

Lightberg Magazine

Modern Lifestyle, Curated for Wellbeing

Lightberg Magazine

Lifestyle • Wellbeing • Beauty • Culture • Travel • Conscious Living



A new kind of lifestyle media

LIGHTBERG MAGAZINE is a digital-first platform rooted in wellbeing, elegance and insights – designed for global professionals seeking substance and equilibrium.



From founders to philosophers

Interviews, essays, and visuals that unite business leaders' achievements with intentional living – amplifying voices that shape the future with awareness.



Luxury meets Longevity

LIGHTBERG explores success, productivity, design, beauty, and culture. We bring lifestyle elegance together with longevity and wellbeing for a discerning audience.



Built for depth and beauty

From our clean visual system to our limited-edition print, LIGHTBERG is crafted for those who value both aesthetics and intellectual clarity.

What LIGHTBERG Is

Editorial clarity and conceptual boundaries

- **What LIGHTBERG is:** An English-language, digital-first lifestyle platform for people at the intersection of wellness, business, travel, anti-aging, and mindful achievement.
- **Our focus:** Wellbeing as a new cultural language – how people live, work, travel, recover, and stay clear-minded.
- **The Editorial Promise:** We feature entrepreneurs, designers, and investors who align business acumen with self-awareness, responsibility, and ethics.
- **Positioning:** A calm, curated perspective with depth, context, and editorial selection.



Audience Profile

Conscious, accomplished, globally minded



Primary Audience: Global Professionals

Aged 28-55, based in the UAE and GCC, with a strong international footprint across the UK, US, and Europe. High-income, curious, and drawn to long-term wellbeing, purposeful work, and luxury aligned with values.



Secondary Audience: Industry Leaders

Hospitality visionaries, design innovators, wellness/biotech founders, and conscious-luxury brand builders.



Aspirational, Not Mass

LIGHTBERG attracts those who seek intentional living – prioritizing health, focus, design, and culture.



High-Value Engagement

A high-affinity audience that drives premium subscriptions, event attendance, and sponsor confidence, making it a strong fit for long-term partnerships.

Why Now

The timing for LIGHTBERG MAGAZINE is clear

- **Information Overload:** Information today is overwhelming and distracting. Leaders and creators require frameworks to stay clear, healthy, and effective. High-profile entrepreneurs actively invest in longevity-focused living and mental clarity.
- **Global Wellness Economy:** Valued at USD 6.3 trillion in 2024, forecast to reach USD 9 trillion by 2028 (Global Wellness Institute).
- **Sustainable Real Estate:** Worth USD 584 billion in 2024, projected to double to USD 1.1 trillion by 2029.
- **MENA Growth Hub:** Wellness industry worth USD 19.03 billion in 2024, projected USD 28.01 billion by 2033 (IMARC). UAE is among the fastest-growing wellness hubs globally. LIGHTBERG aligns at the nexus of performance, longevity, and prime living.
- **LIGHTBERG's Role:** LIGHTBERG curates the most worthwhile wellbeing experiences available today, making it easier for readers to find options that truly deliver, from practices to calm luxury travel and restorative spaces.

Editorial Pillars

LIGHTBERG's six content verticals

- **People & Culture:** Interviews with founders, designers, and entrepreneurs who connect business leadership with conscious living.
- **Wellbeing:** A modern lifestyle centered on long-term wellbeing, everyday vitality, and energetic balance.
- **Design & Space:** Architecture, interior minimalism, and slow luxury – exploring how our environments shape our lifestyle and attention.
- **Travel & Retreats:** Retreats, hotels, art-led destinations, and spatial experiences that nourish insight, stillness, and reconnection.
- **Beauty & Health:** Modern aesthetics, high-performance products, and everyday wellness essentials.
- **Practice:** Practical guidance and actionable ideas for a better day-to-day – from morning routines to recovery and work clarity.

Product Ecosystem

Digital core, podcast, collectible print, immersive formats

- **Digital Platform (Core):** LIGHTBERG's website delivers features, essays, and Q&As, curates People, Insight, Travel, Places, Beauty and Wellbeing.
- **Social & Video:** Instagram for visual storytelling, LinkedIn for professional credibility, and YouTube/Podcast for cornerstone video interviews.
- **Print Magazine (Quarterly 2027):** A 120 page collectible object – limited run, centered around a rotating editorial theme.
- **Integrated Experience:** LIGHTBERG blurs the lines between media, community, and experience – offering content and commerce across its formats.



Visual & Voice Standards

A calm, precise, and conscious editorial identity

- **Editorial Voice:** Calm and intellectually curious.
- **Visual Aesthetic:** Natural light, architectural backdrops, and quiet luxury. Editorial design echoes restraint and timelessness.
- **Typography & Layout:** Modern serif-sans pairings with generous white space – enabling easy reading and aesthetic pleasure.
- **Brand Alignment:** We partner with brands that reflect LIGHTBERG's ethos: longevity, slow fashion, responsible design, and conscious hospitality.



Strategic Partnerships

Aligning with leaders in luxury, wellness, and design

- **Hotels & Clubs:** LIGHTBERG partners with luxury properties for collaborations, event co-hosting, and experiential integration.
- **Clinics & Labs:** Wellness providers in aesthetic medicine, longevity, sleep, and recovery contribute expertise for content, practical programs, and trusted guides.
- **Design & Architecture Studios:** Features on art projects, city walks, and design-led stays.
- **Beauty & Aesthetics:** Editorial collaborations and events that connect beauty, wellbeing, and health with a thoughtful, responsible approach.



Contacts

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