

Media Kit 2022



CITY SAVVY
LUXEMBOURG

Life. Leisure. Luxembourg.

LUX WMN MAGAZINE - CITY SAVVY LUXEMBOURG (CSL MAG)
CSL'S ANNUAL EDUCATION & FAMILY MAGAZINE

LUX WMN

About

LUX WMN is a smart magazine for smart women. We get how women tick.

In our first 3 issues, we have featured the stories of more than **90 local women** as told by more than **40 female contributors**.

In a world where women on average are seen, heard and read in the media only 25% of the time and cited as experts in the media 19 % of the time, we'd say this is an incredible accomplishment.

We are determined to change and add to Luxembourg's media landscape.

Why?

Because we are those women and boy can we tick. With national and international writers, LUX WMN is a magazine by women, for women. No subject too touchy and no holds barred. The content and design that exceptional women want.

Power

Turn to our power pages for one-to-one interviews with leading women in business, politics and academia. Meet the women who make national and international news and help shape our community.

Inspire

Stirring stories from women from all walks of life. Learn from the best who freely give of their knowledge and experience. Be inspired to follow your own professional and personal dreams.

Thrive

Browse our selection of articles that remind us why we work so hard – to thrive and enjoy the finer things in life. Travel, lifestyle, top tips and hacks. Art, books, music and design... the sky's the limit.

SASHA BAILLIE, CEO OF LUXINNOVATION
 "Just discovered your magazine. It's brilliant. Well written, pertinent topics, inspiring stories. Thanks for moving things forward in our country this way."

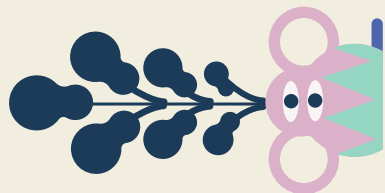


AUORE
 "I love LUX WMN Magazine for being such an inspiration and confidence booster to launch my own business"

CLÉMENCE
 "The Best magazine from Luxembourg with the best women, best advice and best energy!"



VIOLETTA KUVAEVA,
 SENIOR MANAGER
 "LUX WMN chooses to challenge the status quo and provides a platform for incredible women to speak their minds. LUX WMN is Incredibly talented women creating amazing content to inspire and empower voices that are not typically heard in mainstream media. The power of representation in media and its role in inspiring and influencing the current and next generations cannot be overestimated."



SIYANA PETROVA,
 PROJECT MANAGER
 AND ENTREPRENEUR
 "LUX WMN Magazine not only empowers women, but it brings us closer together!"



SHOBHAIN ENGMAN,
 FOUNDER ELASC
 "LUX WMN Magazine makes me feel connected to the female community in Luxembourg, and I love the booming entrepreneurial spirit. The support is amazing."



CHARLÈNE
 "Just picked up the issue #2 of LUX WMN and couldn't put it down! Such wonderful and inspiring content!"



FLORENCE
 "Je tenais tout d'abord à vous féliciter pour cette première édition qui est réellement une source d'inspiration pour les femmes au Luxembourg et même au delà des frontières. Vous avez accompli un travail merveilleux et le «mission statement» est touchant."

A word from our readers...

LUX WMN

Publication

LUX WMN's inaugural print issue was released in October 2019, and currently on a biannual basis. Copies are available by individual and corporate subscription, in various boutiques and book shops across Luxembourg and through our partners.

Business Development

In 2020, we launched our digital space luxwmn.com and are currently in the process of developing our online presence.

We aim to be more than just a magazine and will grow to be a tangible resource for women in Luxembourg. LUX WMN will host business and lifestyle events, with social events sprinkled in-between, as we all know this is how many of the strongest connections are formed.

We want our readers to connect beyond the pages of the glossy magazine and become part of the ever growing LUX WMN community of fearless and talented women.


Magazine Pricing

Retail Price : 7,00€

Corporate Subscription (minimum order 50 copies): 5 € per issue if less than 100 copies and from 3 € for over 100 copies.

publication & distribution





As we don't receive government
funding, without our advertisers,
LUX WMN simply doesn't exist.

Our partners are companies who believe
in making the world a better
and more equal place.



Technical Specification

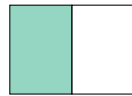
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LUX WMN

Advert



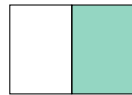
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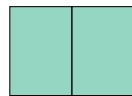
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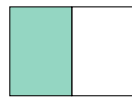
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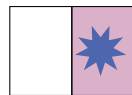
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DOUBLE PAGE SPREAD
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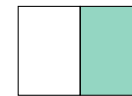
BESIDE TABLE OF CONTENTS
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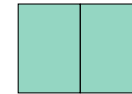
SPECIAL PRICE FOR SMALL
FEMALE-OWNED BUSINESSES*
One page : 1.500,00 € HT

*must be female owned and have less than 10 employees.

