FELIX

oughly stimulating



MEDIA KIT 2025

Camille Vásquez

YOUR RESOURCE FOR THE LATEST TRENDS IN FASHION, FINE DINING, NIGHTLIFE, ARTS AND CULTURE AND MORE...

FELIX MAGAZINE

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PRINT

Custom Regional Buys/Copy Splits
Pricing and regional options available upon request

Premium Charges
No bleed charge; Special fifth color rates available upon request









Specialty Units
Rates and production specifications available upon request

Billing Information
No bleed charge; Special fifth color rates available upon request

Frequency Discounts
Check with your account manager


Marlee Matlin

YOUR RESOURCE FOR THE LATEST TRENDS IN FASHION, FINE DINING, NIGHTLIFE, ARTS, CULTURE AND MORE....

FELIX Magazine is a luxury lifestyle magazine currently serving Chicago New York, and Los Angeles. The pages of this glossy publication cover the latest trends in fashion, fine dining, nightlife, arts and culture. Featuring provocative profiles of tastemakers, ultra-luxe fashion brands, restaurants and the season's must-have accessories from the world's top writers and stylists.

This quarterly publication reaches some of the most elite influential, engaged and discriminating readers. The mission of Felix Magazine is to provide sophisticated editorial content that is thoroughly stimulating, to

highlight news and trends in education and provide a resource for those seeking to live a more charitable life, and lastly to provide outlets and opportunities for advertisers and consumers.

The net proceeds from every ad sold directly benefits the Apareció Foundation Mentor and Scholarship Program. To learn more about the Apareció Foundation, please visit: apareciofoundation.org.

Felix is managed by Luxe Media, LLC, a subsidiary of the Apareció Foundation, NFP. All of the net proceeds from advertisements benefit the Aparecio Foundation, a foundation supporting girls' education.





THOROUGHLY STIMULATING

Hasana, Inc. and Felix Magazine are owned and operated by the Apareció Foundation, a volunteer-based non-profit. Net proceeds from every ad sold directly benefits the foundation and girls' education, funding the Apareció Mentor and Scholarship Program.

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FREQUENCY

SPRING
Health & Beauty
Weddings
Spring Fashion
Home Design

SUMMER
Travel & Leisure
Food & Wine
Men's Fashion

FALL
Fall Fashion
The Best of Luxe
Iconic Gems
Real Estate

WINTER
Holiday Gift Guide
Arts & Culture
Social Diary

SUPPLEMENTS
Nightlife
Summer Concert Series
Dining
Awards Season
Hispanic Heritage
Best of Beauty & Wellness
Holiday Gift Boxes

CITY EDITIONS
NYC | LA | CHI | UK
Santa Barbara


Lawrence Kao

YEAR IN REVIEW

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IMPACT CAPABILITIES

ACCESS
FELIX Magazine provides access to a niche audience of arbiters recognized for influencing general market trends, disposable income, a desire for luxury and a keen support of philanthropic causes that demonstrate meaningful impact on important social issues.

EVENTS
FELIX Magazine delivers innovative and creative events to tell our clients' brand story; positioning them within key demographics designed to increase awareness, media coverage and sales that keep our clients top-of-mind.

STRATEGY
FELIX Magazine tailors innovative and creative strategies that enhance our clients' public image, while using a range of integrated marketing services and results-oriented campaigns that align with the needs, goals and expectations of our clients.

CO-OPPORTUNITIES
FELIX Magazine special events include brand launches, store openings, creative design and consultation, logistics, guest invitations, media events, philanthropy, lifestyle and fashion events.

CHARITABLE SAVINGS
FELIX Magazine and FelixMag.Co are the marketing names of The Apareció Foundation, NFP ("TAF"). All net products from Luxe Media brands benefit the Apareció Foundation and girls' education. LUXE MEDIA, LLC, is a wholly owned subsidiary of the Apareció Foundation NFP. All ads are tax-deductable.


Rocsi Diaz

IMPACT CAPABILITIES

Luxury brands need to reach their target markets through stories. These could be centered on the designer, the brand, or a worthy cause in which the brand is involved, etc. They are key to digital luxury marketing, and are fulfilling the luxury experience. Many luxury consumers purchase luxury goods for the experience it provides.

ADVERTISING CAPABILITIES



Gaijin by Chef Paul Virant

FACTS RESEARCH

REACHING THE MOST ELITE, INFLUENTIAL AND DISCRIMINATING READERS.

