



JUSTLUXE

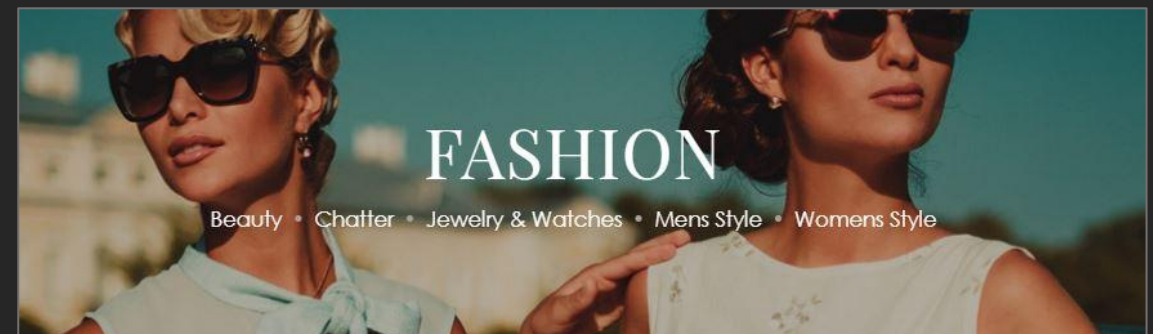
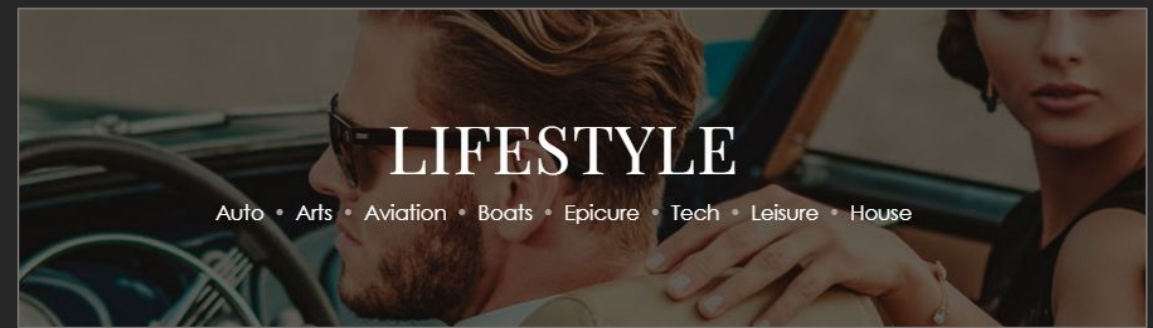
A LUXURY LIFESTYLE, FASHION & TRAVEL DESTINATION

Since 2004



Story

Since 2004, the JustLuxe team of writers, videographers, and contributors have engaged more than 110 million affluent visitors across 22-luxury lifestyle, fashion, and travel categories.