Partner Content



FULL PAGE
4.750,00 € HT



DOUBLE PAGE SPREAD
6.500,00 € HT

Digital

INSTAGRAM

TAKEOVER TUESDAY

400,00 € HT

A full day of taking over our instagram stories to promote your brand or event.

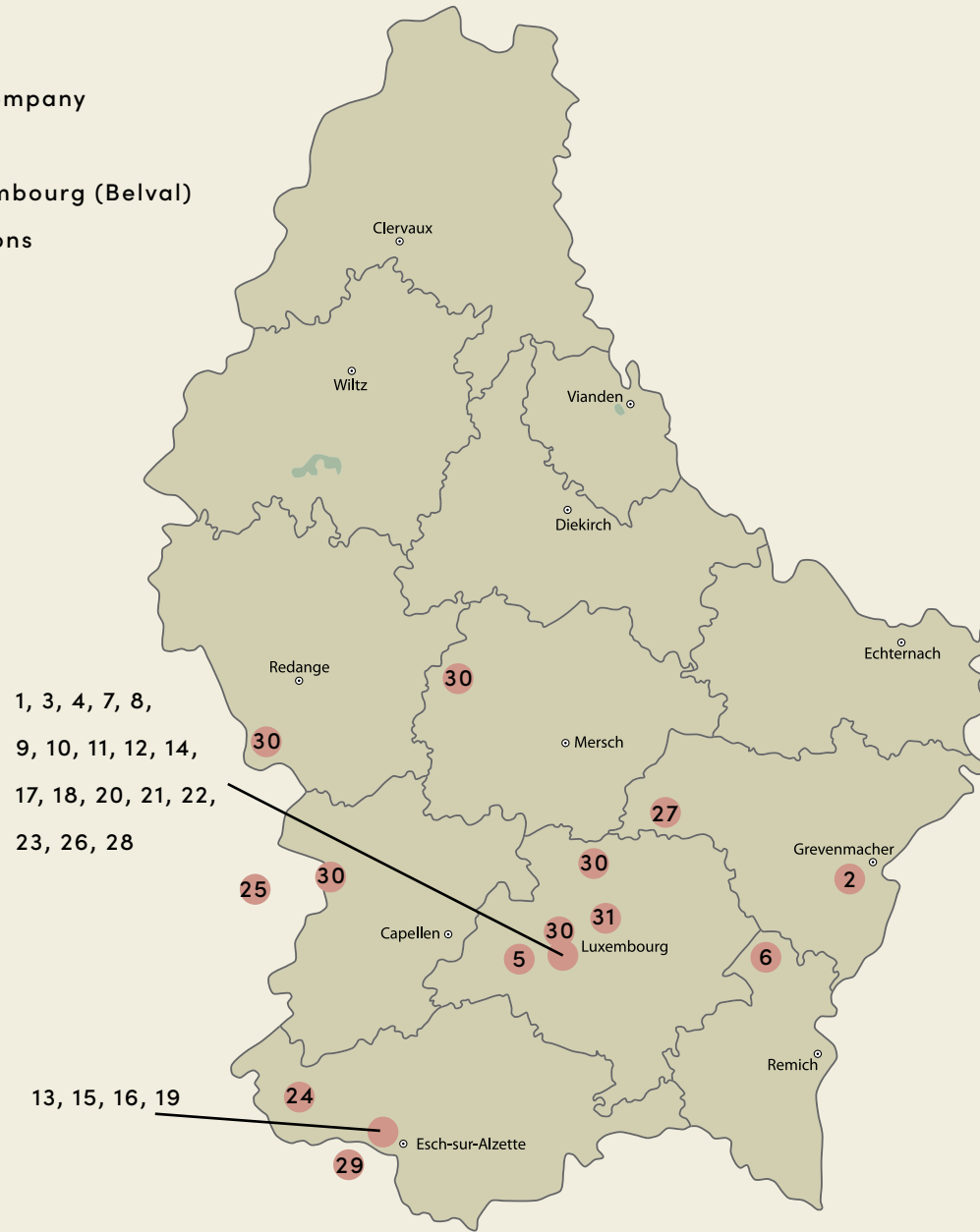
For other social media collaborations, please reach out to us directly for collaboration rates. We have opportunities on Facebook and Instagram.

