LUXURY AFICIONADOS

THE DEFINITIVE GUIDE TO LUXURY IN DENMARK AND NORWAY

MEDIA PACK 2026

Luxury Aficionados is the trusted platform for consumers with exceptional spending power. Our readers actively seek bespoke, high-value content and gravitate towards the world's most prestigious brands.

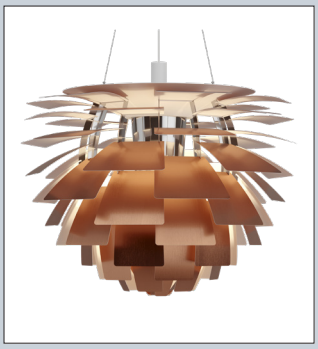
In 2026, we will publish six issues in Denmark and four in Norway — each crafted to **deliver maximum impact for luxury brands** aiming to reach the region's most affluent audience.

LUXURY AS A LIFESTYLE

At **Luxury Aficionados**, luxury is not a purchase — it is a lifestyle. It is the appreciation of rare materials, outstanding craftsmanship, iconic design and flawless service. Our mission is to celebrate the extraordinary and connect our readers with the finest products and experiences available.

Luxury buyers are loyal, curious and highly engaged. When they invest in excellence in one category, they want to explore it in others. That is why we have built an elite distribution network ensuring that our partners' brands are placed directly in the hands of the most discerning customers in Denmark and Norway.

With 17 years in Denmark and 7 in Norway, **Luxury Aficionados** is firmly established as the leading media brand for the region's high-income segment.



LUXURY IS SUSTAINABILITY

Today's luxury consumer expects brands to uphold the highest environmental standards. True luxury is sustainable by nature: superior materials, expert craftsmanship and products designed to be cherished — and handed down — for generations.

Luxury Aficionados is proud to support this philosophy. Our magazines are printed at one of Europe's most eco-conscious facilities, recycling 95% of all paper waste. The site is certified by FSC, PEFC, ISO 14001 and carries the Nordic Swan Ecolabel — ensuring our partners' stories are showcased with both elegance and integrity.

INTERNATIONAL EDITIONS

In 2026, issue **no. 103 (June)** and **no. 106 (December)** will be released with an expanded international distribution. These exclusive editions will combine our established Danish circulation with global reach through selected magazine outlets, private jet terminals, elite private banking lounges and other venues.

Printed on ultra-premium paper, these issues are crafted as **true coffee-table editions** designed to elevate brand storytelling and deliver long-lasting visibility.

For brands seeking to position themselves at the pinnacle of the luxury landscape, these **international editions** offer an unparalleled opportunity.

QUALITY READERS

READERSHIP PROFILE

* **Gender:** 65% men, 35% women
* **Age Range:** 30-65 years
* **Income:** Highest average income
* **Occupations:** Business owners and senior executives
* **Lifestyle:** Owners of large homes, beach houses, and private boats
* **Vehicles:** Drivers of luxury cars
* **Interests:** Passion for design, watches, jewellery, and luxury travel

This is an audience with powerful purchasing intent — and a preference for premium brands.

As reported by TNS Gallup

EDITORIAL PRIORITY

Our readers are global travellers, trendsetters and early adopters who invest in quality without compromise. They expect insight, innovation and inspiration — and our editorial team delivers exactly that.

We track international trends and translate them into relevant, aspirational content for Scandinavian luxury consumers. Our editors attend the industry's leading fairs and visit the world's top ateliers and manufacturers, securing an editorial standard that keeps readers highly engaged.

Our content spans:
Fashion, Watches, Jewellery, Beauty, Culture, Architecture, Home, Interior & Design, Cars, Boats, Gastronomy & Travel

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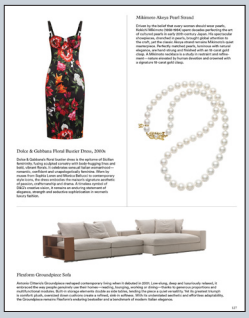

Dolce & Gabbana Floral Bustier Dress, 2000s

Flexform Groundpiece Sofa

RELEASE PLAN 2026

Reach the most affluent luxury consumers through ten curated issues in Denmark and Norway. Each edition combines premium editorial content with exclusive advertising opportunities to maximise brand impact.

6 EXCLUSIVE ISSUES IN DENMARK

No.	Release	Editorial theme	Deadline advertising material
101	24 February	Fashion SS2026 + Pitti Uomo + Design Trends + Dubai Watch Week	31 January 2026
102	15 April	Kitchen Trends & Design + Watches & Jewellery	28 March 2026
103	16 June	Design Issue: Salone del Mobile + Watches & Wonders	16 May 2026
104	31 August	Fashion AW2026 + Pitti Uomo + 3daysofdesign	15 August 2026
105	20 October	Interior: Kitchen & Bathroom Trends	3 October 2026
106	1 December	Party Issue with The Luxury Wishlist and Trends 2027	7 November 2026

4 ANNUAL ISSUES IN NORWAY

No.	Release	Editorial theme	Deadline advertising material
25	17 March	Fashion SS2026 + Pitti Uomo + Kitchen, Trends & design	21 February 2026
26	27 May	Design: Salone with EuroCucina + Watches & Wonders	2 May 2026
27	29 September	Fashion AW2026 + Pitti Uomo + Interior: Kitchen & Bathroom Trends	12 September 2026
28	17 November	Party Issue with The Luxury Wishlist and Trends 2027	23 October 2025

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ADVERTISING RATE CARD

Full-page ad	€ 6.900
Double-page spread	€ 9.900
C4/Back cover	€ 12.500
Page 2-3	€ 12.500
C3	€ 8.500

Formats:
Full-page ad: 217 x 280 mm
+ 5 mm bleed
Double-page spread: 434 x 280 mm
+ 5 mm bleed

Inserts and creative advertising formats
Price according to weight/format.
Options for attachments available.

DATA

Circulation
Denmark: 15,000 copies
Norway: 10,000 copies

Followers
Facebook: 10,000
Instagram: 6,000

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