

# Luxury Daily

THE NEWS LEADER IN LUXURY MARKETING

[www.LuxuryDaily.com](http://www.LuxuryDaily.com)

## FOCUS

Luxury Daily is the world's leading trade publication covering luxury marketing across all mediums. It is a sibling publication to Mobile Marketer and Mobile Commerce Daily, the No. 1 titles covering mobile marketing and mobile commerce, respectively.

## TARGET AND FREQUENCY

Luxury Daily targets brands, retailers, ad agencies, publishers and service providers via a daily newsletter and Web site.

## CONTENT

The publication regularly features news and analysis of advertising and marketing campaigns from the world's leading luxury brands, as well as research, case studies and industry-expert opinion pieces.

The articles cover brand efforts across online, mobile, print, mail, outdoor, broadcast and in-store media, as well as ecommerce, mobile commerce and catalog initiatives.

Tightly written and edited, these articles run daily on the site at [www.luxurydaily.com](http://www.luxurydaily.com) and the Luxury Daily newsletter. Each article focuses on strategy, tactics and, where pertinent, results. Videos support the written word.

## FRANCHISE

The franchise includes LuxuryDaily.com, the Luxury Daily newsletter, Luxury Daily's Classic Guide to Luxury Marketing, Luxury Daily's Outlook, Luxury Daily's Classic Guide to Mobile Advertising, Luxury Daily's Classic Guide to Mobile Commerce and Luxury Daily's Classic Guide to Online Advertising, Marketing and Ecommerce.

Luxury Daily also produces sponsored webinars, custom white papers, the Luxury Daily Awards and Luxury Roundtable and Luxury Daily summits.

## GOAL

The goal of Luxury Daily is to inform and educate luxury brands and retailers, ad agencies, publishers and the service providers with news and analysis on the latest branding and customer acquisition and retention strategies and tactics for luxury marketing across all mediums.

## NEWS TIPS

Please email [news@napean.com](mailto:news@napean.com) with news tips.

## SUBSCRIPTION

Please register for the Luxury Daily newsletter at <http://www.luxurydaily.com/newsletter>

## ADVERTISING

For advertising queries, please email [ads@napean.com](mailto:ads@napean.com).

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# MEDIA KIT

**1** **FREE White paper DOWNLOAD TODAY** **bango** Measuring mobile campaigns an audience with the experts **bango**

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**Internet**

**IPO could increase Facebooks marketing options for luxury brands**

By Peter Pinocchio

Facebook could grow even more valuable to luxury brands as the company bolsters its marketing-related offerings following a major investment that increased its valuation to \$50 billion and generated speculation of an initial public offering.

Entire article

**2** **Get the BEST MARKETING & ADVERTISING ROI with SMS**

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**AD UNITS**

1. Leaderboard and Footerboard 728x90
2. Large rectangle 336x280
3. Half-banner 234x60
4. Tower 240x400

Rate card on back

**5** **FREE White paper DOWNLOAD TODAY** **bango** Measuring mobile campaigns an audience with the experts **bango**

**Internet**

**Most Popular Articles**

1. Top 10 luxury ecommerce sites of 2010
2. Mandarin Oriental emphasizes importance of mobile to luxury marketing strategy
3. Chanel uses social media channels to push film, engage consumers
4. 11 key consumer trends luxury brands should watch in 2011
5. Increase in luxury ecommerce highlights behavioral shift: study

**Multichannel**

**Increase in luxury ecommerce highlights behavioral shift: study**

By Rachel Lamb

Most luxury brands have seen strong growth in year-over-year holiday shopping with continuing success in the post-holiday season, per a new study.

Entire article

**Mobile**

**Jaguar pushes new models to target consumers with iPad app**

By Rachel Lamb

Jaguar is speaking to its tech-savvy, affluent target audience with an application that showcases its new Jaguar XJ models.

Entire article

**Internet**

**Chanel uses social media channels to push film, engage consumers**

By Rachel Lamb

Chanel is using Facebook as a channel to engage consumers with behind-the-scenes information about a film featuring its most famous fragrances, Chanel No. 5.

Entire article

**Print**

**Cadillac targets thought leaders with W, Vanity Fair print ad buys**

By Peter Pinocchio

General Motors' Cadillac has extended its rebranding efforts to the pages of Vanity Fair and W with expensive inside-cover ad buys to regain the luxury luster it lost in recent years.

Entire article

### Homepage

	Week	4 cons. weeks	Quarter	Annual
Leaderboard (728 X 90) and footerboard (728 X 90)	\$3,000	\$11,000	\$27,500	\$99,000
Large rectangle (336 X 280)	\$3,000	\$11,000	\$27,500	\$99,000
Half banner (234 X 60)	\$2,000	\$7,000	\$23,000	\$88,000

### News category and articles page

	Week	4 cons. weeks	Quarter	Annual
Leaderboard (728 X 90) and footerboard (728 X 90)	\$3,000	\$11,000	\$27,500	\$99,000
Large rectangle (336 X 280)	\$3,000	\$11,000	\$27,500	\$99,000
Half banner (234 X 60)	\$2,000	\$7,000	\$23,000	\$88,000
Micro bar - Article tools sponsor (88 X 31)		\$2,500	\$7,000	\$23,000

### Newsletter

	Week	4 cons. weeks	Quarter	Annual
Leaderboard (728 X 90) and footerboard (728 X 90)	\$3,000	\$11,000	\$27,500	\$99,000
Large rectangle (336 X 280)	\$3,000	\$11,000	\$27,500	\$99,000
Medium banner (420 X 90)	\$2,500	\$9,000	\$25,000	\$92,000
Half banner (234 X 60)	\$2,000	\$7,000	\$23,000	\$88,000
Headline sponsor (88 X 31)		\$2,500	\$7,000	\$23,000

### Additional opportunities

Classic Guides Please contact for pricing	Webinars	\$20,000 per Webinar
Custom white papers Please contact for pricing	White papers	\$ 7,000 per email blast
Event sponsorships Please contact for pricing	Reprints/e-prints	Please contact for pricing