

# ROX

DIAMONDS & THRILLS



MEDIA PACK 2024/25

## LUXURY LIFESTYLE

Take a step in the world of Diamonds & Thrills with ROX Magazine.

Bringing together luxury watches, glistening diamond jewellery and high fashion, the bi-annual publication offers a chance to escape reality with a little glitz and glamour.



# BRANDS WHO ADVERTISE

- Barra Gin
- Bentley
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- Bulgari
- Cameron House
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- Mclaren
- Moët & Chandon
- Porsche
- Rolls Royce
- Silversea
- TAG Heuer
- The Glenturret
- Tudor
- Wolf 1834
- Zenith



# EDITORIAL

We have a team of distinguished writers to fill our magazine with exclusive content.

Topics include: luxury watches, jewellery, fashion, technology, cars, music, culture, cuisine and travel.

## GUEST CONTRIBUTORS

City AM watch expert Alex Doak

Eve's Watch writer Laura McCreddie-Doak

Editor at Large at Car Magazine Chris Chilton



ROX MAGAZINE | JEWELLERY EDIT

# 75 years OF THE SERPENTI

*The Serpenti turns 75 in typically decadent Bulgari style. ROX looks back on its sensuous and scandalous history.*  
Words by Laura McCreddie-Doak.

**B**ringer of death, symbol of fertility; bound to the earth but an emblem of eternal life – no creature has captured the human imagination more than the snake. It is one of the world's oldest and most widespread mythological symbols found everywhere from the temples of Cambodia to the First Navy Jack, or flag, of the US Navy. Pharaohs wore a symbol of the Uraeus to represent the goddess Wadjet, often portrayed as a serpent with wings, the mother and protector of Egypt. In ancient Greece and Rome serpents were associated with healing, strength, seductiveness, and eternity.

Bulgari, with its Greco-Roman heritage would have wanted to harness those associations when it unveiled its first Serpenti in 1948. This initial creation was more of a figurative, rather than a literal, serpent. While the head was square, the body was given a symbolic sinuousness through the Tubogas technique. The Tubogas was originally a corrugated tube made from articulated

bands of used to transport pressurised gas, hence the name. Bulgari took this principle and refracted it through a high-jewellery lens. Rather than crude bands, its craftspeople wrapped strips of gold, and sometimes steel, around a wooden form, ensuring the edges all interlocked. It isn't soldered but the jeweller must control the metal's temperature until the form has been wrapped. By the 1950s, the Serpenti has become more snake-like with a realistic head set with precious-stone eyes and with a watch dial hidden in its mouth.

This icon was given a major PR boost in 1963 when images emerged from the set of Cleopatra. The biopic starring Elizabeth Taylor in the titular role and Richard Burton as Mark Antony had already garnered headlines thanks to replaced directors, illness (Taylor contracted meningitis which postponed shooting), and spiralling budgets, but it was the burgeoning romance between Taylor and Burton, both of whom were married to other people, that was generating the gossip column inches.

# DISTRIBUTION & READERSHIP

ROX Magazine is distributed in Scotland and England - in Glasgow, Edinburgh, Leeds, Liverpool, Newcastle and London.

*5,000 printed copies*

*2000 copies distributed to boutique hotels and salons*

*2,000 distributed to ROX boutiques*

*1,000 direct mail to high net worth individuals*

*200+ pages of luxury lifestyle content*

*100+ luxury locations in Scotland and England*

## LOYAL READERSHIP

55% of readers are aged 26–55

30% of readers are Mosaic Category A – Alpha Territory

30% of readers have a household income of more than £70K

## LUXURY CONSUMERS

90% buy designer fashion

92% buy designer beauty

HUBLOT Spirit of Big Bang King Gold £37,100 (787911)

HUBLOT Square Bang Unico £19,900 (79148)

ZENITH Daily 21 Chrona II Skeleton £9,700 (80470)

TUDOR Black Bay Fifty-Eight £3,090 (75076)

**FUNKY DIALS**

Our quest for sartorial serotonin has spread to the wrist with brightly hued dials having a major moment.

HUBLOT Classic Fusion Aerofusion 52318 | £14,200

ZENITH Daily 21 Chrona II 91739 | £13,800

TAG HEUER Aquaracer Professional 300 79126 | £3,050

TUDOR Black Bay Chrono 76587 | £4,640

TAG HEUER Monaco 31481 | £6,300

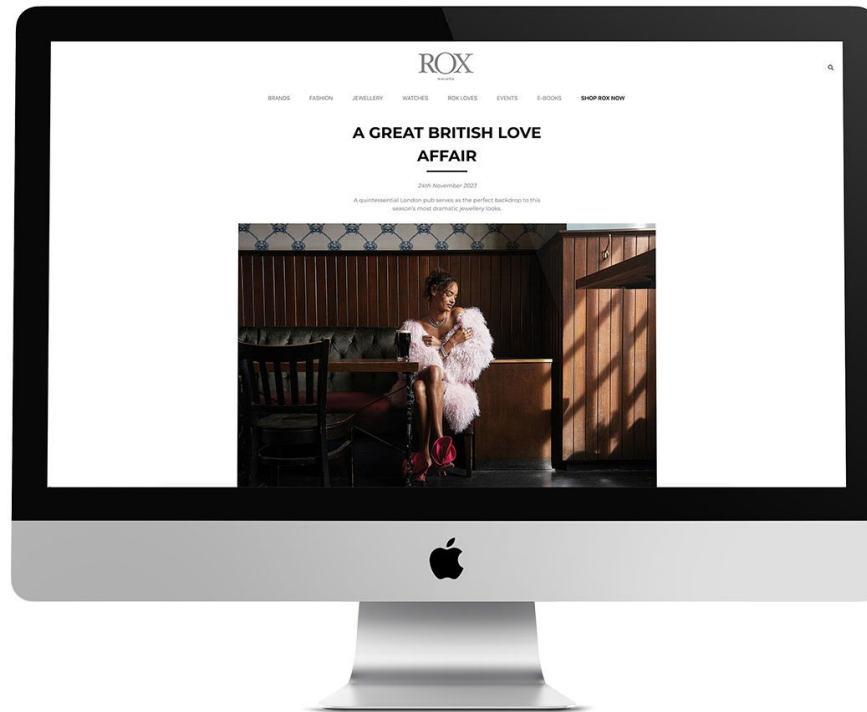
BULGARI Octo Roma Chronograph 99911 | £8,550

# PLATFORMS

Glossy and tactile, ROX Magazine is a superior quality publication that looks and feels good. ROX Magazine content is also published online at [magazine.rox.co.uk](http://magazine.rox.co.uk)



Print



Online



Mobile

# PRINT SPECIFICATIONS

## SINGLE PAGE

**Trim Dimensions:**  
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3mm required

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Please leave a border of at least 10mm top, bottom and outside edge and at least 15mm on the inside edge

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## PRODUCTION SCHEDULE

**Copy Deadline**  
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**Publish Date**  
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# CONTACT

Interested in getting involved? Get in touch to discover more about advertising, editorial and partnership opportunities.

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