

DISCOVER A NEW ERA IN

BLUXE

C E N T U R Y

THE LEADING LUXURY & LIFESTYLE PUBLICATION FOR THE DIASPORA

A F R I C A A S I A U A E

THE
ESTATE

BLUXE CENTURY IS THE MODERN VOICE OF LUXURY FOR THE DIASPORA



MEDIA PACK 2023

THE ESTATE

INVEST IN KENYA
Capturing the Attention of Foreign Investors

SUPER MODEL EUNICE OLUWIDE
On Fashion and her MBE

ROSSANA
Had the Queen of Green

BITCOIN
A Gift or a Curse

PROPERTY • PEOPLE • CULTURE • TRAVEL

THE ESTATE

PROPERTY GUIDE

HARRODS
THE NEW LUXURY

KENSINGTON
THE NEW LUXURY

CAPE VERDE
THE NEW LUXURY

SECRET OF INVESTING IN AFRICA
INVEST FROM WIEN

REDEFINING AFRICAN LUXURY
AFRICA CEO JOSEPH HARROD

PROPERTY • PEOPLE • CULTURE • TRAVEL

THE ESTATE

PROPERTY GUIDE

LUXURY IN MOROCCO
Nestled in the Atlas Mountains

AFRICA THROUGH ARTISTIC EYES
Featuring LARRY OROGBO

THE QUEEN OF GREEN
LAUREN VON DER POOL
On Beauty, Travel, Africa and Kenya

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US 833 988 6100

LEADERS' SPOTLIGHT

L'Amandier

A Hidden Treasure in the Atlas Mountains

Nestled in the endowment Atlas Mountains of Morocco, L'Amandier is a new location hotel and villa, offering spring to guests in March 2017. Considered to be among the most exceptional hotel assets in Morocco by Amnco Hotelco, KPMG and the Forbes Firm, the exquisite L'Amandier hotel is located in prime position to enjoy 360° views over the surrounding Toubkal National Park, stunning gardens and dramatic Atlas peaks.

Spanning 12 acres of lush green, the elegant hotel will include just over 100 villas, all of which have their own private and uninterrupted views of the surrounding landscape and the Chingone Lake in the distance. Careful interior design by Michael Hopcraft combines the natural landscape with modern comfort through the use of stone in the lounge bar and restaurant with elevated terraces for 24-hour entertaining. Below the terrace, the sublime pool invites guests to relax from the mountain retreats as well as to unwind and lounge with their children.

Amnco realises the L'Amandier has set out to create a world-class, unique hotel concept, offering a peaceful haven for guests to unwind from the stresses and pressures of their busy lives. We have created an environment where guests can find the peace of mind and tranquillity of the Atlas Mountains, whilst enjoying the amenities of a 5-star property. Every aspect of the hotel is carefully designed to reflect the values of L'Amandier offering guests a unique experience where guests can embrace the tranquillity that we so easily glimpse in our modern lives.

The hotel opens in Spring 2017 making an exciting time to purchase shares in the exciting location, which has already benefited from its proximity to the airport, the proximity to the mountain location, which has already benefited from its proximity to the airport, the proximity to the mountain location, which has already benefited from its proximity to the airport, with each aspect of the project designed to emphasize this from the vibrant gardens to the peacefulness in the bedrooms and the grand coast of the hotel lines."

AZURI PENINSULA

LAGOS

Azuri Peninsula, Lagos' new world class development, combines beautifully crafted homes with extraordinary luxurious living.

www.azuripeninsula.com
Tel: +234 818 0995 959 | info@azuripeninsula.com

HACKETT

TRULY BRITISH TRULY AUTHENTIC

MENS | ALLOTHING AT 151 ST

Being a Hackett menswear store is a privilege. It's not just about the clothes, it's about the quality, the craftsmanship, the attention to detail. It's about the way we work, the way we think, the way we live. It's about the way we care for our customers, the way we care for our brand. It's about the way we care for our country.

CONTENT

12 | 14 | 22 | 30 | 40 | 44 | 50 | 52

PROPERTY

PEOPLE

CULTURE

TRAVEL

ESTATE

KENSINGTON HIGH STREET

LONDON

FIND YOURSELF IN THE CLOUDS

Completely Kensington. Completely you.

Live in the heights of luxury at 375 Kensington High Street, with elegant and contemporary interiors, bespoke services, including 24-hour concierge, gym, spa, cinema, Harrods concierge service, and exclusive access to London's most sought after shopping destinations.

