

LUXETROPE™

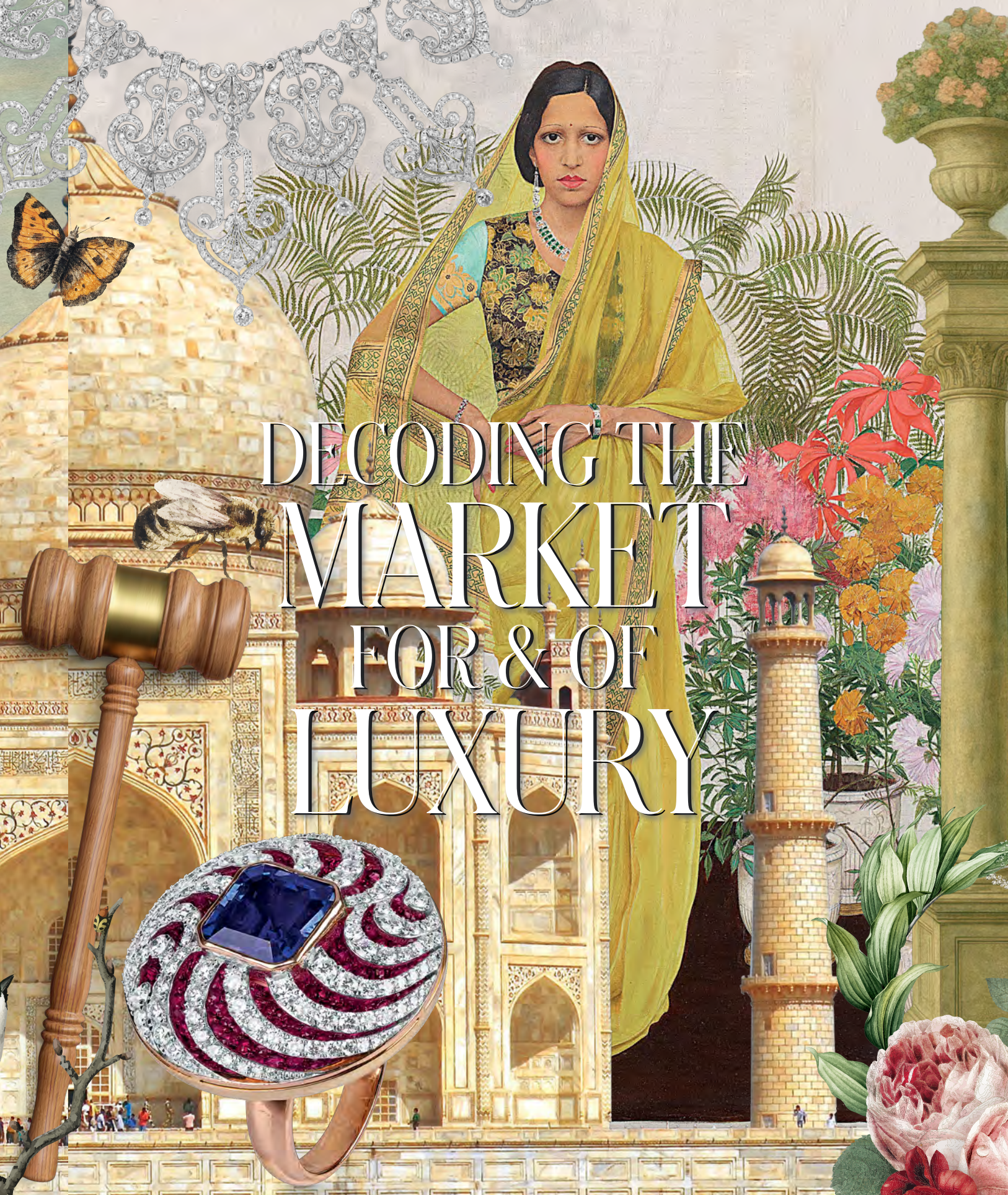
THE LUXURY INTELLIGENCE™ MAGAZINE

MEDIA KIT
2026~27

FROM THE ATELIER OF

AstaGuru

Building Legacies | Connecting Generations



DECODING THE MARKET FOR & OF LUXURY

LUXETROPE™
The Luxury Intelligence™ Magazine

THE MAGAZINE

luxe	trope
/lʌks,lʊks/ adjective of high quality, luxurious	/trəʊp/ noun a significant or recurrent theme, a motif

