

# LUXINA.ID

MEDIA KIT





# ABOUT LUXINA.ID

Luxina.ID provides affluent consumers in Indonesia and worldwide with references and engaging content ranging from luxury lifestyle to fashion and high-end technology. Luxina.ID empowers men and women to continually improve their physical, emotional, and financial well-being to better enjoy the most rewarding years of their lives.

We are only featuring the best products and services of the very highest order available in the world today with the most respected luxury experts as our contributors.

Luxina.ID is the first and No.1 luxury lifestyle platforms in Indonesia.

*The Luxury Storyteller*

# AN AUDIENCE THAT MOVES THE MARKET



91%  
own 1-3  
personal cars

82%  
avids  
travellers

84%  
own 1-2  
property (house/  
apartment)

79%  
have high  
brand  
watches

27%  
own leisure  
vehicles, speed  
boat, sport  
cars

92%  
invest in stocks/  
mutual funds

- Men and Women
  - Who are in the best time of their life, and enjoy their personal and professional achievements.
  - Who redefine their life values, priorities and lifestyle. They are more reflective and think of what they have obtained.
- 30+
- Well Educated (Graduated College+)
- Driving Car > Rp. 500 millions
- Successful Career (Professional, Managerial, Business Owner)



\*Online survey Luxina 2018





# WHY ADVERTISE ON LUXINA.ID?

**1 /**

## **Luxury and Millennials**

Millennials and Gen Z will account for 45% of the global personal luxury goods market by 2025, according to a study by Bain & Company (Fall-Winter 2018 Luxury Goods Worldwide Market Study) that was emailed to Retail Dive. Gen X is currently the largest consumer of luxury goods with 12.8% of women buying these products and 9.9% of Gen X men.

**2 /**

## **Engaging Content**

Our creativity and strategic content always involving KOL (Key Opinion Leaders) and influencer to reach specific goals that client need, such as an attractive videotorial and news content, using digital campaign and others social media tools for millennial users.

**3 /**

## **Deliver from the Experts**

Luxina.ID has a team of in-house writers, as well as an expansive network of contributors from around the world. Our contents are conveyed in a relax and reflective manner directed to mature readers. Luxina.ID deliver short, informative and easily digestible insightful articles.

**4 /**

## **Exclusive Contents**

As an online magazine, we also have a team of digital content strategy, to ensure our content's impact. We invest heavily in content production and origination, eschewing the more common online strategy of mere aggregation.



# 360° MULTI PLATFORM BRAND

## WEBSITE

User 215.145  
Session 278.465  
Pageviews 754.455

## SOCIAL MEDIA

f 6.542 followers  
t 3.548 followers  
y 245 subscribers  
i 6.754 followers  
p 2.768 monthly views

## NEWSLETTER

Member 6.545  
Register 2.785



## SIGNATURE'S COMMUNITY DEVELOPMENT

- Luxina Talk
- Luxina Private Soiree
- Luxina Community Gathering
- Luxina Squad
- LXN Experience



## PARTNERSHIP

- Senayan City Fashion Nation
- Plaza Indonesia Fashion Week
- Plaza Indonesia Men's Fashion Week
- MadeInd
- Indonesian Masters



> MULTI-PLATFORM  
> COMMUNITY DEVELOPMENT  
> INFLUENCIAL

# WEBSITE CATEGORY

Luxina.ID covers content in the following luxury channels:  
Art & Culture, Design & Living, Health & Wellness, Wine, Spirit & Cigar, Dinning & Gastronomy, Style & Grooming, Timepiece & Horology, Getaways & Hotels, Boat & Aviation, Sport Cars & Highend Technology



## LIFESTYLE

- › Art & Culture
- › Gourmet
- › Health & Wellness
- › Living



## FASHION

- › Accessories
- › Beauty & Grooming
- › Jewelry
- › Leather Goods
- › Style



## WATCHES

- › Collection
- › News



## TRAVEL

- › Aviation
- › Boat
- › Destinations
- › Hotels & Resorts



## CARS

- › Supercar
- › News



## VIDEO

- › Live Streaming
- › Fashion Video
- › Interviews



## TECH

- › Gadgets
- › High-End Tech
- › Home Appliances



## FEATURES

- › Interviews
- › Fashion Week
- › Special Report



## PARTNERS

- › Partners
- › Community



## PEOPLE

- › Entertainment
- › Events
- › Party
- › People





# SIGNATURE EVENT

## LUXINA TALK

- Trend update or exclusive workshop.
- Luxina positioning.
- Loyal customer treatment.
- Product update & soft selling activities.
- Possible link up to other premium product or community.





# SIGNATURE EVENT

## LUXINA PRIVATE SOIREE

- Customized by request.
- Luxina positioning.
- Private viewing or exclusive trunk show.
- Database & potential market for luxury brand.
- Possible link up with other premium product or community.