1, 2 and 3 bedrooms apartments and penthouses from £1,360,000.

Selected apartments available for immediate occupation.

St Edward

CONTENT

12 | 14 | 22 | 30 | 40 | 44 | 50 | 52

PROPERTY

PEOPLE

CULTURE

TRAVEL

ESTATE

AFRICA NOW

MODERN AFRICA

Wednesday 16 February 2017
New York Stock Exchange

Bonhams

INTERVIEW

DEBORAH MEADEN

THE SUCCESSFUL UK ENTREPRENEUR AND DRAGONS' DEN INVESTOR

As a business woman for over 20 years, Deborah Meaden has seen it all. She has been a successful entrepreneur, a television personality, and a successful investor on the TV show Dragons' Den. She has also been a successful author, with her book 'The Power of Women' being a bestseller. She has also been a successful philanthropist, with her foundation supporting women's education in Africa.

WHO ARE WE

MAGAZINE ONLINE

We are proud to announce that as a result of our expansion, The Estate magazine was rebranded in 2022 as BLUXE Century.

BLUXE Century is an annual online luxury publication, the only publication of its kind with measurable reach in the Afrocentric and Exotic HNW (High Net Worth) diaspora across the UK, US, Europe, Africa and UAE.

Bringing together the very best in luxury real estate, travel, technology, fashion and lifestyle. BLUXE Century is the go-to brand for a discerning and affluent diaspora, delivering innovative and highly coveted content across multiple platforms: online, digital and social.

PROPERTY | PEOPLE | TECHNOLOGY | LIFESTYLE | TRAVEL

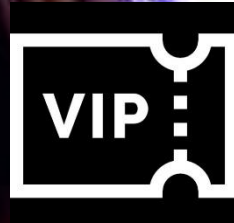
PORTFOLIO



MAGAZINE



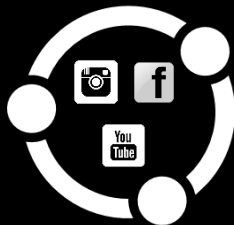
VIDEO



EVENTS



DIGITAL | MOBILE



SOCIAL MEDIA



ART

BLUXE CENTURY PORTFOLIO

- Magazine | Online
- Video
- Events
- Digital | Mobile
- Social Media
- Art



BLUXE CENTURY REACH

BLUXE Century reaches out to a captive audience of the world's wealthiest from the diaspora, providing them with editorial and content on the world's most desired high value items. BLUXE Century is distributed to embassies, hotels and guests, private members clubs and private jet owners.

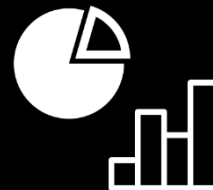
Our readers encompass a demographic of individuals that leading brands would aim to reach including: high net worth individuals, Fortune 500 executives, professional athletes, celebrities, diplomats and entrepreneurs.

