

BA(hons) Fashion Communication
Magazine Publishing
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LUX

Spotter



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Media Kit

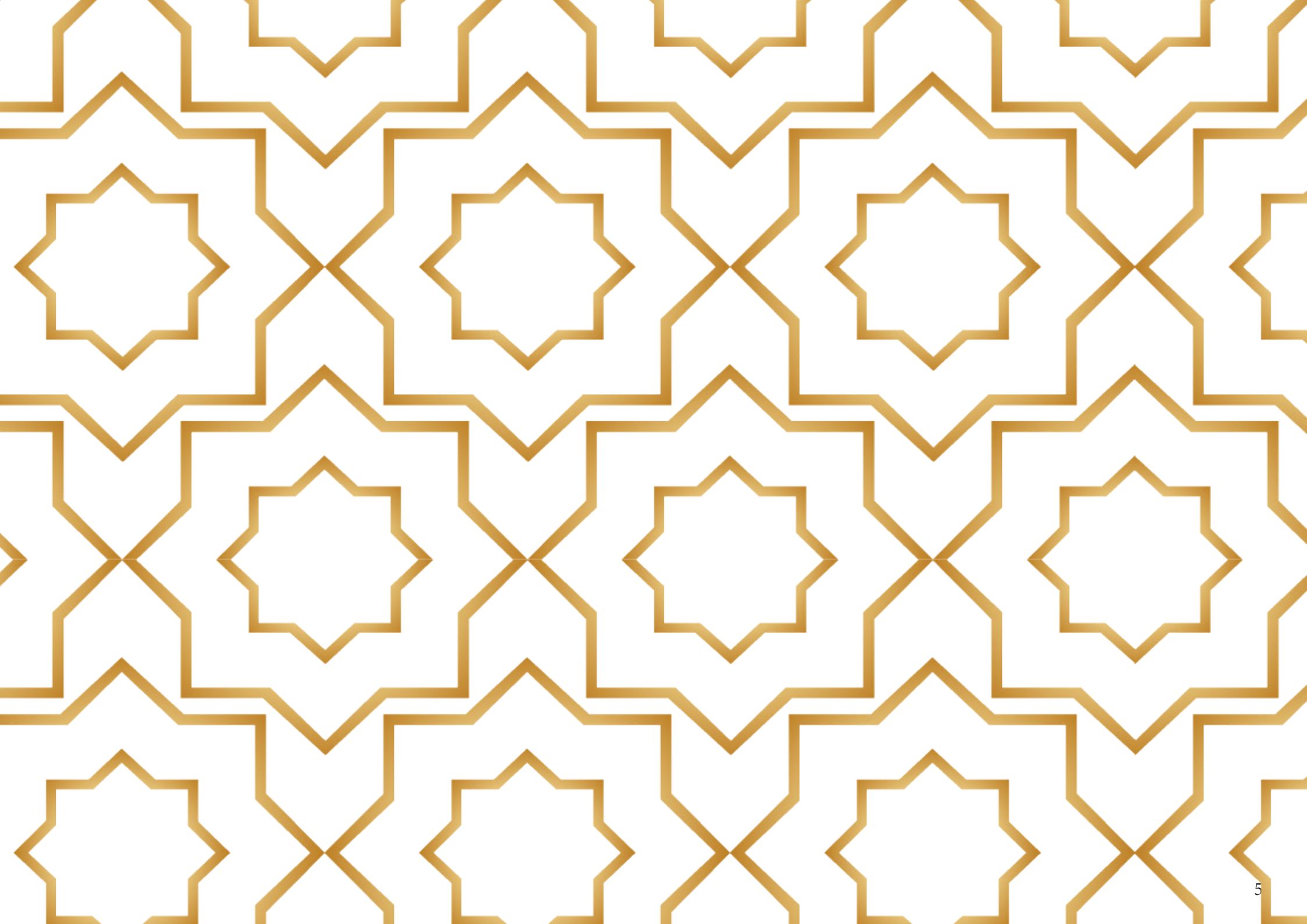
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Business Plan

Word Count :801



Introduction

The Lux Spotter is a Dubai based magazine that will be the luxury guide for people living in Dubai. The magazine will be the bridge between entrepreneurs and the newest luxurious trends of Dubai from restaurants to fashion to niche services.

