

MEDIA KIT

For

AGLAIA

The Luxury Lifestyle Edit



QUICK FACTS

AGLAIA is a high-end online magazine providing it's largely international audience of HNWI with the latest luxury hotel reviews, restaurant recommendations, and style guides.

It is the ultimate luxury lifestyle edit for those with little time but a high disposable income.

190K

UNIQUE USERS PER MONTH

240K

PAGEVIEWS PER MONTH

11K

FOLLOWERS ON TWITTER

KEY TOPICS



TRAVEL

TRAVEL GUIDES
HOTEL REVIEWS
AIRLINE LOUNGE REVIEWS
AIRLINE REVIEWS



STYLE

STYLE GUIDES
FASHION NEWS
FASHION EVENTS



FOOD & DRINK

RESTAURANT REVIEWS
BAR REVIEWS
F&B LAUNCHES & NEWS



CULTURE

ART NEWS
MUSIC & THEATRE
WHAT'S ON
LUXURY SPORTING

37% UNITED STATES.

29% UNITED KINGDOM.

11% HONG KONG.

7% AUSTRALIA.

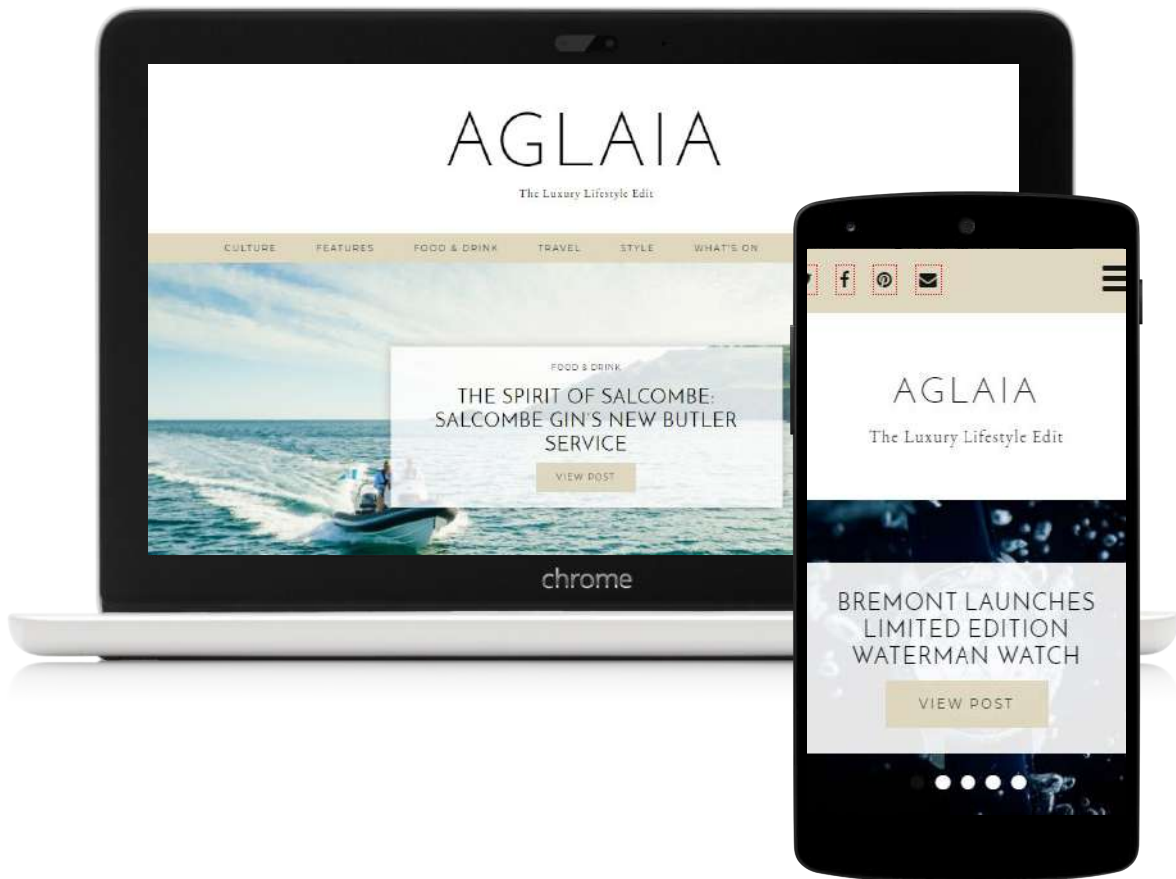


KEY CITIES



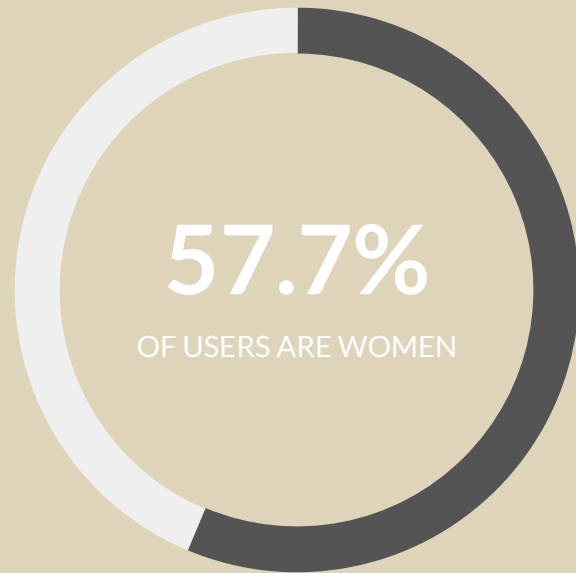
47% VIEW FROM A DESKTOP

44% VIEW FROM A MOBILE



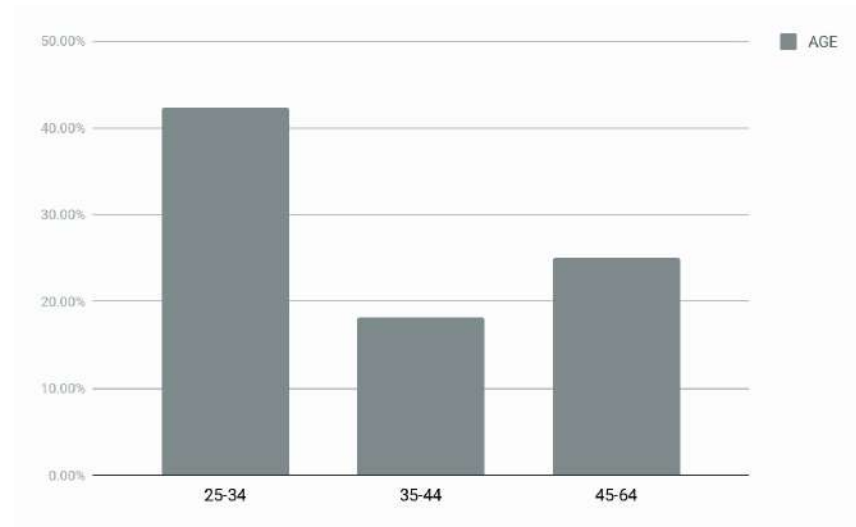
GENDER DEMOGRAPHICS

AGLAIA HAS A RELATIVELY EVEN SPREAD, WITH
57.7% OF USERS WOMEN, AND 42.3% MEN

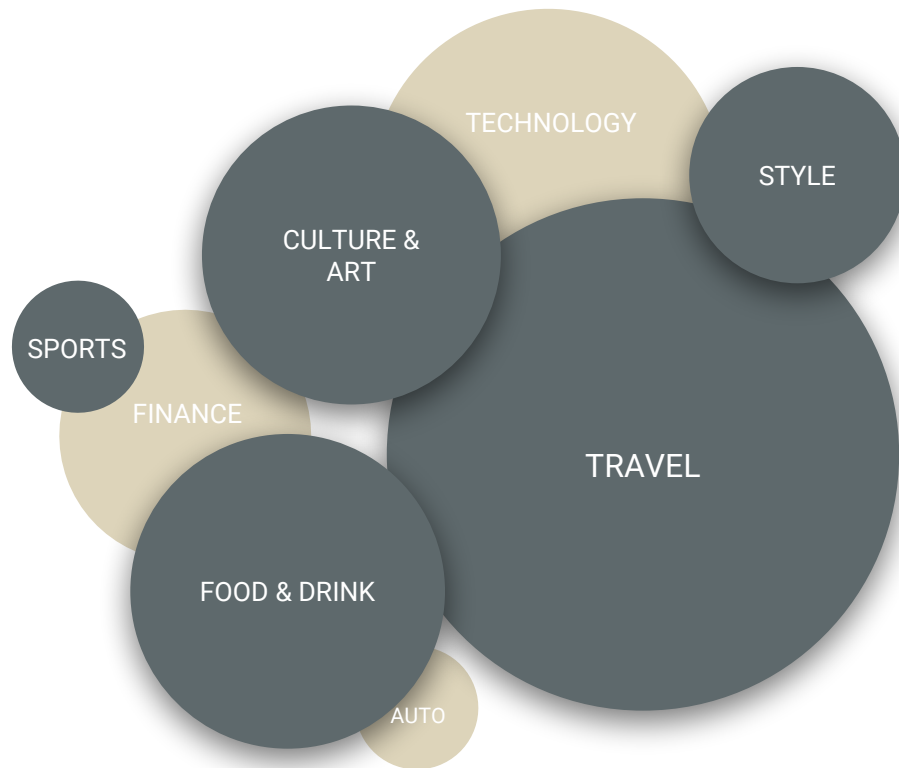


AGE DEMOGRAPHICS

THE AGLAIA AUDIENCE IS MOSTLY MADE UP OF
DIGITALLY SAVVY MILLENNIALS



AUDIENCE INTERESTS



£220,000

AVERAGE HOUSEHOLD
INCOME

12

AVERAGE AMOUNT OF
VACATIONS PER YEAR

6x

EXPERT WRITERS IN
KEY CITIES

12.5%

BOUNCE RATE
HIGHLIGHTING OUR HIGHLY
ENGAGED AUDIENCE



BRANDS WE HAVE WORKED WITH

BREMONT
CHRONOMETERS

Dom Pérignon


SHANGRI-LA
HOTELS *and* RESORTS

MNKY HSE



HAKKASAN



THE RITZ-CARLTON®

MIAMI
FASHION
WEEK

SALCOMBE
GIN®