CIRCULATION

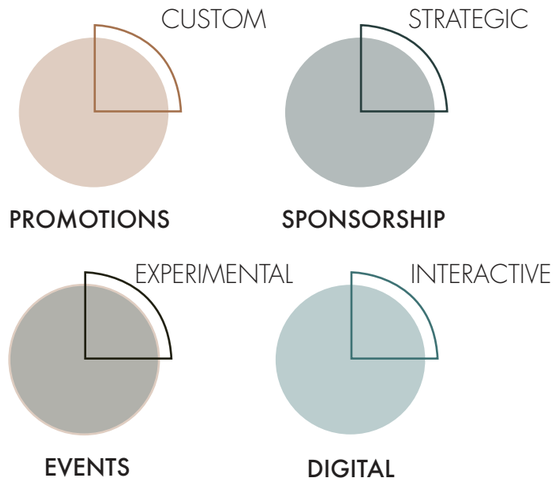
FELIX Magazine is available for subscription and on online worldwide.

FREQUENCY

Quarterly

YEAR FOUNDED

2012



DEMOGRAPHICS

Female 60% Male 40%

Average Age 36%

College Grads 75% Post-Grad degree 31%

Own their own home 72%

Married/Partnered 49%

AVERAGE AFFLUENCE

HHI $250,000

Average Investment Portfolio $700,000

Average Net Worth $1,500,000

EDITORIAL CALENDAR



03/ THE CONNOISSEURS ISSUE

Ad Close: Jan 26
Materials Due: Feb 2
On Sale: Mar 15
Special Advertising Sections: India, Australia, Fine Cars, Legendary, Watches, Alcohol (Wine & Liquor)

06/ THE GRATIFICATION ISSUE

Ad Close: Apr 26
Materials Due: May 3
On Sale: June 15
Special Advertising Sections: Decadence, Summer Concert Series, Dining

09/ THE POWER ISSUE

Ad Close: July 26
Materials Due: Aug 2
On Sale: Sept 15
Special Advertising Sections: Indulgence, Golf, Grooming & Beauty, Home & Design

12/ THE PHILANTHROPY ISSUE

Ad Close: Nov 24
Materials Due: Nov 1
On Sal: Dec 15
Special Advertising Sections: The Gift Guide, Nightlife, Hotels

MECHANICAL SPECIFICATIONS

Spread ads must be submitted as a 2-page PDF.

A SWOP-certified proof should be submitted for any color-sensitive ads. We cannot guarantee SWOP standard color matching with a non-contact grade proof. If a proof is not supplied, we cannot assume liability for omissions, misprints, or font defaults. If you have any questions, please call us for specifications prior to submitting your file.

ADVERTISING DESIGN

Our design and production department will be happy to create your ad for you. Please contact your account coordinator or sales representative for details on our design services.



Bleed Size: 16.25" x 11.0125"
Live Area: 15.5" x 10.375"
Gutter Area: 0.25"



Vertical
4.625" x 7.375"



Bleed Size: 8.25" x 10.75"
Trim Size: 8" x 10.5"
Live Area: 7.5" x 10.0"



Horizontal
4.625" x 5.625"

Horizontal
4.625" x 11.5"



Vertical
4.625" x 9.875"

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BRAND VOICE

Partner with Felix Magazine to bring your brand's story to life and take consumers on an inspiring journey within an immersive and engaging cross-platform storytelling experience.



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INSIGHTS

Each issue provides readers with curated content: jewelry, watches, fashion, spirits and real estate, Felix Magazine provides advertisers unique access to some of the wealthiest consumers in the ultimate luxury market.



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DIGITAL

MECHANICAL SPECIFICATIONS

Digital Ad options

PREFERRED

TOP BANNER

960/month
767 * 489

WIDE SKYSCRAPER

1200/month
160 * 600

3:1 RECTANGLE

200/month
300 * 100

PREFERRED

MEDIUM RECTANGLE

550/month
300 * 250

LARGE RECTANGLE

720/month
336 * 280

HALF PAGE

900/month
300 * 600

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PRINT

RATES & SPECS



NATIONAL ADVERTISING RATES

	OPEN	2X RATE	3X RATE	4X RATE
FULL	19552	17596	16619	14664
HALF PAGE	11730	10557	9971	8798
QUARTER PAGE	7825	7043	6651	5869
SPREAD	37224	33501	31640	27918

REGIONAL ADVERTISING RATES

	OPEN	2X RATE	3X RATE	4X RATE
FULL	16640	14976	14144	12480
HALF PAGE	10000	9000	8500	7500
QUARTER PAGE	6640	5976	5644	4980
SPREAD	31680	28512	26928	23760


Josef Jasso

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PRINT


Tenorio

LOCAL ADVERTISING RATES

	OPEN	2X RATE	3X RATE	4X RATE
FULL	19552	11232	10608	9360
HALF PAGE	7500	6750	6375	5625
QUARTER PAGE	4980	4482	4233	3735
SPREAD	23760	21384	20196	17820