DISTRIBUTION



≥ 15,000 SUBSCRIBERS

GENDER RATIO



MALE 51% FEMALE 49%

AGE RANGE

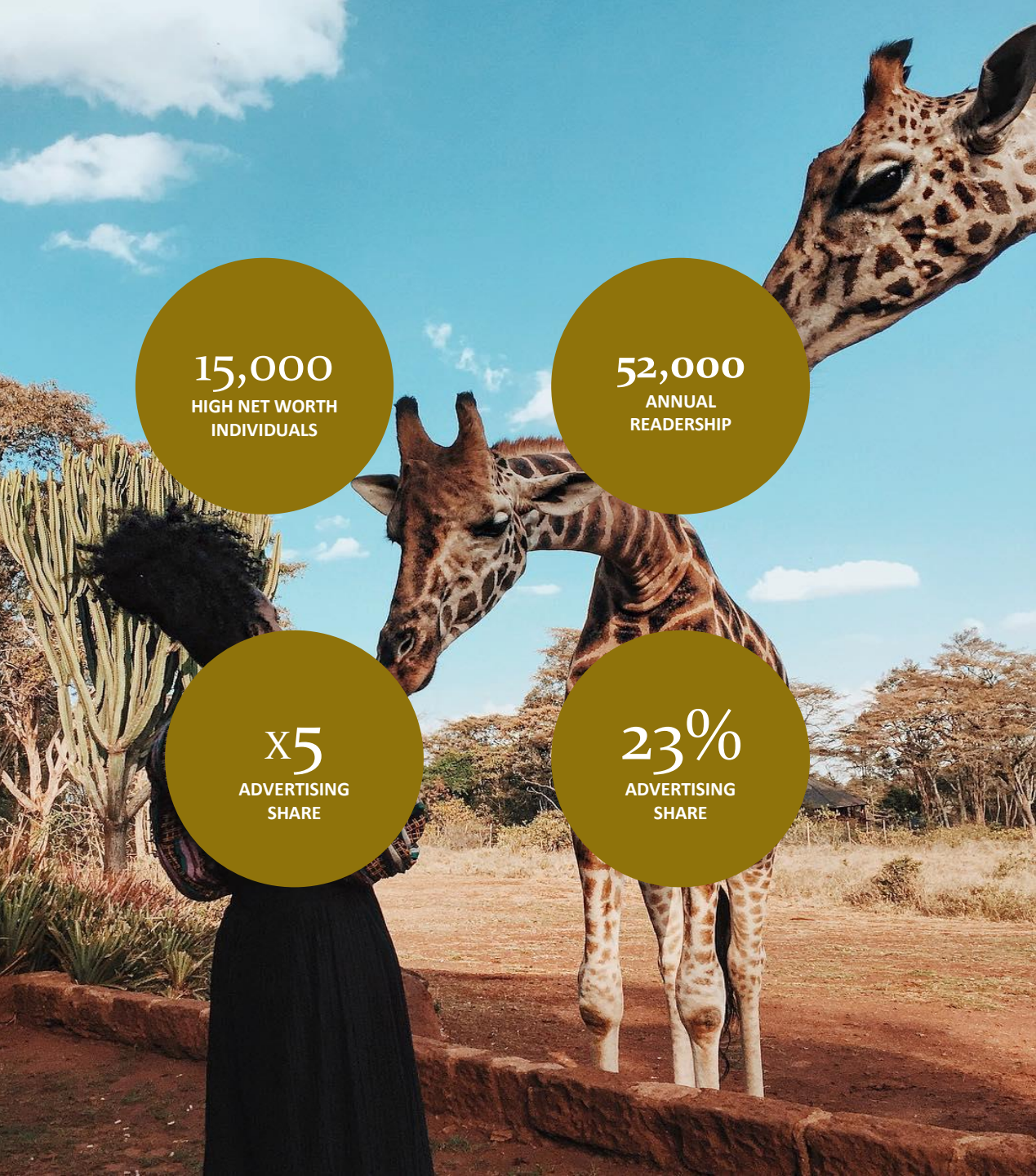


21 - 25 (24%) 26 - 38 (43%) 39 - 65 (33%)

HOUSEHOLD INCOME



AVERAGE £210,000



15,000
HIGH NET WORTH
INDIVIDUALS

52,000
ANNUAL
READERSHIP

x5
ADVERTISING
SHARE

23%
ADVERTISING
SHARE

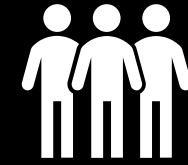
BLUXE CENTURY AUDIENCE

CIRCULATION

15K HNWI

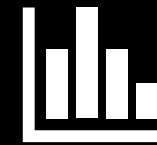
READERSHIP

78K



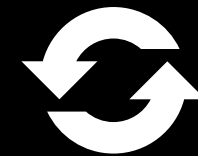
DIASPORA ADVERTISING SHARE

23%



SHARES

x5





BLUXE CENTURY DISTRIBUTION

Specialist Distribution

- VIP Airport Lounge Users
- Fortune 500 Companies
- American Embassy
- Luxury Concierge Services
- 500 Luxury Hotels Worldwide
- 15,000 HNWI Subscribers
- Global Events

