

The leading global luxury business integrated online platform

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Established

January 2009

Offices

Editorial: London, UK

Advertising / Operations: Bucharest, RO

Global Target

- Luxury industry executives from all sectors (middle & top management)
- Luxury industry suppliers
- HNWI & UHNWI wealthy luxury consumers internationally
 - o connoisseurs
 - o "old money"
 - o interested in the "behind-the-scenes" of the world of luxury

Type of media

- Integrated online platform: web + social media + app
- two times per week e-mail regular newsletter (Mondays / Thursdays)
- twice weekly VIP members-only newsletter (Tuesdays/Saturdays)
- iPhone/iPad App
- Android app (from April 20th 2014)

Content

<i>News</i>	all luxury sectors, updated on average 10 times daily, 7 days a week, 360 days per year
<i>Analysis</i>	market analysis, sector analysis, forecasts, opportunities, business trends
<i>Leaders</i>	exclusive interviews with top executives and entrepreneurs from all luxury sectors
<i>Opportunities</i>	trends, novelties in marketing communications, uncovered products/services, entrepreneurship
<i>Reviews</i>	top luxury hotels, resorts and SPAs from around the world (116 hotels /resorts, up to Jan. 2014)
<i>Concierge</i>	exclusive information on upcoming luxury lifestyle events around the world; luxury city guides

LEADERS

Exclusive interviews with top executives of major international luxury companies (all luxury sectors)

CEOs / Presidents of major luxury companies interviewed:

Peninsula Hotels, Fairmont Hotels & Resorts, Taj Hotels & Palaces, Sofitel Luxury Hotels, Mandarin Oriental Hotel Group, Six Senses Group, Dorchester Collection, Oetker Collection, Four Seasons Hotels & Resorts, The Leela Palaces & Hotels, Kempinski Hotels, Shangri-La Group, The Leading Hotels of The World, Katara Hospitality, Swire Hotels etc.

A. Lange Soehne, Hermes, Zenith, Girard-Perregaux, Parmigiani, Omega, Jaeger-LeCoultre, Hublot, Ulysse Nardin, Van Cleef Arpels, Montblanc, DeWitt, Vacheron Constantin, Piaget, Glashuette Original

Van Cleef Arpels, Jacob&Co, Harry Winston, Cartier

The Organic Pharmacy, ILA Spa, Resense Spas, Ex Voto Paris, Babor, Six Senses, Resense Spas, LivNordic

Jimmy Choo, Jitrois, Kiton, Lanvin, Belstaff, Hermes, Bal Harbour Shops, La Martina, Courreges, Brioni, Canali

Burgess, CRN, Feretti Group

CONCIERGE

Yacht shows (Cannes, Singapore, Miami)

Fashion Weeks (Haute Couture Paris / Ready to wear: Milan, Paris, London, New York)

Watches (*SIHH Geneva, Baselworld, Watches & Wonders, Biennale des Antiquaires Paris*)

Auto Shows (Detroit, Geneva, Frankfurt, Paris, Shanghai, Tokyo)

Arts (Venice Biennale, Art Basel, Art Basel Miami)

Brand exhibitions (*Cartier, Van Cleef Arpels, Loewe* etc)

Museum exhibitions (*V&A London, The MET NYC* etc)

Worldwide reach

Web-site: 79.000 unique visitors and 321.500 impressions

E-mail newsletter database

- regular (sent three times weekly): 6,334 subscribers
- VIP members: 8,219

iPhone/ iPad App: 4,210 users; 39,330 App opens and 4,4 m time in App

Facebook page: 4,180 Likes

Twitter: 1,590 followers

Pinterest: 690 followers

Google+: 610 followers

LinkedIn: 3,398 members in 6 professional luxury business groups (*Business of Luxury – Africa, Russia etc*)

Total monthly reach: 134.040 unique readers / followers

GEO Mapping

38% United States

26% U.K., France, Italy, Germany, Switzerland

11% Singapore, Hong Kong (including China), Indonesia, Malaysia

9% India

8% UAE, Qatar, Oman, Lebanon

7% Australia, Canada

1% Russia, CIS

Readership profile

47% HNWI – wealthy consumers with a keen interest in luxury from both mature and emerging markets

32% luxury industry executives (top to middle management from all sectors)

7% students / generalist business media

7% suppliers to luxury industry sectors (architects, designers, technology companies etc)

5% aspirational luxury consumers

MARCH 2014 - News

In January 2014, we celebrated our 5th year anniversary and expanded global reach, with significant increases across all markets. We increased the number of weekly newsletter emailing from twice to three times per week (Mon/Wed/Thu).

In February / March we ran an extensive series *Luxury Made in Spain* featuring exclusive interviews in our LEADERS section with top executives of Spanish luxury brands, highlighting the potential and the DNA of Spanish luxury brands.

Each social media channel includes over 50% editorials (news, reviews etc) dedicated content, which is not published on our web-site. Breaking news on Twitter features over 30% news from other media entities (outside CPP-LUXURY.COM publishing)

From April to August 2014, we shall be running a survey among all our members and followers across all our channels to identify **CPP 2014 LUXURY AWARDS**, which will be presented online and during a gala cocktail

event in October 2014: *Brand of the Year* (Fashion, Accessories, Watches, Jewelry, Hotels, Spas, Travel, Lifestyle, Cars)

Advertising Opportunities

- traditional banner advertising : website site / two weekly newsletters (regular / VIP) / App / social media
- tailor-made direct emailing to our databases (separate)
- newsletter only (with banner)
- traditional banner ads + inclusion in all social media channels
- sponsorship / endorsement of one section (except Analysis and Review)
- advertorial with the exception of REVIEW and ANALYSIS sections

Past advertisers:

Mandarin Oriental, Kempinski, Montblanc, Ermenegildo Zegna, Max Mara, Grand Hotel Rex, Bulgari Hotels, Alila Hotels, Dior, Chalet Oberlech, The Organic Pharmacy, The Set Hotels, Swire Hotels, Dorchester Collection, DeWitt

Advertising Rates

- A. online web site banner 300x250 pixels: 950 euros/month
- B. online web site banner 600x90 pixels: 1,400 euros/month
- C. any banner type + all social media channels + app: 2,100 euros/month
- D. any banner type + all social media channels + app + creative/layout of the banner: 2,250 euros/month
- E. co-branded dedicated web-sites (pages) i.e. cpp-luxury/luxurybrand + D: 2,900 euros/month
- F. newsletters
 - o Regular: 850 euros/month
 - o VIP members: 1,800 euros/month

Discounts apply for:

- campaigns of minimum 3 months / repeat clients / campaigns

CONTACTS

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