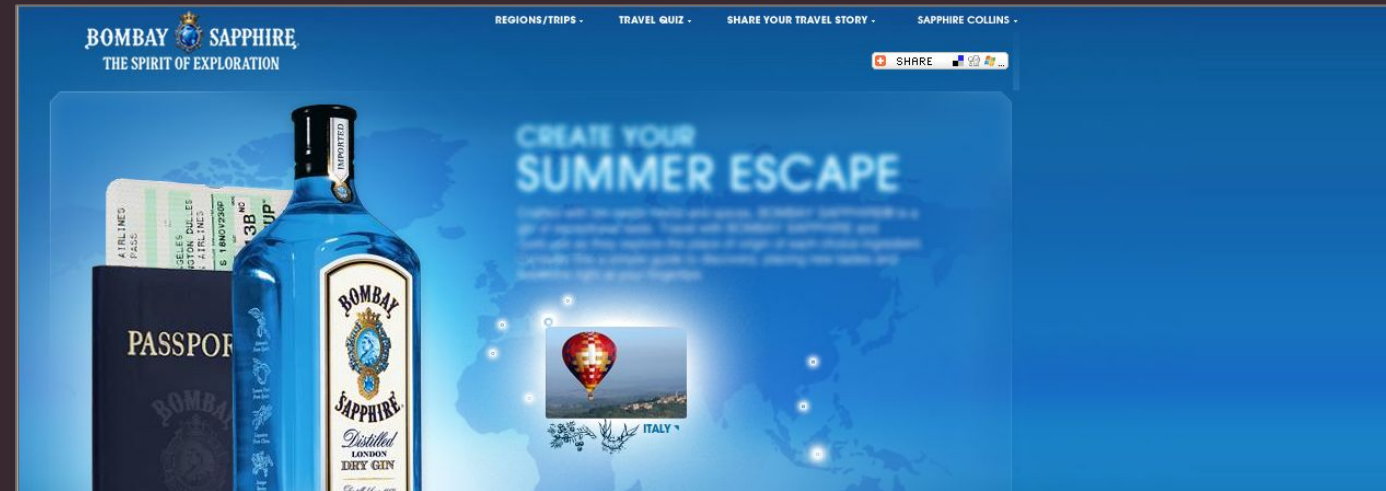
Work

\$150MM of awareness,
activation, and
conversion campaigns
implemented for the
world's leading brands