BLUXE CENTURY INFLUENCERS

81%

Active Investors

52%

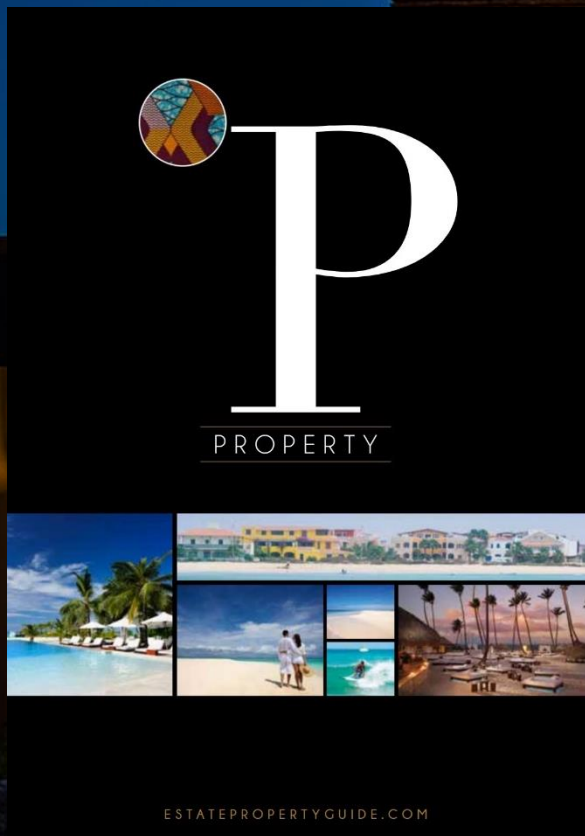
Entrepreneurs

1 in 3

Own more than
1 property

BLUXE Century offers premium & luxury brands, and highlights people of notoriety, to a coveted audience of HNW (High Net Worth) individuals across the global diaspora.

- 81% of BLUXE Century readers are active investors.
- Collectively, the BLUXE Century audience and target market, will invest more than £2 Billion in the real estate and premium & luxury goods and services market annually.
- 52% of the BLUXE Century audience are entrepreneurs.
- 1 in 3 own more than one property.
- 90% of readers have influenced others to purchase their recommendations.
- 69% of readers have researched products and have bought or plan to buy products they've seen in BLUXE Century.



BLUXE CENTURY | PROPERTY

This segment of the publication features high value real estate where the HNW (high net worth) diaspora already have a presence or are looking to invest. There is a dedicated property supplement referred to as the BLUXE Century Property Guide with a top selection of homes across the UK, US, Europe, Africa and other key destinations around the world. The guide illustrates how clients can buy property, invest wisely, finance purchases along with recommendations on leading companies, enabling potential buyers to make informed buying decisions.

BLUXE Century is the go-to publication for brands looking to penetrate the diaspora real estate market.



Deborah Meaden



BLUXE CENTURY | PEOPLE

This segment of the publication is designed to inspire and celebrate key figures impacting the global diaspora, dedicated to challenging the social norms of society and trail blazing a better future shared by all. From business magnates to social entrepreneurs, leaders in politics and industry to artists and social media voices shaping the international landscape.

BLUXE Century has been instrumental in enhancing the success of several public figures across the world.



Paris Fashion Week

BLUXE CENTURY | TECHNOLOGY

Technology is shaping our global future, combining essential information and innovation has proven to be key. BLUXE Century provides insights across the business of technology and a unique collection of technical insights from experts throughout the diaspora. From the latest in business, technology and culture, BLUXE Century have got you covered.

BLUXE Century is the go-to publication for discovering innovative diaspora-focused technology solutions.



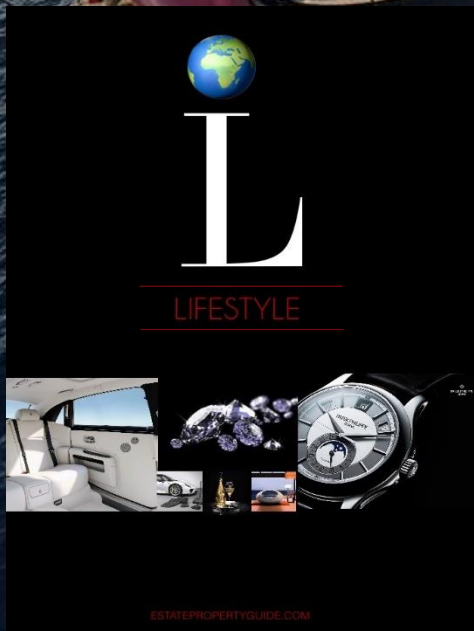
Cape Verde



BLUXE CENTURY | TRAVEL

As the diaspora are one of the most well travelled groups in the world, this segment of the publication explores home and abroad, highlighting the beauty within emerging countries, the vast landscapes, rich wildlife, and luxury hotels & resorts available. At the core of this segment, we uncover hidden gems for readers the leading holiday destinations around the world.

BLUXE Century is the go-to brand for recommended travel destinations for the diaspora.