The Audience

Age: 20-55

Genders: 50% men, 50% women

Income: 480,000 AED per year
(96,000 pounds per year)

Type of readership: Business men/women
Entrepreneurs, AB1 social grade,
Wealthy housewives

Location: Dubai

Lifestyle: niche market buyers, well educated,
luxury travelers.

Social aspirations: To be wealthy, investing
money in assets,
always looking to gain power.



Secondary audience

Age: 55-80

Genders: 20% men, 80% women

Income: 800,000+ AED per year
(160,000+pounds per year)

Type of readership:
Retired entrepreneurs,
AB1 social grade
Senior citizens

Location: Dubai

Lifestyle: niche market buyers,
well educated,
luxury travelers, parents of
financially stable sons.

Social aspirations: To be wealthy, investing money in assets,
always looking to gain power.



Contents

Editorial: 50% Advertisement: 50%

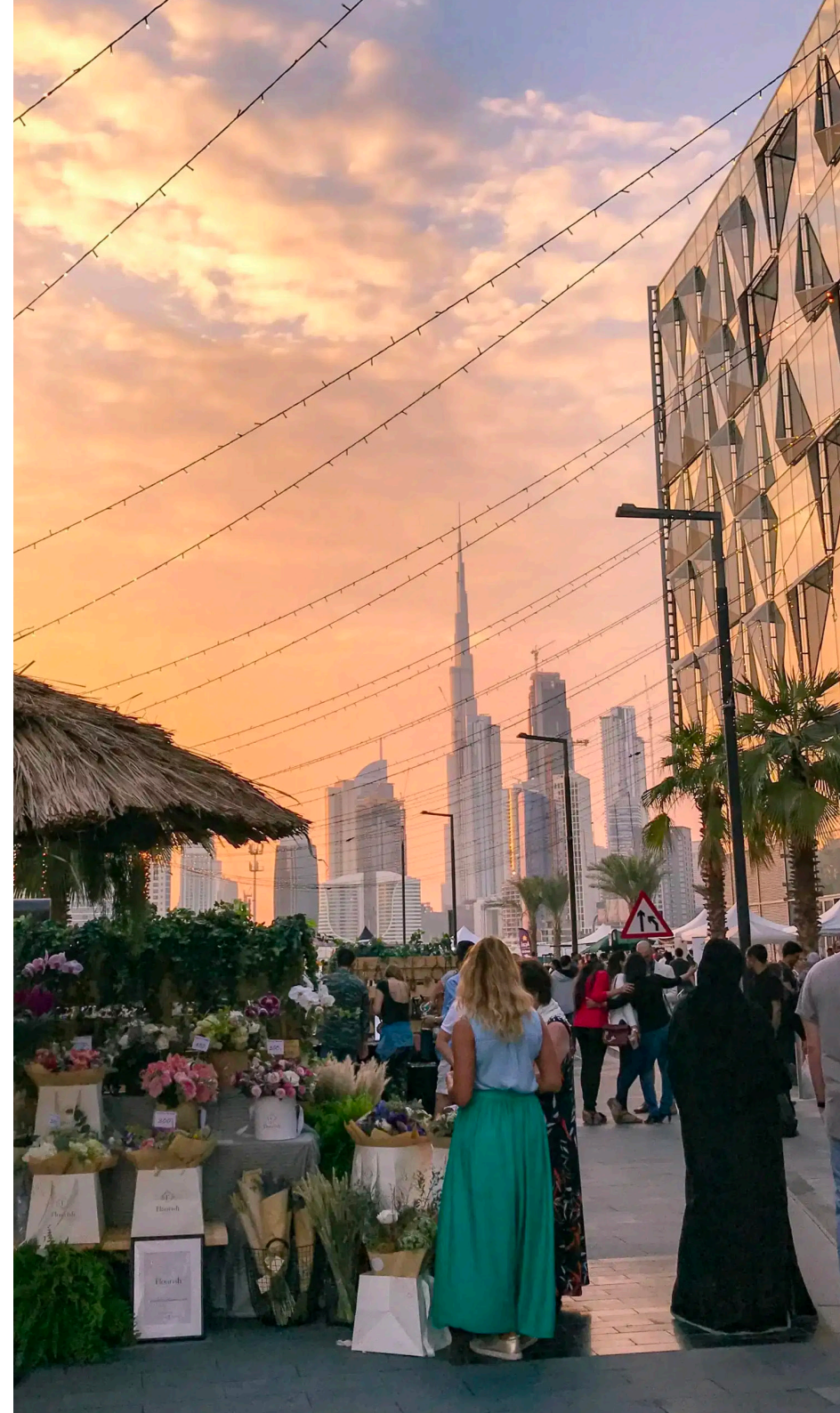
Fashion services 30%

Niche Restaurants/ Beach Clubs : 30%

Luxury Gift Services: 20%

SPA services : 10%

Technological innovation 10%



Circulation

The Luz spotter will be published monthly.

The first edition will be published online and from the second one on they will both be published online and physically.

Price per magazine: 50 AED (10 Pounds)

Subscription price: 500 AED per annum
(100 Pounds)

Circulation per month: 10,000 physical copies

15,000 Subscriptions

Circulation per annum: 100,000 physical copies
30,000 subscriptions



Competitors

The Lux Spotter will have as competitor all the magazines on the right and below. That is because they have a similar market target and they each specialize in something that