PODCAST

If you're interested in sponsoring our podcast 'WMN Talk' reach out to us directly to speak about rates and opportunities.

let's work together

1. Amazon Headquarters
2. Bernard-Massard
3. CMC Locations
4. PWC
5. ACL
6. SES
7. Casino Museum
8. Centro Hair Salon
9. The Modu Shop
10. J'adore Bio
11. Jacques Schneider Concept Store
12. Ernster Locations
13. Librairie Diderich
14. Librairie Alinea
15. Esch Commune
16. Pop-Up Shop Esch-sur-Alzette
17. Mademoiselle Vrac
18. House of Entrepreneurship
19. Lux Innovation
20. Tomorrow Street/Vodafone
21. Raiffeisen Locations
22. Spuerkeess Locations
23. Luxembourg Chamber of Commerce
24. 1535 Creative Hub and Various other Co-Working Spaces across Luxembourg
25. IKEA Arlon
26. Sunflower Creche
27. The Happy Guts Company
28. Luxlait
29. University of Luxembourg (Belval)
30. Pall Center Locations
31. Elasc



Where to find LUX WMN?



We are more than happy to help you target the customers that are relevant to your business.

For more information or to receive a customized advertising plan please contact us.



Amanda Roberts

Founder & Editor-in-Chief
amanda@citysavvyluxembourg.com



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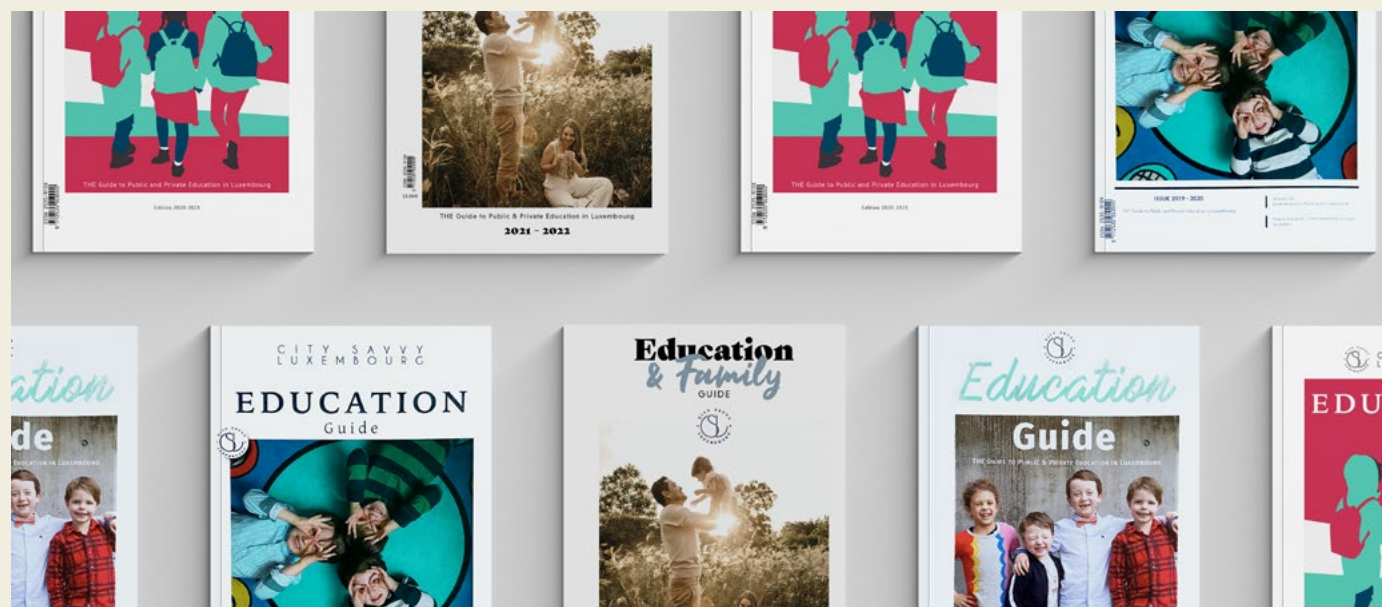
Education & Family GUIDE

about

Every Spring City Savvy Luxembourg publishes THE Guide to Public and Private Education in Luxembourg.

The popularity of this publication grows annually amongst the already settled residents and the newcomers constantly arriving to the Grand Duchy. Each year we distribute the magazine locally and also ship our guide across the globe to eager families planning their new lives in Luxembourg.

Once again this year, we will partner with TravelmatKanner - *a community of over 6000 enthusiastic members*- to create the ultimate Education and Family Guide.





@travelmatkanner



Travelmat Kanner was created in 2019 with the aim to inspire families to create unique and magical memories while living in Luxembourg and its neighbouring countries. Elfi, the founder, loves to share ideas, activities and places, mostly the ones she has tried with her own family.

about

Our magazine contains everything you need to know about schooling and parent resources. We also include **all the best things for families to enjoy around Luxembourg and the Greater Region such as family friendly itineraries, weekend family escapes, the best museums for kids, extraordinary birthday ideas** (think treasure hunting, alpaca trekking to spa b-day parties) and more!