Puerto Banus

BLUXE CENTURY | LIFESTYLE

BLUXE Century showcases the very best in fine dining, automobiles, private jets, fashion, beauty and other high value products and services. We publish cutting edge articles and share information with our readers, highlighting the very best brands, goods and services available worldwide. We connect our readers with the most prestigious and innovative brands in the world.

BLUXE Century is the go-to publication for recommended lifestyle brands for the diaspora.

COMMERCIAL OPPORTUNITIES

Our commercial team is highly experienced at delivering effective and compelling campaigns.

We can help you:

- ❖ by delivering outstanding creative pieces to engage readers;
- ❖ by offering new advertising opportunities to allow you to have greater standout;
- ❖ by distributing to the audience you need to reach;
- ❖ by creating an environment that allows you to engage directly with your targeted demographic.

BESPOKE SOLUTIONS



PARTNERSHIP



SPONSORSHIP

EVENTS*



ONLINE DISPLAY

SOCIAL MEDIA



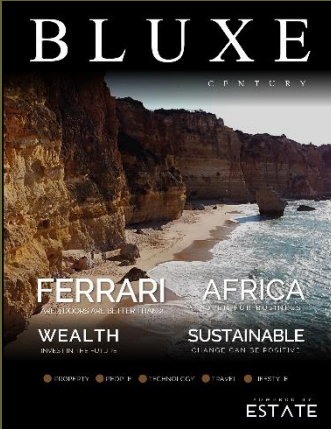



CREATIVE SOLUTIONS

PRODUCT/DEVELOPMENT LAUNCHES

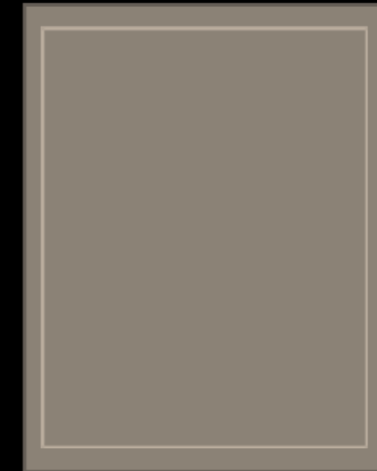


BLUXE REFERRAL SALES

PRICING | SPECIFICATIONS

PACKAGES	 <p>Front Cover</p>	 <p>(Inside front, Inside back cover)</p>	 <p>Double Page spread</p>	 <p>Full Page</p>
PRICE PER ISSUE ANNUALLY	£POA	£7,000	£6,000	£5,000

Full Page A5



Trim: W 148mm x H 210mm.

Bleed: W 154mm x H 216mm | 3mm all round.

Type: W 128mm x H 190mm.

Half Page Horizontal Type: W 128mm x H 92mm.

Gutter Allowance: 3 mm

All rates exclude VAT. For advertising in multiple issues (1 issue per year) P.O.A / Agency commission 10% – included on rate card only. Prices subject to change and special offers.

TESTIMONIALS

“We are happy to be one of the first repeat advertisers in BLUXE Century, we have found working with the team to develop new ways to market our development rewarding. In short, presentation and unique access offered by BLUXE Century sets the bar very high.”

Chris Bovey **The Resort Group**

“The BLUXE Century magazine is the most effective platform we have utilised, on the market for gaining access to high net worth diaspora clients.

Paul Bailey **Vitamix**

“BLUXE Century is a brilliant platform and the team are a pleasure to work with. I find the magazine visually stimulating and look forward to working with you again.

Lauren Von Der Pool **Von Der Pool Gourmet**

“We found BLUXE Century to be a highly effective avenue to gain traction in the Kenyan market and our subsequent event was a success.

Giles Beswick **Select Property Group**

“The BLUXE Century team added so much to our VIP event at the US embassy London which led to one of the best events we have facilitated, we will be working with the BLUXE Century team again in the future.

Denise Harris **US Embassy London**

Clients include:



Bonhams





BLUXE

CENTURY



BLUXE
CENTURY

FERRARI ARE 4 DOORS ARE BETTER THAN 2
AFRICA OPEN FOR BUSINESS

WEALTH INVEST IN THE FUTURE
SUSTAINABLE CHANGE CAN BE POSITIVE

● PROPERTY ● PEOPLE ● TECHNOLOGY ● TRAVEL ● LIFESTYLE

POWERED BY
ESTATE



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