Luxury is not an abstract concept. It is a sophisticated mix of desirability, pedigree and permanence on an individual level, and a flourishing sector that dictates trends and defines fine living on an economic level. **LuxeTrobe, India's Luxury Intelligence Magazine**, has been created to underline what makes luxury tick, and to bring together all the elements that define luxury.

At its core, **LuxeTrobe** seeks to highlight the art of elegance, distilled through the prism of hard data, collector insights and tracking market trends. Deeply rooted in the belief that luxury goes beyond the price tag, it is our endeavour to showcase the intrinsic workings of the luxury market and purveyors of quality and bespoke lifestyles.

Luxury is about craftsmanship, creativity, legacy and heritage, but it is also a business like no other. **LuxeTrobe** will delve into the industry with incisive commentary, facts, figures and analyses that highlight how the market is evolving, and the people, brands and products that are reshaping the landscape of luxury.

An abstract painting featuring two figures in a landscape. On the left, a figure in a red garment is partially visible. In the center, a figure in a white garment with blue stripes is seated or reclining. The background consists of broad, expressive brushstrokes in shades of green, blue, and yellow, suggesting a natural setting. A bright yellow circular shape is prominent in the upper left area.

LUXETROPE™
The Luxury Intelligence™ Magazine

ABOUT ASTAGURU

AstaGuru

Building Legacies | Connecting Generations

Established in 2008, AstaGuru is India's foremost auction and ecommerce purveyor of fine art, timepieces, jewellery, antiques and artefacts, vintage automobiles and other luxury categories. The AstaGuru Group empowers collectors and connoisseurs to discover, acquire, and consign Modern Indian and Contemporary art, jewellery, fine silver, timepieces, textiles, rare books and vintage cars. AstaGuru was the first Indian auction company to present an exclusive edition for vintage and classic cars, as well as the first to auction international art in India.

The name 'AstaGuru' is a portmanteau of the Italian word for auction and 'master'. It is a testament to the Group's passion, dedication, consistency, and expertise in offering art and artefacts in India and across the globe. The Group curates each sale with attention to detail and legitimacy of provenance, rarity, authenticity, artistry and craftsmanship.

Led by its forward-thinking approach, the AstaGuru Group has become a trusted destination for original artworks and collectibles. We aim to give our patrons an open and transparent platform for collecting exceptional pieces, while undertaking research, exhibition, promotion and preservation of art.

VISION

LuxeTrobe aims to provide data-rich content that is immersive, holistic, enriching and informative. With well-researched reports, in-depth articles and tactile information that no other media records, we believe our content is engaging and surprising. As our readers discover topics beyond the expected lens of luxury, we ensure that each story, each photo and each inch of the magazine presents the most incisive, experiential and intelligent content.

We believe we must...

- 1

EXPLORE
- 2

INNOVATE
- 3

CURATE
- 4

MANIFEST



FROM EXPERTISE TO EXPERIENCE

LUXETROPE™
The Luxury Intelligence™ Magazine

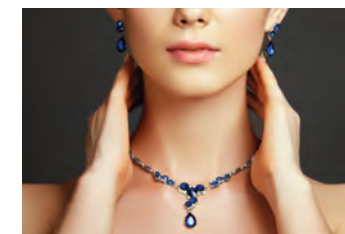
EDITORIAL FORMAT

To set the tone for luxury reading, our content mix is engaging, inspiring and diverse. From a deep dive analysis of multiple luxury sectors to bespoke lifestyles, our pages present a balanced approach. Facts and figures are interspersed with brilliant writing, sparkling interviews, exceptional collectibles, and well-curated updates about important luxury goings-on.



THE ART MARKET

A deep dive into the data and figures, trends, sales and dynamics of the market for Indian art.