S.PELLEGRINO

BOSE

Alfa Romeo

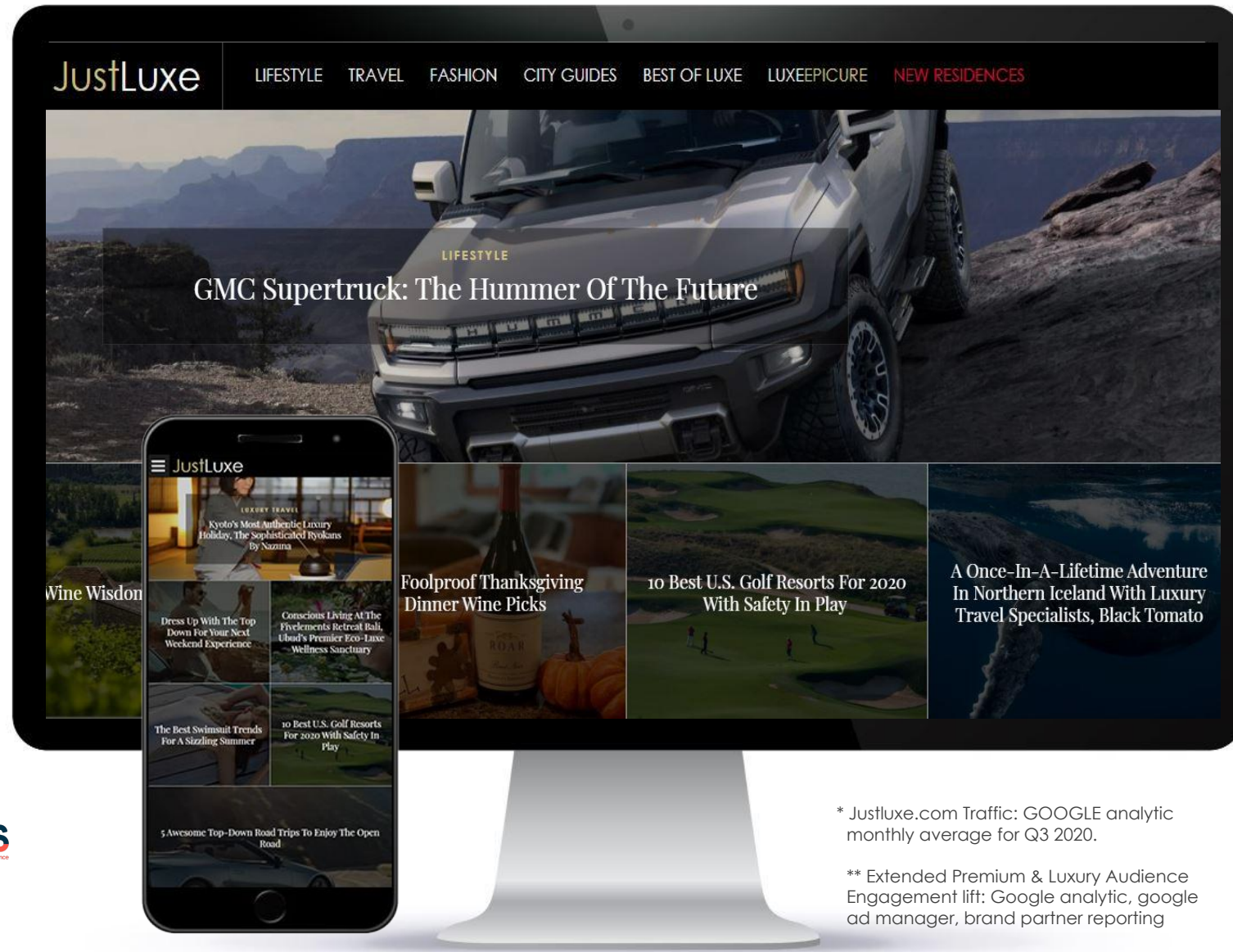


Audience

Male/Female: 55%/45%
Average Age: 40
Average HHI: \$250K
Average HNW: \$1.5MM
Visitors: 350K
Page Views: 1.1MM

Our Premium and Luxury Audience Extended:

Reach: 22.8 Million
Average HHI: \$179K
Average HNW: \$859K



* Justluxe.com Traffic: GOOGLE analytic monthly average for Q3 2020.

** Extended Premium & Luxury Audience Engagement lift: Google analytic, google ad manager, brand partner reporting

Expertise

Utilizing over 15 years of cookieless content consumption research and monetization experiences, we engage and deliver double and tripled qualified, premium, and luxury audiences for our clients.



Solutions

Highly impactful content and experiences which engage, authenticate, and qualify an affluent audience through:

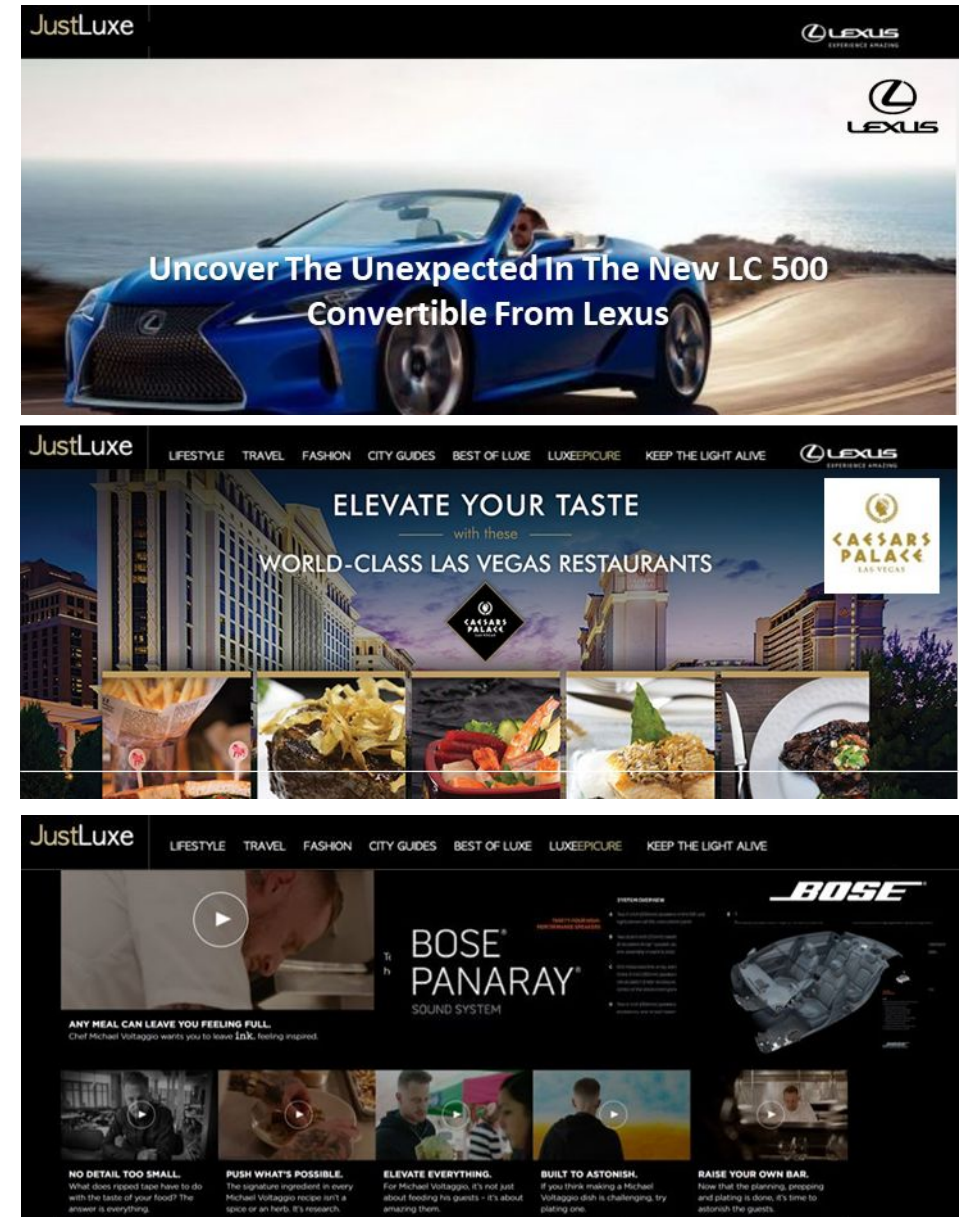
- Native Content & Distribution
- Experiential
- Digital Sponsorships
- Social Media & Email



