



LX-GOODS.COM

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MEDIA KIT 2012



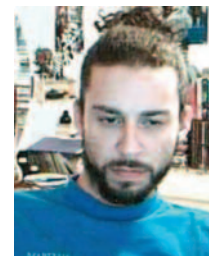
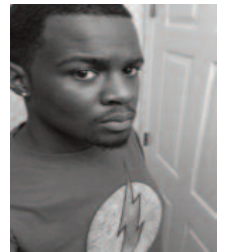
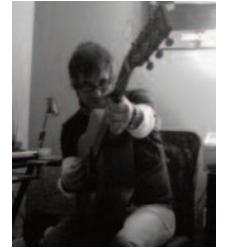
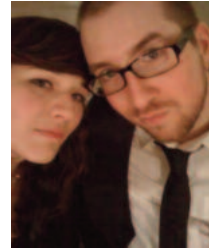
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Luxury Goods is an unconventional magazine experience that will give you a 360-degree view of independent music, arts, media, culture, technology, design, style, world views and more. We like stuff like punk rock, indie rock, kids in Uganda that build a skate parks, old school Nikes, experimental hip-hop, movies made with no money, angry people, bowling, and fighting the future!

We're **here to have fun and connect** with people like us. We are in the business of being cool. We create content on multiple platforms allowing us to connect with our hyper A.D.D. 'LIKE'ers on many levels: online video interviews with the newest and biggest bands and artists, small to large concerts and events, regular monthly parties, online live music specials, producing music videos, and creating our own TV show; these are just a few. Luxury Goods is making a deep connection with our friends daily through all the different ways there are to offer them a hefty dose of what's fresh and 'cool'.

Our readers are the most important people in the world to us (**we reach over 40,000 of them a month!!!**). They are the people we interact with everyday like best friends. We connect with a young, creative, fresh, and influential group of people that crave constant information in real time, staying well ahead of everyone else. Those are pictures of just a few of our readers over there ----->

Luxury Goods was **started by two really good friends**, Darro & Craig. We have been involved in indie publishing, music and media for the last 20 years and we love what we do. Craig published his own punk mag and record label in the past and is now working in TV Production for networks like MTV, VH1... and on indie feature films as well. Darro is the business man. After successfully publishing his own hardcore magazine, he now owns several of his own successful businesses and Luxury Goods is a brand he's truly passionate about.



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NO RULES NO LIMITS

Nothing is impossible in our eyes. If there's a will there's a way and Luxury Goods has learned that relentless hard work, responsibility, and calculating every step of a project to reach a maximum core audience and return on investment is the key to a successful relationship with our partners.

For this reason we prefer building a long term comprehensive partnership that uses a multi-platform initiative to reach our 'friends' and gain that unique bond and trust between them and our business partners. A sample plan may include an event sponsorship or sampling, giveaways, print ads, web ads, certain online features and album or product launches. No project is too big or small.

WHO ARE YOU?

A record label owner? Band manager? Beverage company? Skateboard brand? Club owner? A group or an artist wanting a music video? Tour manager? Clothing designer or brand? Publicist? Marketing Manager?... We would love to talk to you more about how we can work together.

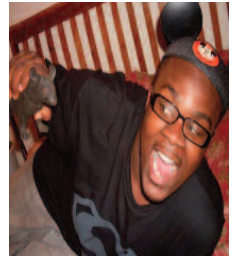
Please take some time to check out the Luxury Goods website at www.lx-goods.com. Drop us a line and let's get something started!

WHO'S WATCHING?

Over **40,000 Fans a month** look to Luxury Goods to find out what's hip and new and what's to do. You can double that number to **80,000 a month** if you include other media and social networking sites that embed and use Luxury Goods content.

Our 'Friends' are made up of **29% females and 71% males**. 80% of them are about an **even split in age: 13-17yr 20%, 18-24yr 24%, 25-34yr 18%, 35-44yr 18%**.

What's more... in 2011 LX-GOODS.com became part of the **Complex Media** Family exposing us to over **12 million viewers per month!!!**





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