The Lux Spotter will offer its clientele.

The Lux Spotter is a niche magazine that will direct people on how to find and request the most luxurious services in Dubai, from Restaurants, to SPAs to fashion luxury services.



Cover	Zabeel Saray SPA Jumeirah Hotel - Advert	One and Only hotel Guerlain SPA - advert	Talise SPA Madinat Jumeirah Hotel - advert	Trend pages
	Dior advert	Prada advert	Elie Saab advert	Ralph and Russo advert
	Gucci advert	Miu Miu advert	Bottega Veneta advert	Editor's letter
	Still life shoot	Cove Beach club advert	Zuma Dubai article and shoot	Koko Bay Beach club advert and article

Sal Burj al Arab advert and article	
--	--

Shimmers Madinat Jumeirah advert and article	
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Partnership Mall	with Dubai
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Partnership Mall Cartier	with Dubai Gifts
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Cartier life shoot	Gifts still
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Bliss Dubai still	life shoot
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White almonds ad- vert	
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Virgin megastore	B8ta
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Thanks and regards	
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Final cover	
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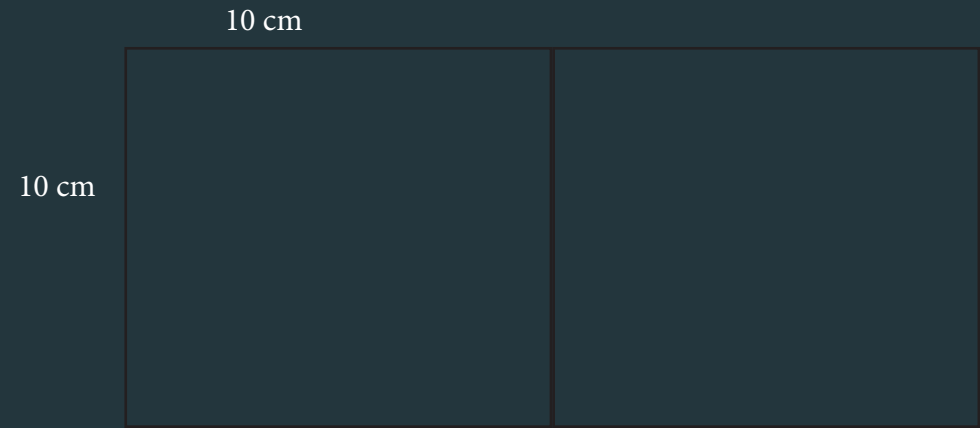
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Size and binding

The size of the magazine will be smaller than normal and will be square.