Native Custom Content & Distribution

The result of a story done well. We create and distribute editorial, video, and assets, that exceed our partner's delivery, branding and performance KPIs

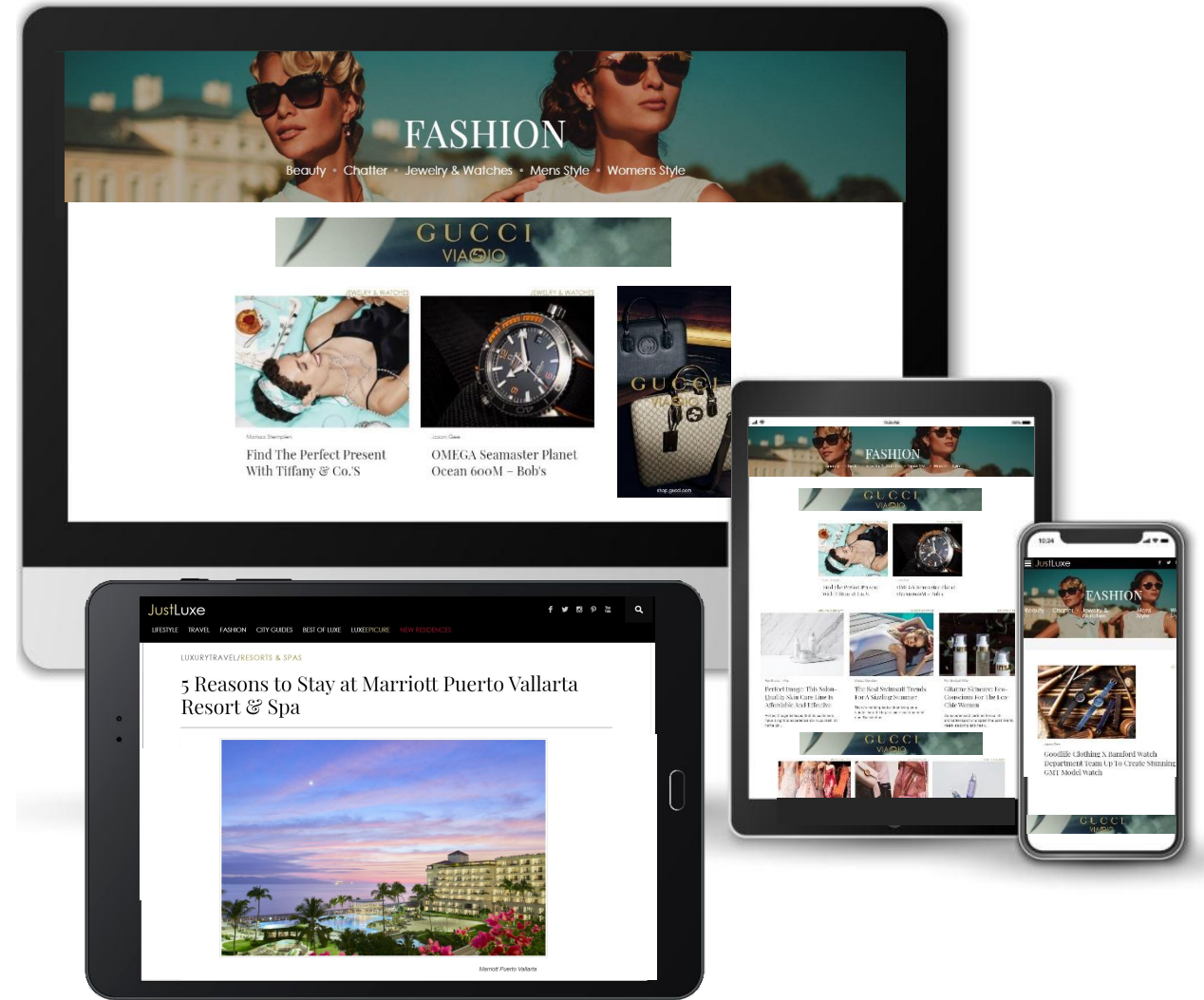
- Reducing cost by promoting brands passion points against JustLuxe cross-indexed content categories
- Driving qualified audiences at scale with 15 years of cookieless content consumption research and monetization experience