BELMOND


HUBLOT
GENEVE



REVIEWS

WE WORK WITH BRANDS TO PROVIDE COMPREHENSIVE
REVIEWS OF ESTABLISHMENTS AND EXPERIENCES



BESPOKE CONTENT

PLEASE GET IN TOUCH FOR A BESPOKE CONTENT
CREATION QUOTE: HELLO@AGLAIAMAGAZINE.COM

HOW WE WORK

1

WE ENSURE ALL OF OUR WRITERS HAVE A STRONG TRACK RECORD FOR CREATING INFORMATIVE AND CAPTIVATING CONTENT

3

WE FOCUS ON CREATING LOCAL CONTENT FOR USERS IN OUR KEY CITIES AND MARKETS AS WELL AS FOCUSING ON SEASONAL TRENDS

2

WE CHOOSE THE BRANDS WE WORK WITH CAREFULLY, THEY MUST ALWAYS BE IN-LINE WITH OUR AUDIENCE'S INTERESTS AND PASSIONS

4

WE ARE CONSTANTLY STRIVING TO ENSURE WE MEET THE USER NEED AND PROVIDE OUR READERS WITH RELEVANT CONTENT

CONTACT

LOUISE WALKER

ASSISTANT EDITOR

HELLO@AGLAIAMAGAZINE.COM

WWW.AGLAIAMAGAZINE.COM