THE BUSINESS OF HIGH JEWELLERY

From iconic pieces to fine legacy brands, we track the trends and the market.



THE ART OF HOROLOGY & VINTAGE TIMEPIECES

The most coveted brands, how they sell and what astute collectors look for.



THE ANTIQUES & COLLECTIBLES MARKET

A holistic view of vintage luxury products, what drives their appreciation and the bestsellers.



THE LIFESTYLES OF THE COLLECTORS

From vintage cars to homes, a primer on how business leaders and culture czars view luxury.



DESIGN, DÉCOR, CULTURE & STYLE

The latest market and retail trends, combined with bespoke and eclectic experiences and updates.



EDITORIAL CALENDAR

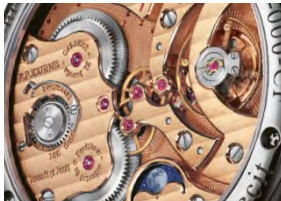
Our busy readers are very particular about how they spend their money and time, and who they turn to for unique, authentic yet diverse reading. Our editorial calendar has been designed to allow our readers to be inspired, rediscover a sense of curiosity and be delighted.



ISSUE 1 **APRIL 2026**
The Art Special Issue
From building collections to remaking art history, our inaugural issue will feature changemakers, deep insights into the art market and the ideals of art expertise.



ISSUE 2 **JULY 2026**
The Joaillerie Special Issue
As the world of high jewellery evolves, we trace the latest trends, dive into the market for jewellery, and trace how HNIs are reimagining the idea of precious gemstones.



ISSUE 3 **OCTOBER 2026**
The Horology Special Issue
From the world's most iconic timepieces to essential information about the watch market, we list the statistics, the trends and how to build a collection that retains its value.



ISSUE 4 **JANUARY 2027**
The Heirlooms Special Issue
Luxury is, at its core, a celebration of craftsmanship and provenance. With the help of experts, we showcase the data and valuation for seasoned collectors.

Upcoming Issues

ISSUE 5
APRIL 2027
The Legacy Issue

ISSUE 6
JULY 2027
The Design Issue

ISSUE 7
OCTOBER 2027
The Experiences Issue

ISSUE 8
JANUARY 2028
The Heritage Issue



READERSHIP

With our comprehensive editorial mix of research, analysis and informative content, **LuxeTrove** aims to reach readers and consumers who are ultra HNIs, influential, and expert consumers of luxury. Our readers are unique, ambitious and committed to fine living in a way that is a worthwhile investment of their money and time.

From business leaders to masters of culture, **LuxeTrove** readers are catalysts of thought in their groups; they consider sophistication an essential in their outlook and an unspoken part of their daily lives. Our readers are well-travelled, conscious about the brands they pick and are able to discern elite craftsmanship. They also have varied multi-media habits and consider technology an additional source of relevant lifestyle information.

LuxeTrove readers are well-read, with diverse interests and enjoy bespoke experiences. More importantly, they explore new ideas.

