

## Bringing Your Brand to Life

**AS THE NATION'S LARGEST LUXURY MEDIA COMPANY, MODERN LUXURY PROVIDED INTEGRATED MARKETING SOLUTIONS ALLOWING BRANDS TO REACH THEIR TARGET CONSUMERS AT EVERY TOUCHPOINT.**

Brands can harness the full power of the Modern Luxury platform to continuously and effectively engage with their consumers through editorial, digital, experiential, social media, influencer campaigns, custom content and more. With Modern Luxury, your brand message is cohesive, creating

## The Power Of Local

We offer brands unparalleled access to the most affluent, highly engaged, and influential audiences through our unique and integrated media ecosystem. With an audience of more than 16 million, Modern Luxury hosts consumers most-relevant for luxury brands.

Modern Luxury offers luxury brands access to the most coveted communities—because that's where we reside. By partnering with Modern Luxury and leveraging our platform, your brand can create personal, local connections backed by the strength of a national media portfolio.

### **LOCAL IS POWERFUL AND LEADS TO CONNECTION AND COMMUNITY.**

A localized version of an ad in a locally relevant environment performs significantly better compared to non-localized creative on a national platform.

## Print

none from local media sources and they are 2x more likely to feel their readership is valued and a sense of connection.

### HARNESS THE POWER OF MODERN LUXURY'S EDITORIAL PLATFORM AND CONTROL YOUR BRAND'S NARRATIVE THROUGH STORYTELLING. MODERN LUXURY'S HIGHLY PROMINENT PUBLICATIONS OFFER NUMEROUS WAYS FOR YOUR BRAND AND YOUR MESSAGING TO CONNECT TO OUR READERS

With **85+ brands across 22 markets** and a **readership of more than 16 million**, Modern Luxury's publications are the perfect way to speak directly to your ideal consumer.

Print is still the most trusted form of advertising with 82% of consumers reporting that they trust print ads. Print stimulates emotions, desires and sensory involvement which contributes to reader impact. Magazines perform better than TV or the internet in getting consumers to try new things, inspiring them to buy new things and helping them make purchase

Across the automotive, travel, food & alcohol, personal finance, home services, and fashion & beauty verticals, there is no better media to turn to when advertising luxury products. Print performs where it matters, stimulating a more positive and persuasive experience—influencing consumers' purchasing decisions and inspiring them to buy.

**OUR PUBLICATIONS ARE AVAILABLE EXACTLY WHERE YOUR MOST DESIRED CUSTOMERS ARE.**

We help you reach them through targeted commercial outlets (high-end salons and spas, private clubs, select boutiques, private jet terminals, and other premier locations), direct residential mail (homes in our markets costing more than \$1.5 million), luxury 4 and 5-star hotels, select newsstands, targeted airports, Barnes & Noble and boutique locations.



mind at every touchpoint. Through the Modern Luxury Network, we can help you reach your ideal customer through:

- **High-Impact Display & Mobile Units:** Utilizing the Modern Luxury Digital Network to promote localized initiatives or national messaging, scaling the influence of your online campaign with highly viewable, rich media ad placements.
- **Email Marketing:** Modern Luxury provides targeted reach with email messaging to our engaged database of local VIPs in each market, serving to drive traffic and engagement.
- **Custom Audience Targeting and Retargeting:** Advanced demographic targeting to help reach the most desirable consumers the most effective way Custom Native Content: Unique storytelling campaigns integrate your brand with seamless messaging into the look and feel of the content environment.
- **Social Media:** Including custom content, influencer campaigns, sponsored posts, and social platform advertising.
- **Influencer Campaigns:** Increase brand perception through authentic endorsement that is 100% premium and on-brand, aligning your brand with the right individuals to share your story and build buzz and word of mouth.

## **M/LUX - Licensed, Original And Brand Content**

**..... ORIGINAL AND BRAND CONTENT .....**  
**STORIES ABOUT THE “LUXURY LIFESTYLE”  
ACROSS TRAVEL, ART, HOME, BEAUTY,  
DESIGN, FASHION, FOOD AND MUCH  
MORE.**

**M/LUX** delivers powerful licensed, original branded content across various distribution platforms including the connected tv (CTV) ecosystem, starting with Vizio. We anticipate 400M connected TV's in the US reached by 2024.

Our team of producers, directors and content creators have won Emmy Awards, Cannes Lion Awards, Cleo Awards and more. Our team will work directly with your brand to shape purposeful and entertaining brand-content, positioned alongside the world's most successful luxury brands and highest quality premium content, reaching targeted audiences. With multiple monetization opportunities, including media revenue sharing, license fees, and e-commerce and access to 100+ sales person team experienced at selling new ideas and partnerships, your brand has the potential to reach new heights of luxury and brand awareness.

## Experiential

...AND, WITH MORE THAN 750 EVENTS EACH YEAR, BRINGING OUR WORLD-CLASS CONTENT TO LIFE THROUGH UNFORGETTABLE EXPERIENCES. FROM THE WATERFRONT PRIVATE RESIDENCES OF LONG ISLAND'S EAST END TO LA'S BUZZIEST AWARDS SEASON HOT SPOTS, THESE A-LIST EVENTS CREATE IMPACTFUL NATIONAL EXPOSURE.

Our exclusive events are the ideal opportunity for local consumers to experience your brand, helping to build stronger, more personal brand-customer connections. With more than 750 events per year in 22 markets, we help customers interact with your brand through signature and custom events, issue release experiences and intimate gatherings.

Modern Luxury provides full-service event planning and execution, from pre-event strategy to on-site management to post-event amplification and coverage.

**CUSTOM BRAND EXPERIENCES \* MODERN  
LUXURY SIGNATURE EVENTS \*  
IN-STORE EXPERIENCES \* EXCLUSIVE COVER  
EVENTS \* TURN-KEY EVENTS**





[LEARN MORE](#)

## Impact Awards



[LEARN MORE](#)

## To Live and Dine Miami



## ADVERTISE WITH US

Partner with Modern Luxury and leverage our platform to create personal and local connections backed by the strength of our national media portfolio.



## MODERN **LUXURY** MEDIA

We are the nation's largest luxury media company offering leading brands access to the most affluent audiences in the most prominent cities across the U.S.

### Follow Us



### Our Locations

- ▶ Atlanta
- ▶ Austin
- ▶ Boston
- ▶ Chicago
- ▶ Colorado
- ▶ Dallas
- ▶ The Hamptons
- ▶ New York
- ▶ Nashville
- ▶ Orange County
- ▶ Palm Beach
- ▶ Philadelphia
- ▶ San Diego
- ▶ San Francisco

### National Brands

- Mensbook.com
- Watches International
- M/LUX
- Edition
- ▶ Modern Luxury Interiors
- ▶ Modern Luxury Weddings

▶ Los Angeles

▶ Miami

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