

MAGAZINE[®]

LIFESTYLE

A decorative geometric logo consisting of a diamond shape with internal lines forming a complex, symmetrical pattern, positioned between the two lines of the main title.

MEDIA KIT | DIGITAL MAGAZINE | INSPIRATIONAL LUXURY

WWW.MAGAZINELIFESTYLE.CO



[HTTPS://MAGAZINELIFESTYLE.CO/2025/04/16/RELATORIO-DE-SUSTENTABILIDADE-2024-DA-SWAROVSKI/](https://magazinelifestyle.co/2025/04/16/RELATORIO-DE-SUSTENTABILIDADE-2024-DA-SWAROVSKI/)

Inspirational Luxury

Inspirational luxury is the kind of luxury that goes beyond ownership — and manifests as experience, meaning, and inspiration. It's not just about acquiring rare objects, but about living the beautiful, the sensitive, and the intelligent in their highest forms. It's the luxury of ideas that touch, of narratives that transform, of brands that awaken purpose. A luxury reflected in well-lived time, conscious choices, moving aesthetics, and innovation that respects the soul. It doesn't shout status — it whispers identity. It doesn't flaunt — it reveals presence. It doesn't follow trends — it anticipates them with timeless elegance. At *Magazine Lifestyle*, Inspirational Luxury is the guiding thread in everything we do. It shapes our curation of stories, products, and people. It's the kind of luxury that fuels imagination, breathes authenticity, and inspires creative paths connected to a more sensitive, lighter, and transformative world.

Because true luxury — is the kind that inspires.

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The Essence of Magazine Lifestyle

At *Magazine Lifestyle*, the kind of luxury that drives us is the one that inspires. Not the luxury of excess, but the luxury of choice. The elegance of a well-thought-out idea. The sophistication of a pause. The beauty of a narrative that touches, moves, transforms.

We are a Brazilian digital magazine with an international soul. A publication that can be read in four languages (Portuguese, English, Spanish, and French) and expands at the pace of minds daring to dream.

Founded by Márcia Ávila — a journalist and advertising professional passionate about good news and the aesthetics of possibility — *Magazine Lifestyle* is a showcase of editorial experiences revealing the most inspiring aspects of fashion, design, art, wellness, innovation, and contemporary thought.

Our luxury isn't on the surface: it pulses through meaningful content, gentle flow, and awakening intelligence. *Inspirational Luxury* is our focus — and our editorial commitment.

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5 Anchor Concepts of Magazine Lifestyle

1 The elegance of lightness in content form.

We inspire readers to live with more awareness, beauty, and depth through every read.

2 Content that breathes aesthetics, ethics, and emotion.

Our idea of luxury is what uplifts — with no excess, no rush, just soul.

3 Where creativity meets luxury in its most human form.

Stories that not only enchant — but awaken the desire to be and to create.

4 We go beyond news — we create a wellness atmosphere.

A sensory and intellectual immersion into what is most relevant and meaningful right now. Everything to refresh the soul with lightness.

5 Good news from the present with a timeless soul.

Because what moves us today should keep inspiring us tomorrow.

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Our Purpose and Our Audience

Wonder

Magazine Lifestyle was born to bring back the sense of wonder lost in excess. To return to readers the pleasure of consuming content that uplifts — not distracts. To celebrate people and brands that create with truth, elegance, and authenticity.

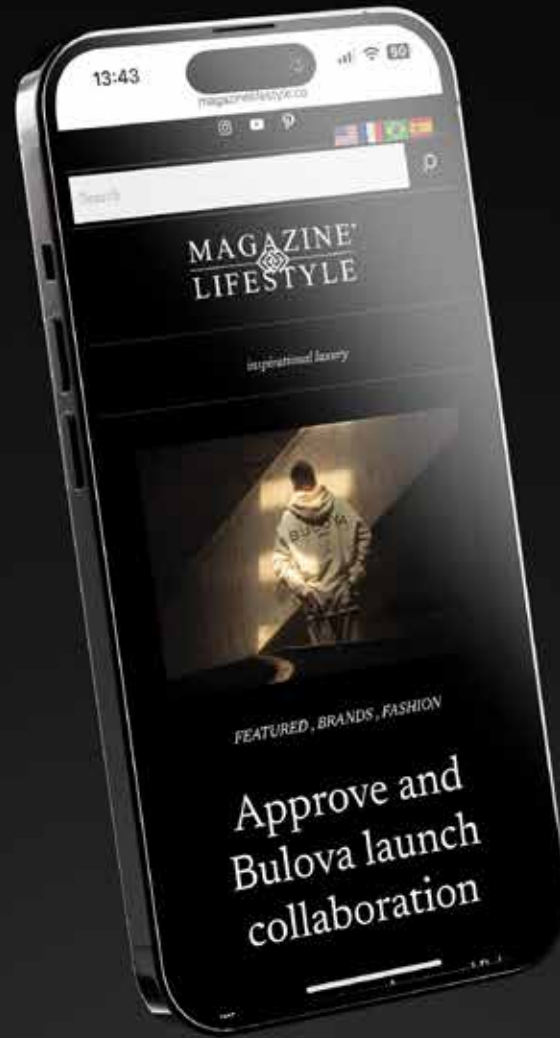
Purpose

Our purpose is to serve as a refined lens on the world, shedding light on ideas that truly deserve to circulate. News that refreshes the mind and calms the heart. In a world overloaded with noise, we believe in the power of words that elevate.