The lux spotter is a magazine created for entrepreneurs, so it must be small and elegant, for them to carry it anywhere, such as bags and carry ons.



The binding will be a book binding. The cover will be matte and with the name of the magazine shiny, so that it feels different to the touch and it gives it a refined look.



Revenue Per annum

Newstand revenue = 50 AED x 100,000 = 5,000,000

Subscription revenue = 30,000 x 500 = 15,000,000

Total = 20,000,000 AED

Advertisement sold

34 pages at 20,000 AED = 680,000 AED

Sponsorship 4 pages for 80,000 AED per spread = 160,000 AED

TOTAL Advertisement = 840,000 AED

Events revenue per annum = 1 every 3 months = 400,000 AED

TOTAL REVENUE = 21,240,000 AED (4,248,000 Pounds)



Promotion methods

Launch

Gala night and dinner at Pierchic offered to macro influencers of Dubai and VIP clients of Dubai mall.

The most fashionable couple of the night wins a weekend staycation in Burj al Arab.

Sponsored by Dubai mall and the fashion services advertisers.

Gifts to subscribers

- 1 free dinner at the beginning of the subscription .
- Free gifts samples for each issue.
- Chances to win prizes

Social media Advertising

Macro influencers and VIP will post pictures with the hashtag #TheLux-Spotter in order to enter the competition of most fashionable couple.

Staff

Editorial

Editor in Chief

Creative director

3 Graphic designers

Copy Editor

Proofreaders

Publishing

Publishing director

Circulation director

Production manager

Administrative assistant

Strengths

Magazine that will cover a mix of markets that have not been covered in any other magazine of Dubai.

It offers unique experiences to the readership.

11 billion AED have been spent in the Luxury market of the UAE and the magazine could contribute widen the market.

Opportunities

The number of entrepreneurs in Dubai rises every year, larger market size and market share.

Offering gifts to the subscribers.

Weaknesses

Some people might think that the magazine is too frivolous.

Many people won't be able to afford that life style.

High reputation to maintain.

Threats

Magazines that have been in the market for a long time.

Economic recession

Advertisers

SPA Services

Zabeel Saray SPA Jumeirah Hotel
One and Only hotel Guerlain SPA
Talise SPA Madinat Jumeirah Hotel

Luxury Gifts Services

Bliss Dubai
White almonds
Cartier Gifts

Fashion Services

Dior
Prada
Elie Saab
Ralph and Russo
Gucci
Miu Miu
Bottega Veneta

Restaurants and Beach Clubs

Cove Beach club
Zuma Dubai
Koko Bay Beach club
Sal Burj al Arab
Shimmers Madinat Jumeirah

Technology

Virgin megastore
B8ta



KPIs

Readership

Achieve 120,000 readers from newstand magazines by the end of the year

Subscriptions

Reach the pre established number of 30,000 people by the end of the year

Status

Reach the status of most elegant magazine in the UAE

Circulation

First in Dubai and then expand to the whole UAE by the end of the second year.

Reach to the whole Middle East by year 4.

Advertisement

Selling 90% of the advertisers pages

LUX

Spotter

Media Kit

Word Count :530



Mission statement

The mission for Lux Spotter is to create a niche, exclusive magazine (publication) committed to offering Dubai residents the latest news on luxury services and inspiring readers to know more secret spots in the city.



Calendar



Announced: 1st May 2021
SALE DATE: 1st June 2021



Announced: 1st June 2021
SALE DATE: 1st July 2021



Announced: 1st July 2021
SALE DATE: 1st August 2021



Readers profile

The people that will read Lux Spotter are entrepreneurs living in Dubai that want to discover more about the luxury services that the city offers. They are 20-65 year old and they are part of the AB social group.

50% Females

50% Males

80% are in between 20-50 years old

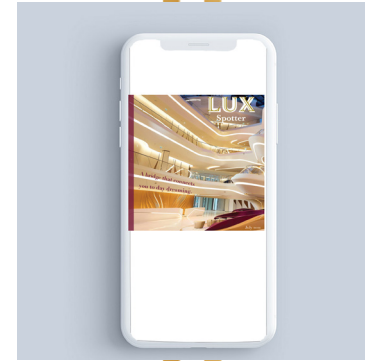
20% are 50 and above.

