollywood Hills	4%
Laguna Beach	7%
Los Feliz	4%
Malibu	5%
Newport Beach	11%
Pacific Palisades	4%
Pasadena	7%
Santa Monica	5%
Studio City	4%
Sherman Oaks	6%
Westwood	5%
West Hollywood	3%



GENLUX

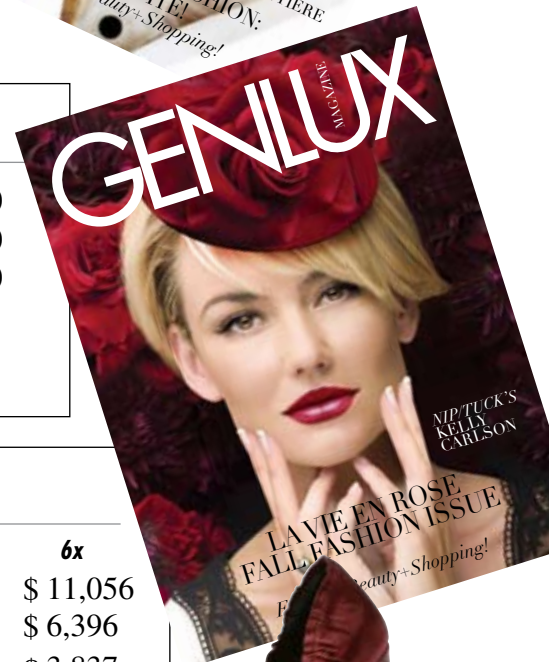
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GENLUX Rate Base / Circulation:

Rate Base:	80,000
US Only Circulation:	80,000
Total Home Delivery:	46,500
Single Copy Cover Price:	\$4.95
Avg. Sub. Price: Per Copy:	\$2.95

GENLUX 2007 Rates (Net):

	2x	4x	6x
Spread	\$13,825	\$12,439	\$11,056
Full Page	\$7,897	\$7,107	\$6,396
1/2 Page	\$4,738	\$4,264	\$3,837
1/3 Page	\$4,121	\$3,708	\$3,338

GENLUX Premium Position Rates: (Open page rates)

Back Cover: \$10,266
Cover 2: \$9,870
Inside Back Cover: \$9,476

Inside Premium Positions Add 25%
Bleed Charge Add 10%