THE AUDIENCE

\$1.2M
AGGREGATE
ANNUAL INCOME

36
MEDIAN READER AGE

67%
BUSINESS LEADERS

55:45
MALE:FEMALE
READERSHIP

99%
BUSINESS CLASS
TRAVELLERS

14
AVERAGE NUMBER OF
COUNTRIES VISITED

THE REACH

200K
ESTIMATED READERSHIP
PER ISSUE

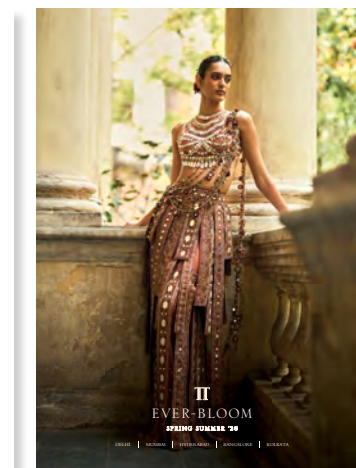
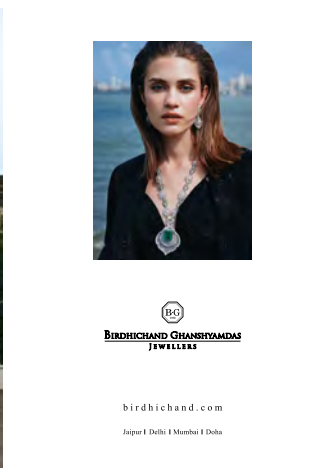
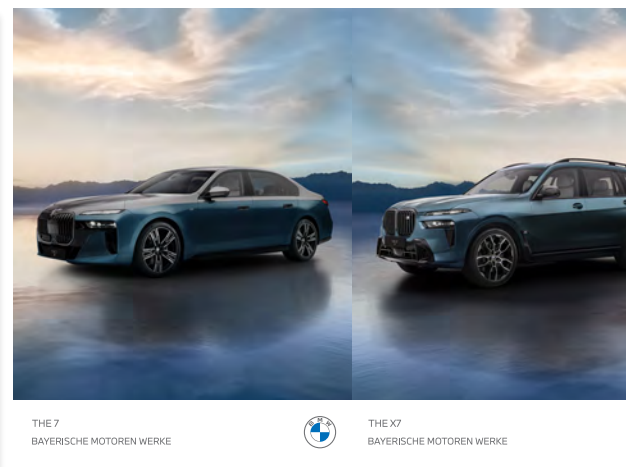
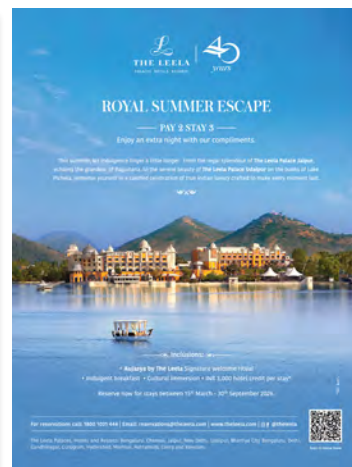
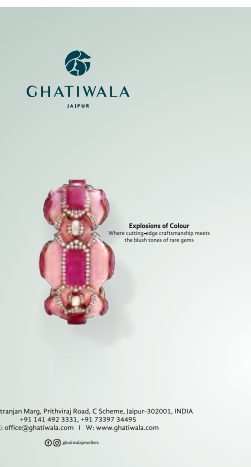
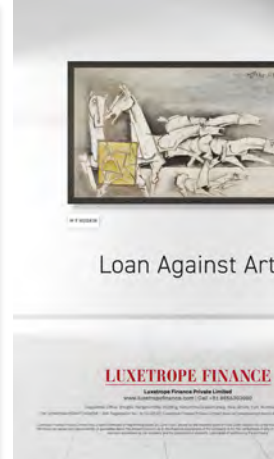
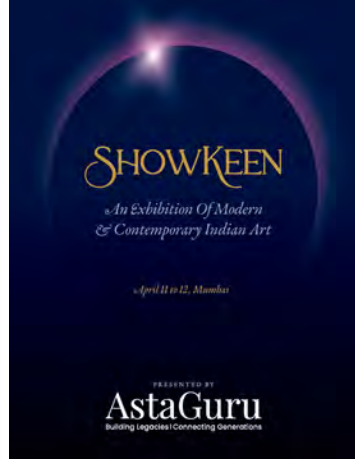
50K
CIRCULATION

10K
DIGITAL READERS

33K
INSTAGRAM
REACH

25K
WHATSAPP
REACH

9K
COMPLIMENTARY
DISTRIBUTION



ADVERTISING OPPORTUNITIES

LuxeTrobe has been created to give our advertisers and partners a reliable platform that allows them to engage with and connect to premium and discerning audiences beyond mere impressions. Our exclusive consumers are open to advertising messages that interest them, and ready to expand their luxurious lifestyles. We offer many promotional tools, as well.

Print

Advertising

The classic tool for luxury brands that still boasts of high recall and instant premium positioning.