# SIGNATURE EVENT

## LXN EXPERIENCE

- Customized by request.
- Luxina positioning.
- Experiential activities.
- Involving the community or Luxina's audience.
- Possible link up with another premium product or community.



# SIGNATURE EVENT

## LUXINA COMMUNITY GATHERING

- Dress up community event.
- Luxina's positioning.
- Product experience and awareness.
- Database & potential market for luxury brand.
- Possible link up with other premium product or community.





# SPECIAL PROJECT

## LUXINA SQUAD

Luxina has a good relationship with celebrities, models and influencers who can also help create high amplification for your brand awareness.

High-quality fashion shoot collaborating with these stars are called Luxina Style Squad.

On special occasions we will hold an exclusive activity inviting our Style Squad to come together with the community.





# EXCLUSIVE REPORT



Luxina always provides exclusive coverage directly for various major world events that create a trend setter for modern and luxury lifestyles.

From Fashion Week (Paris, Milan, London), Men 's Fashion Week, Pitti Uomo, BaselWorld, to Automotive or Motor Show.

We want to provide the most updated news directly from the source.



At BaselWorld, Basel, Swiss



With Pierpaolo Piccioli at Valentino Headquarter, Paris (Paris Men's Fashion Week)



With Chloe Grace Moretz at Louis Vuitton Show (Paris Fashion Week).



With Suzy Menkes at Paris Fashion Week.



Re-See Hermes Collection for Paris Fashion Week.



With Suzy Menkes at Pitti Uomo, Florence, Italy.



# WHAT THEY SAY ABOUT LUXINA.ID



"In the age where digital world has becoming part of our daily lifestyle, Luxina has smartly became frontrow player specialized in the luxury area, sharply targeted and being nurtured by the who's who in fashion and lifestyle industry. A friend in need indeed for our brands!"

**Stefanie Soewono**, Marketing & Communication Manager Bvlgari and Bang&Olufsen.



"Luxina is glamorously integrated social lifestyle media, especially how they connect fashion into the way of living of its audiences. So love it Luxina! Keep going!"  
**Asmara Abigail**, aktris dan model.



"A luxurious fashion portal that provides you with information for women's and men's,"  
**Wida Budiman**, PT. Modis Adibusana, Public Relation Manager.

# SOCIAL MEDIA OPTIMIZATION

We help you increase the awareness of your product, brand, or event, by using all our assets, including social media outlets and communities to generate viral publicity to the right audience.

Who's following @Luxina.ID?  
Some of our followers are: Dian Sastrowardoyo, Chicco Jericho, Asmara Abigail, Adrian Khalif, Miller Khan, Wulan Guritno, Paula Verhoeven, Kelly Tandiono, and our celebrity friends & partners.





# VIDEOTORIAL

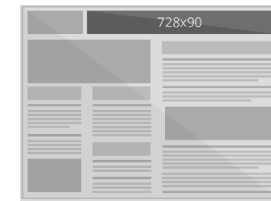
Videotorial is one of our services that has gained much trust from clients or top international brands.

By combining experience, tastes and skills, we are not only able to create a moving pictures that has a story, but also displays classy and sophisticated beauty.



# SERVICE & ADVERTISING

Ads Type	Dimension Widht x Hight in pixels	Rate			
		IDR		USD	
		Week	Month	Week	Month
Leaderboard	728 x 90	8.000.000	32.000.000	600	2400
Medium Rectangle	300 x 250	6.000.000	24.000.000	450	1800
Half Page	300 x 600	8.000.000	32.000.000	600	2400
Small Banner	300 x 100	5.000.000	20.000.000	375	1500
Banner	468 x 60	6.000.000	24.000.000	450	1800
Webtorial		6.000.000	24.000.000	375	1500
Webtorial with SEO Campaign		[adjust]	[adjust]	[adjust]	[adjust]
Social Media Campaign		5.500.000	23.000.000	410	1725
Video Production & Campaign			50.000.000		3750



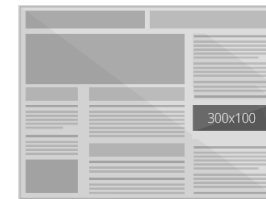
Leaderboard



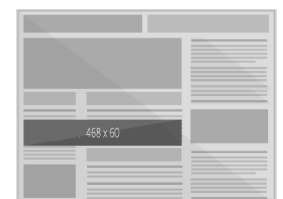
Medium Rectangle



Half Page



Small Banner



Banner

# SOME OF OUR CLIENTS



BVLGARI

Dior

BALLY

LONGCHAMP  
PARIS



BOSS  
HUGO BOSS



Mercedes-Benz



# CONTACT



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