Value

Magazine Lifestyle exists to value what inspires and connects. We aim to be a showcase for a new way of seeing: more sensitive, more aesthetic, more conscious. We share experiences that reflect the finest in human creativity.

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Where We're Going and Who We Walk With



Recognition and Impact

We are one of the most influential and sensitive voices in the digital world of lifestyle and luxury. Our impact goes beyond metrics: it's seen in the emotional and intellectual connection we build with our readers and partners.



Dialogue with Brands and Readers

We are a relevant voice in the digital lifestyle and luxury space — a presence that inspires, informs, and moves. Our influence is built with purpose and sensitivity, and our impact is measured by the transformation we spark in each reader and partner who chooses to walk alongside us.



Global Consolidation and Creative Networks

We are a bridge between present and future — between aesthetic sophistication and the power of ideas. We aim to become an inspiring publication recognized for its sharp curation, sensitive voice, and connection to the spirit of the times — the *Zeitgeist* that guides us. We seek to strengthen creative and human networks, promoting the dissemination of concepts, products, services, technological innovations, projects, and relevant events. We aspire to be the link between influencers, professionals, fashion designers, artists, philosophers, content creators, and creative entrepreneurs from every field.



[HTTPS://MAGAZINELIFESTYLE.CO/2025/05/10/CHEF-ANA-TRICOIRE-E-SEUS-SABORES-AMAZONICOS/](https://magazinelifestyle.co/2025/05/10/chef-ana-tricoire-e-seus-sabores-amazonicos/)

MAGAZINE LIFESTYLE MANIFESTO

Because the luxury that moves us is the one that inspires.

We believe in beauty that awakens. In creativity that heals. In lightness that transcends time. In content that, before informing, touches. We weren't born to shout trends — but to whisper possibilities.

We are moved by stories that uplift. By brands that think beyond the obvious. By people who dare to dream with more kindness, more purpose, more truth. *Magazine Lifestyle* is more than a digital magazine — it's a gateway to lightness. We are an editorial space where luxury meets meaning. Where aesthetics is a language. Where innovation has soul. Where consciousness is always the starting point.

We value the reader's time. We honor the attentive gaze, the sensitive thought, the creative silence.

That's why we go beyond information: we deliver editorial experiences that inspire new ways of seeing, feeling, and living. In four languages. In every direction. *Magazine Lifestyle* is a bridge. A showcase. A refuge. A horizon.

Because sharing the lighter side of life is more than a choice — it's about preserving a sacred reserve of creative energy. It's contributing to the flow of evolution. It's creating a world where beauty, intelligence, and elegance walk together. This is our manifesto. This is our essence. This is our invitation:

Magazine Lifestyle is your Digital Magazine.

With love,

Márcia Ávila (Editor-in-Chief, *Magazine Lifestyle*)

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[HTTPS://MAGAZINLIFESTYLE.CO/2025/05/22/DESIGN-WEEK-POA/](https://magazinlifestyle.co/2025/05/22/design-week-poa/)

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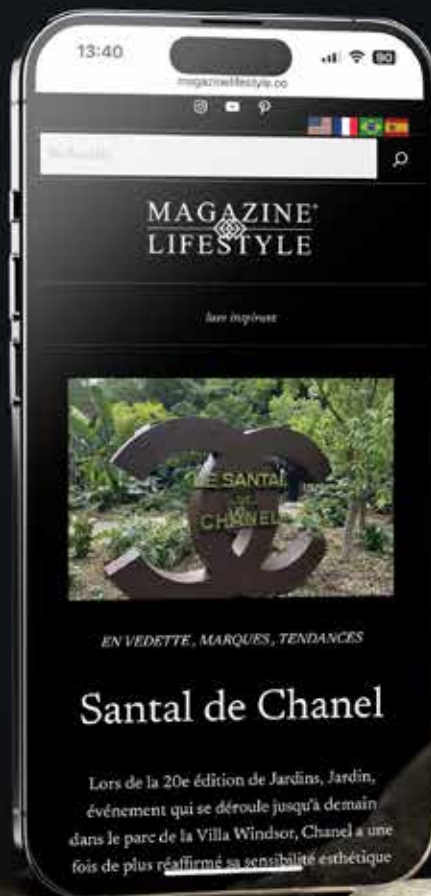
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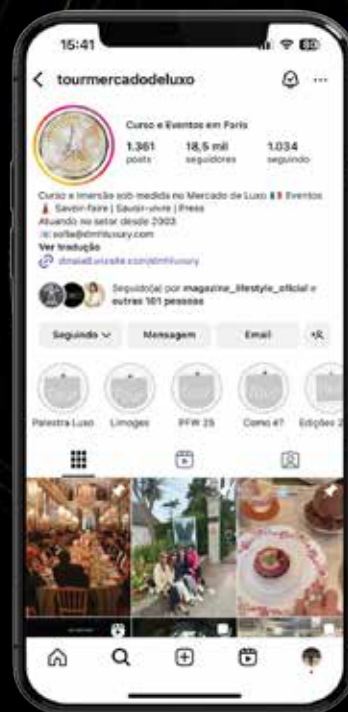
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