Income - 480,000 + AED per year



Footprint

Digital
50,000 readers



Print
100,000 readers



Social
30,000 readers





Rates of Advertisement

Digital

Billboards.....100 AED

Half Page.....80 AED

Print

Full Page.....30,000 AED

Double Spread.....70,000AED

Masthead.....15,000 AED

Advertorial.....50,000 AED

Terms and conditions

1. The magazine LUX spotter is and can only be manufactured by DESCO
2. LUX spotter is registered under the Emirate of Dubai, and can only be purchased within the licensed area
3. By this agreement presented by LUX spotter, it allows DESCO to proceed with the design of the magazine
4. LUX spotter will provide the customer with a luxurious service and with comprehensive solutions to any problem that the customer might be encountering.
5. The creation of the advertisement may take not more than 60 minutes (as per the given rate), if more then there will be additional charges and changes to the fee once given.
6. LUX spotter will prepare all the pages and layouts in order to create less problems to the printer.
7. The advertisers need to provide the magazine with the highest quality images and information given.
8. LUX spotter ensures quality of informations.
9. LUX spotter ensures all the customers of meeting all the deadlines given by the magazine itself.
10. LUX spotter will not be held accountable for any change in cover price and subscription fee.
11. If any change in fee occurs, then LUX spotter will tell the customers 10 days prior to the change, and will be charged of the new fee nly with their consent.
12. If the customer does not answer 15 days after the announcement, then they will automatically be put on hold for the subscription.
13. If the advertisers contact LUX spotter outside of working hours or after the deadline (one month prior to the actual release) of the issues the fees of the advertisement pages will increase.
14. For any problem or inconvenience the customer can contact the customer helpline just within working hours (10AM- 8PM, Sun-Thu)
15. LUX spotter cannot be held accountable for any errors created by the printer.
16. The customer is revoked from any right to take legal action if there is no consistent proof of unfair pricing and so will have to pay the full amount set per cover or subscription.
17. The company printing conditions of the magazine will go under the conditions of the printing company itself.
18. In order to meet all the deadlines the advertisers and sponsors will have to send their materials weeks in advance to avoid any delay in production.
19. The advertisers and sponsors have to communicate with the magazine if there is any delay.
20. The advertisers and sponsor have the ownership of all the images that they provide and they will be credited for them.
21. LUX spotter cannot print anything that is deemed inappropriate or taboo to the region and in the United Arab Emirates.
22. The staff is entitled to have holidays and extended sick leaves as long as they are backed up by a medical professional.
23. The invoices sent to the customers for the subscription will show a breakdown of the price and VAT applied.
24. If the printing company wishes to terminate the job they have to communicate that 80 days in advance or legal actions may be taken.
25. LUX spotter will not be held accountable financially for any mistake done by a third party.

LUX

Spotter

The covers

The image features a dark blue background with a repeating geometric pattern of gold-colored lines. The pattern consists of interlocking star-like shapes, specifically eight-pointed stars, arranged in a grid-like fashion. The lines are thin and create a complex, symmetrical design that covers the entire page.

June 2021

LUX

Spotter

The **key**
that opens
all the **doors** to luxury...

June 2021



July 2021

The image shows a large, modern interior space, likely a hotel lobby or a corporate headquarters. It features multiple levels with curved balconies and railings. The lighting is warm and ambient, with recessed lights in the ceilings and along the edges of the balconies. The architecture is sleek and contemporary, with a focus on clean lines and a warm color palette. The overall atmosphere is one of luxury and modernity.

LUX

Spotter

*A bridge that connects
you to day dreaming.*

July 2021

The image features a dark blue background with a repeating geometric pattern of gold-colored lines. The pattern consists of interlocking star-like shapes, specifically eight-pointed stars, arranged in a grid-like fashion. The lines are thin and create a complex, symmetrical design that covers the entire page.

August 2021



LUX

Spotter

*Live your life to
the fullest.*

*Embrace
new experiences*

August 2021



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