CSL and TmK jointly will enhance families' experiences in all things around children and family and aim to be the starting point of magical childhood and family moments around and beyond Luxembourg.

about

This year we will once again offer the opportunity to join our ultimate go-to directory of family friendly businesses and organisations!

For a small investment of 350€ your business will be listed in the Education & Family Guide under all relevant categories. We're here to connect you with your target audience!

Sample Categories

**After
School
Activities**

**Culture
Institutions**

**Bookstores
& Family
Shops**

**Housing
& Relocation**

**Crèches
Schools
University**

**Health
& Fitness**

**Language
Schools**

**Teenager
Activities**





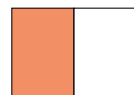
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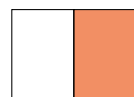
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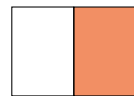
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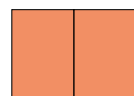
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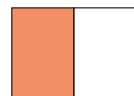
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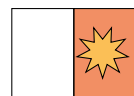
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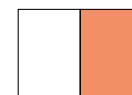
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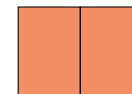
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*must have less than 10 employees.

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FULL PAGE
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DOUBLE PAGE SPREAD
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Let's work together

1. Maps Relocation
2. European Relocation
3. ING Locations
4. Spuerkeess Locations
5. ACL
6. Ernster Locations
7. Amazon
8. CMCM
9. Musee Natur
10. Casino Museum
11. Centro Hair Salon
12. Esch Commune
13. Pop-Up Esch
14. Happy Guts Company
15. Fighting Club Luxembourg
16. HIITme Fitness Studios
17. Claire Marie Pilates
18. Librairie Alinea
19. Librairie Diderich
20. Kelsey Hopper
21. OTR
22. FJSL
23. Domino Toys
24. Sunflower
25. Little Gym/Zig Zag
26. Butterfly Valley/Caterpillar Haven
27. Schools across Luxembourg
28. Smart Baby Shop
29. Unicorner

30. Luxembourg Science Center
31. Youth Hostels across Luxembourg
32. Marcus Neal Fitness
33. Sacred Heart University
34. Ikea Arlon
35. 1535 Creative Hub
36. European Investment Bank
37. F&G Photography
38. Remax
39. Luxlait
40. Lux Fly



Where to find Education & Family Guide?



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C I T Y S A V V Y
L U X E M B O U R G

Life. Leisure. Luxembourg.

Go on, ask us a question.**Any question about Luxembourg and we bet we have the answer!**

If you live here or are just passing through, City Savvy Luxembourg is your single port of call for just about anything you need to know. From how to find a home, register with a doctor, settle your kids into school or find a job we've got it covered.

Fancy a romantic night out (or not)? Want to know what's on at the cinema, who's playing at the Rockhal or Philharmonie or where can you go to get your toenails cut before 11pm? Yep. We've got that too. All just a click away.

9Kfacebook
followers**4K**instagram
followers**8K**website
visits/
week**600K**views last
6 months**About**

English in Luxembourg

At the end of December 2019, Luxembourg City counted a population of 122,273 people. 70% of this population come from abroad, a number that is expected to increase in coming years. This 70% is made up of around 160 different nationalities.

What do they have in common?

The majority speak English as a first or second language. The 30% of the population that is native to Luxembourg also tend to have a strong command of the English language and enjoy using it on a frequent basis. The means that there is an increasing demand for news and information in English and surprisingly few places to find it in Luxembourg, and certainly not all in one place.

This is where City Savvy comes in. We have direct access to this population, and we can put you in contact with them too. Contact us for more information.

NEWCOMERS & VISITORS

Schooling
Housing
Healthcare
Opportunities
What's On
Museums
Cultural events
Traditions

PARENTS

Children friendly:
Shops
Restaurants
Event & Activities
School Options

RESIDENTS

Maintaining & discovering
an international lifestyle
and contacts

- Product testing
- Sponsored articles or guest posting
- Online ads
- Social media promotions
- Events

We are more than happy to help you target the customers that are relevant to your business.

Long Banner
980 x 120 px



Square Ads
300 x 300 px

Digital Advertising*

Long Banner/Month	800 €
Square Ads/Month	450 €
Events Banner/Week	200 €
Business Directory/Year	1800 €
Business Directory(featured)/Year	2500 €
Featured Articles (+Re-featured Once)	800 €

Instagram*

Takeover Tuesday 400 €
A full day of taking over our instagram stories to promote your brand or event

For other social media collaborations, please reach out to us directly for collaboration rates. We have opportunities on Facebook and Instagram.



Let's work together



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