We offer:

- Full Page
- Double Spread
- Inside Covers
- Back Cover
- Cover Gatefolds

Branded/

Native Content

Boost your existing campaign with our editorially-driven, custom-created content. These are crafted specifically for your brand, or you can choose from the following:

- Advertorials
- Product Placement
- Brand Showcase

Curated

Associations

If you'd like to move beyond the magazine and use a diverse mix, we offer supplementary options to connect with our audience.

These include:

- Events
- Book-In-Magazine
- Booklets
- Sponsored Sections

Digital

Newsletters

For faster traction and for continuous engagement, we produce newsletters for our media-savvy readers.

Frequency: Monthly

- Banner Advertising
- Sponsored Links
- Product Showcase
- Native Content

SOME OF OUR SELECT BRAND ADVERTISERS



BVLGARI



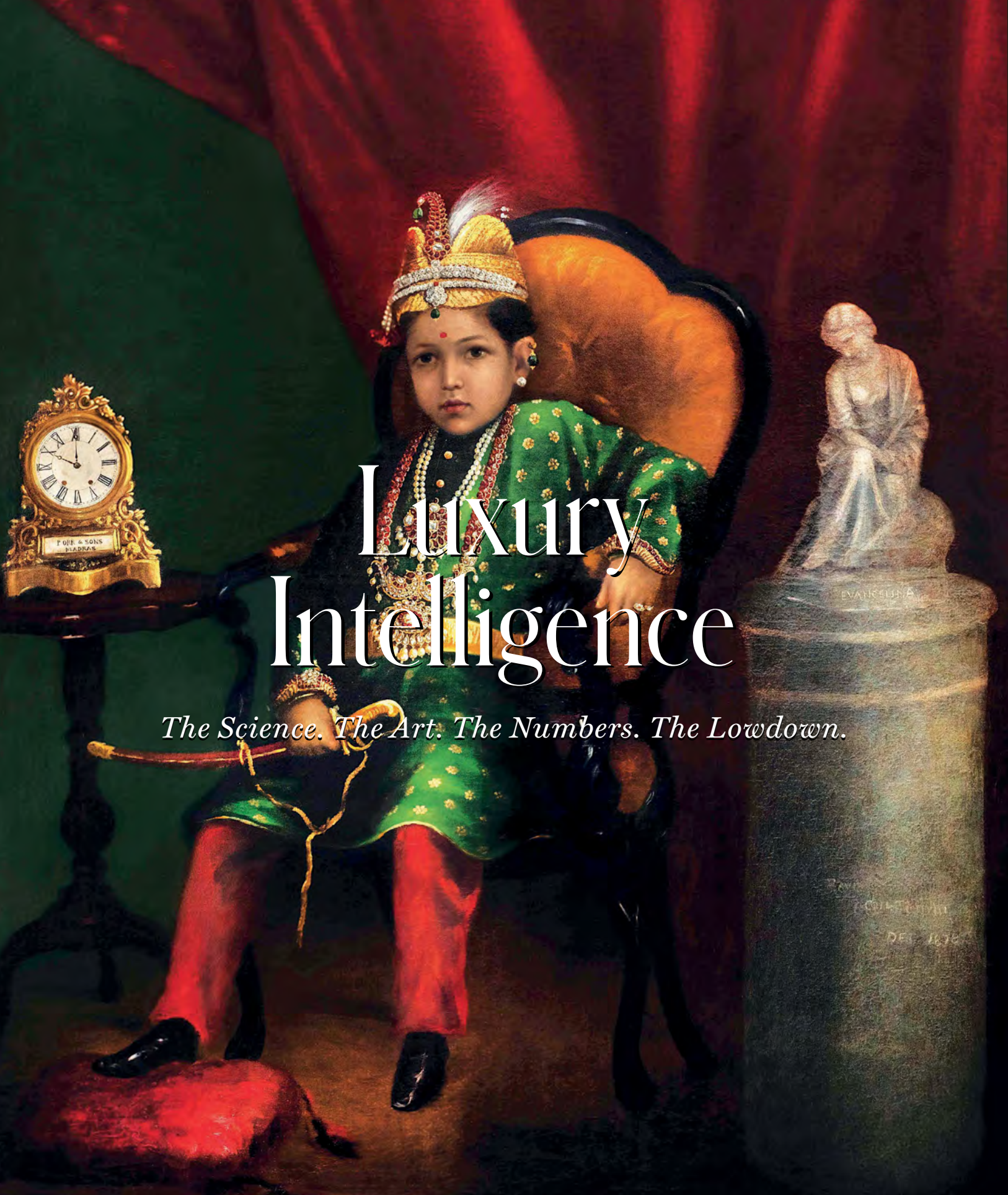
SUNITA SHEKHAWAT JAIPOUR



JAYANTI REDDY

IWC SCHAFFHAUSEN





Luxury Intelligence

The Science. The Art. The Numbers. The Lowdown.

LUXETROPE™
The Luxury Intelligence™ Magazine

ADVERTISING RATES

In keeping with our unique positioning and to offer you the best exposure for your brand or corporate, LuxeTrobe proposes a distinct pacing and flow of our content. We ensure that each section offers reader pull-ins, allowing your advertising message to be that much more effective.

Our rates per regular insertion are below:

MAGAZINE INSIDE PAGES

Full Page Inside: \$ 4,000

Double Spread: \$ 6,000

Opening Double Spread: \$ 7,000

MAGAZINE COVERS

Back Cover: \$ 8,000

Inside Front/Back Cover: \$ 7,000

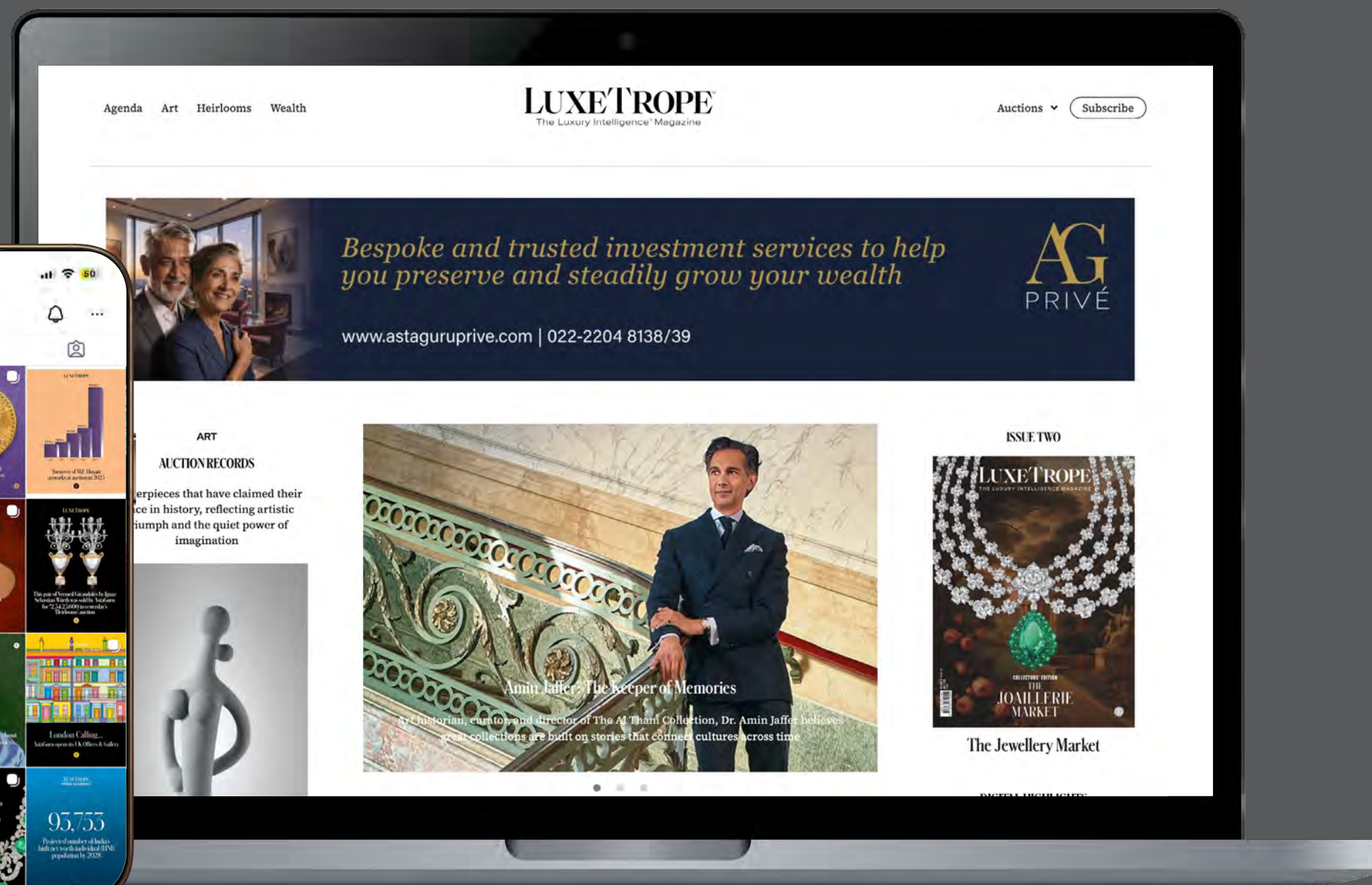
Opening Gatefold Cover: \$ 10,000

Closing Gatefold Cover: \$ 9,000

SPECIAL POSITIONS & INNOVATIONS

For additional positions, print innovations or other insertion options, please contact our sales team

DIGITAL



Launched in April 2026, **LuxeTrove** has been gaining traction online, both for our website and social media, including