

ISSUE 01 - 2025

LUXE

by Housing Japan

mediakit

Design | Architecture | Health & Wellness | Food | Culture | Lifestyle | Travel



LUXURY YOU CAN'T BUY

Time is Precious.

Spending time with people who inspire, with their passions and stories, is time well spent. It's the aim of Luxe to seek out such people and shine a light on that passion and those stories at every interaction with the brand.

Our experienced, creative and editorial team reflect this approach, with infectious passion and fascinating stories of their own. They bring this strategy to life through clear and mindful categories:

Time to Explore: stories from the length & breadth of Japan, which showcase breathtaking places and fascinating people.

Time to Heal: stories that contribute to a healthy mind and body, highlighting people living their best lives.

Time to Indulge: stories that give the inside-track on the best gourmet experiences.

Time to Grow: stories that educate and enrich.

Time to Relax: stories that soothe, refresh and revive.

Time to Listen: the Luxe podcast, at your fingertips when you have time to listen.

Reading Luxe is your time to enjoy all that is precious in Japan.

WHAT IS LUXE?



LUXE is the exciting, new re-brand of a magazine started by Tokyo’s leading luxury real estate company, Housing Japan, back in 2006.

This 15th edition of the magazine develops the success of Housing Japan Magazine, brings a change of name and a widened editorial scope, to cover a far broader range of topics related to the luxury space. With stories, photography drawn from the entire Japanese archipelago.

Housing Japan is the leading, full-service premium real estate agency in Tokyo, specializing in providing luxury homes, private estates, resorts and large-scale developments for local and global home owners and investors. Their team of talented bilingual professionals apply expertise and experience in all aspects of home and project acquisition, owning and investing, curating bespoke specialist services from advisory, design and build, through to management and transactions.

LUXE magazine’s mission is to mirror Housing Japan’s expertise and passion for real estate and bring its readers and advertisers an exciting taste of the best travel, food, health, wellness, architecture, automotive, culture and design stories Japan has to offer.

Issues of Housing Japan magazine from 2016 to our Spring 2025 re-launch with LUXE.



OVERVIEW

LUXE is a magazine for those interested in world of luxury. And for us that’s as much about people and experiences than it is simply about things.

Like, for instance, the lady we’re delighted to feature on the cover of our innaugral issue: Minori-san, the head gardener at one of Japan’s most prestigious managed gardens.

Our stories and features will be a Japan-wide look across the worlds of travel, health, food, wellness, architecture, design culture and much more. Aiming to showcase only the very best people and experiences in those spaces. Bringing you a magazine you’ll be excited to keep in pride of place in your office or home for a full year.

At first we’ll be annual but our objective is to make the magazine more frequent, as soon as possible.

As well as working with many of Japan’s most well-known brands, a big part of our mission is to bring you great stories and great photography that showcase as wide a range as possible of the talented people who operate outside of the mainstream.

Each issue of **LUXE** will be a voyage of discovery. Brought to you by a team of writers and photographers for whom Japan has been a passion spanning many decades.



DISTRIBUTION

LUXE is available for sale but also distributed at a range of places befitting the nature of its contents.

Including but not limited to:

- Embassies & consulates throughout Tokyo & Japan
- The Tokyo American Club
- Premium residences in Tokyo
- Cultural Centres
- Hotels & resorts
- Selected, luxury bars & restaurants



ADVERTISING

LUXE offers a range of advertising options, main of which are:

- Full page: ¥400,000
- Double-page ¥700,000
- Inside front cover, double-page spread ¥1,500,000
- Inside back cover, double-page spread ¥1,500,000
- Outside back cover ¥1,200,000

If you have no advertisement designed, our design team can create one for you at a cost of ¥200,000.

LUXE is sized at 210mm wide x 270mm tall.

Full ad specifications are available on request.

We offer advertisement packages to cover multiple issues of the magazine.

We also have custom packages, comprising mixed editorial and advertisement pages.

Please enquire with our advertising chief, Carl van Wijk, at: carl@luxemagazine.



We are a Tokyo-based video production company that creates striking visual stories—from concept to final cut. With bold ideas, seamless planning, and precision editing, we deliver cinematic storytelling for clients who expect nothing less than the extraordinary.





LET US TELL YOUR STORY

The **LUXE** team of experienced writers, photographers, videographers & designers are here to help you tell your story across the print and digital editions of the magazine.

We've decades of experience in commercial print, photography, film-making and advertising agency work which we can bring together to help you create a dynamic, visually stunning and immersive story.

Top-class photography, creative writing and advertising can combine in our advertorial packages.

Combining with shortform video in our digital edition.

To help you captivate our readers and tell your story in stylish, faithful and exciting way.

Please get in touch at alfie@luxemagazine.jp to set up a in-person meeting to discuss what you'd like to have us help you achieve in **LUXE**.



DIGITAL

The digital edition of **LUXE** will eventually become a rich, interactive PDF, that allows us to add in video and other media direct off of the page.

We'll also be deveoping a regular podcast, to take readers deeper in to the features we've covered in the print edition.

The online, flippable page magazine we have now, gives the reader a simple but immersive experience that is still very close to that of turning the pages in our paper edition.

But from anywhere on the page, with a click, we'll be able to take the reader directly into more interactive content.

This is where our Storytelling Services can really take your story to a level beyond the print edition.

- A short-story video.
- Stunning photography.
- An audio-visual social media campaign.
- Photo-realistic 3-D tour with LiDAR.

Drop our editor a line at alfie@luxemagazine.jp and arrange a meeting with us to discuss ideas further.



www.luxemagazine.jp