Digital Sponsorships

Own the message and audience with highly impactful digital sponsorships of one or more of 22 relevant content lifestyle, fashion and travel categories

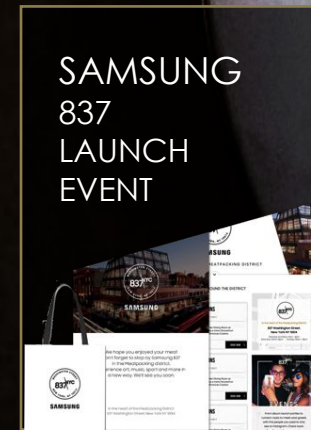
- Cross platforms: Desktop/Mobile/Tablet
- 100% SOV High-impact & standard IAB units
- National sponsorships available
- Integrated Publisher Partnerships



EXPERIENTIAL

Delivering activations and experiences to provide an elegant service, and brand immersion that goes beyond standard media

- Bespoke event programming
- Microsites production to support custom content
- Product launches, lead generation, reservations, and conversions
- Retail and on-premise sales and foot traffic uplift programs



Social & Email

JustLuxe loyal social followers and email subscribers are engaged and active

- Organic and Paid posts provide support to native content campaigns. FB, Twitter, IG, and Pinterest
- JustLuxe emails deliver a higher level of brand awareness, sales leads and customer conversion

Total Fans: 260K
Total Reach: 800K

<https://www.facebook.com/JustLuxe>

<https://www.instagram.com/justluxe/>

<https://twitter.com/JustLuxe>

<https://www.pinterest.com/justluxe/>

JustLuxe

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For PR, Trade, or SEO inquiries please contact media1@JustLuxe.com

CONTENT CATEGORIES:

LIFESTYLE

- AUTO
- ARTS
- AVIATION
- BOATS
- EPICURE
- TECH
- LEISURE
- HOUSE

TRAVEL

- HOTELS
- RESORTS & SPAS
- VACATIONS
- VIDEOS
- VILLAS

FASHION

- BEAUTY
- CHATTER
- JEWELRY & WATCHES
- MENS STYLE
- VIDEOS
- WOMENS STYLE

CITY GUIDES

BEST OF LUXE

LUXE INSIDER



CLIENTS

We have spent over a decade working with the world's leading brands.
Content Creation (Micro-sites), Video Production & Campaign Distribution.



Mercedes-Benz



ASTON MARTIN