Instagram and WhatsApp. Though still in a nascent stage, our content is being appreciated by readers and brands alike.

Our invitational rates per insertion are below:

WEBSITE TOP BANNER

\$ 1,000 per month

ONLINE ARTICLE/NATIVE CONTENT

\$ 750 per article

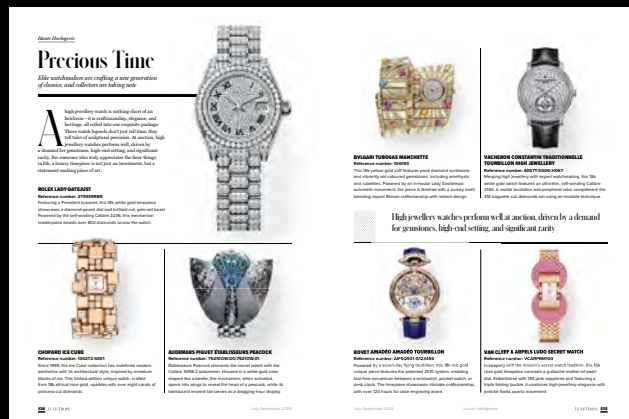
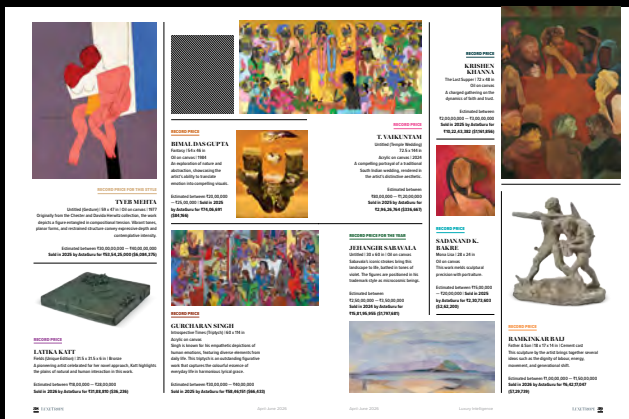
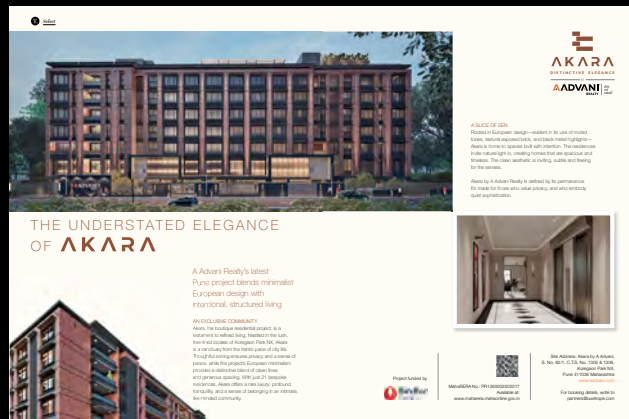
INSTAGRAM POST/STORY

\$ 500 per post

Content guidelines for online articles and posts are determined by the Editorial Board, and will be subject to editing for context and flow.

ENGAGING CLIENT MESSAGES

LuxeTrobe allows our readers to engage with the messages of our advertisers and partners with exclusive content and stunning layouts, which are informative and yet provide brand ideals in a classic, subtle way. This way, we ensure that editorial quality is retained throughout our magazine.





LUXETROPE™
The Luxury Intelligence™ Magazine

DISTRIBUTION

MUMBAI | NEW DELHI | BENGALURU
LONDON | SINGAPORE | DUBAI
ABU DHABI | NEW YORK CITY

To ensure that **LuxeTrobe** engages with luxury consumers, we have developed partnerships with the best magazine distributor in India. In addition to our limited circulation to India's most sophisticated readers, **LuxeTrobe** will be available at airports and select bookstores. Our network already boasts of a robust database of highly aspirational and discerning consumers, and we aim to promote **LuxeTrobe** to a wide and elite group of leaders. Our digital magazine

is available for global readers on **Magzter.com**, the world's top digital newsstand. **LuxeTrobe** also reaches AstaGuru entities in the UK (**London**), the UAE (**Dubai** and **Abu Dhabi**) and **Singapore**. **LuxeTrobe** is also available at Casa Magazines in New York City, USA, and will also be available shortly in Hong Kong. By tapping these mature luxury markets, our voice will resonate with a premium, exclusive NRI and expat audience.

EXCLUSIVE ADDITIONAL DISTRIBUTION TO THE CLIENTS OF

AstaGuru

GIFTEX.IN



DIGITAL EDITION



ONLINE SALES



LuxeTrobe.com



AT A GLANCE

MAGAZINE TITLE	LuxeTrobe
COVER PRICE	\$ 20 per copy
FREQUENCY	Quarterly (4 issues per year)
EDITORIAL FOCUS	Luxury market analysis and lifestyle
MAGAZINE SIZE	221 mm X 297 mm (8.7 in X 11.7 in)
PAPER STOCK	285 GSM (covers) & 130 GSM (pages)
PLACE OF PUBLICATION	Mumbai, India
DISTRIBUTION	GCC, India, UK and USA (NYC)
PRIMARY AUDIENCE	Ultra HNIs, connoisseurs and industrialists
SECONDARY AUDIENCE	Entrepreneurs and budding collectors
AD RATE FULL PAGE	\$ 4,000
AD RATE DOUBLE SPREAD	\$ 6,000
AD SALES CONTACT	SADAF MEDIA <sarah@sadafmedia.com>
DIGITAL VERSION	www.luxetrope.com
OTHER PROMOTIONAL ASSETS	Digital newsletters, social media, events
EDITORIAL CONTACT	editorial@luxetrope.com
SUBSCRIPTION RATE	\$ 80 per year (plus shipping from India)
SUBSCRIPTION CONTACT	contact@luxetrope.com

CONTACTS

EDITORIAL OFFICE

1st Floor, Plot 11, Varma Chambers, Homji Street,
Horniman Circle, Fort, Mumbai 400 001 India

EDITORIAL

editorial@luxetrope.com

ADVERTISING, SALES & ASSOCIATIONS (GCC REGION)

SARAH RASHEED | SADAF MEDIA

sarah@sadafmedia.com | +971 26274349 | Yas Creative Hub, Tower 1, Abu Dhabi

SYNDICATION, SUBSCRIPTIONS & BACK ISSUES

contact@luxetrope.com

PUBLISHED BY

Safset Investment Advisory Private Limited

FGP Centre, Commercial Union House, 9 Wallace Street,
Fort, Mumbai 400 001, Maharashtra, India

LUXETROPE™

THE LUXURY INTELLIGENCE™ MAGAZINE

