

Lightberg Magazine

Modern Lifestyle, Curated for Wellbeing

Lightberg Magazine

Lifestyle • People • Longevity • Culture • Travel



Modern lifestyle media brand

LIGHTBERG MAGAZINE is a digital-first editorial platform rooted in wellbeing, created for global professionals seeking substance, clarity and balance.



From founders to philosophers

We publish interviews, essays and visual stories featuring people whose work and perspective are influencing contemporary life.



The new language of longevity

From hospitality and beauty to design and performance, we cover the ideas, people and places defining longevity as a cultural shift.



Built for editorial depth

From our visual language to our writing craft, LIGHTBERG MAGAZINE is created for readers who value aesthetics and intellectual clarity.

What We Publish

Editorial clarity and conceptual boundaries

- **Our brand:** Life is getting longer, cities are getting faster, and people are getting more tired. LIGHTBERG MAGAZINE was created to explore the future through clarity and a deeper quality of life.
- **Our focus:** Wellbeing as a cultural language – how people live, work, travel, recover, and stay clear-minded.
- **The Editorial Promise:** We feature cultural figures whose work reflects a thoughtful approach to modern life.
- **Positioning:** A calm, curated editorial perspective defined by selection and context.



Audience Profile

Conscious, accomplished, globally minded



Primary Audience: Global Professionals

Aged 28-55, based across the UAE, UK, US, Europe, Singapore and Hong Kong. High-income, internationally mobile, and drawn to long-term wellbeing, purposeful work and considered luxury.



Secondary Audience: Industry Leaders

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



Editorial relevance

LIGHTBERG MAGAZINE speaks to readers who value health, focus, culture and a premium way of living.



Trusted Engagement

A reader base that responds to context and curation, creating a credible setting for brand visibility.

Why Now

The timing for LIGHTBERG MAGAZINE is clear

- **Information Overload:** Wellbeing has become part of how people travel, work, spend and recover. At the same time, audiences are growing more selective. LIGHTBERG MAGAZINE responds to that shift with a curated editorial model focused on quality of life.
- **Global Wellness Economy:** Valued at USD 6.3 trillion in 2024, forecast to reach USD 9 trillion by 2028 (Global Wellness Institute).
- **Wellness 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).
- **LIGHTBERG MAGAZINE Role:** We curate worthwhile cultural and wellbeing experiences, from restorative practices to meaningful travel.

Editorial Pillars

Six content verticals

- **People & Culture:** Interviews with founders, designers, and entrepreneurs whose work reflects a thoughtful approach to modern life.
- **Wellbeing:** A modern lifestyle centered on long-term wellbeing and 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 shaped around restoration, culture and time well spent.
- **Beauty & Health:** Modern aesthetics, high-performance products, and everyday wellness essentials.
- **Practice:** Thoughtful routines, recovery tools and working habits that support clarity, energy and daily life

Product Ecosystem

Digital core, social storytelling, curated experiences

- **Digital Platform (Core):** Website features interviews, essays, destination stories and expert-led pieces across wellbeing, beauty, travel, culture and design
- **Social & Video:** Instagram for visual storytelling, LinkedIn for professional credibility, and YouTube/Podcast for cornerstone video interviews.
- **Print Magazine (Quarterly 2027):** A 120-page limited-edition print issue built around a rotating editorial theme.
- **Integrated Experience:** LIGHTBERG MAGAZINE creates space for intimate exchanges, founder-led discussions and thoughtful in-person formats.



Strategic Partnerships

Aligning with leaders in luxury, wellness, and design

- **Hotels & Clubs:** LIGHTBERG MAGAZINE partners with luxury properties for collaborations, event co-hosting, and experiential integration.
- **Clinics & Labs:** Expert-led contributions and editorial collaborations across longevity, sleep, recovery and aesthetic medicine.
- **Design & Architecture Studios:** Editorial features on architecture, interiors, spatial design and design-led stays.
- **Beauty & Wellbeing:** Collaborations and events that connect beauty, lifestyle and wellbeing.



Partnership Formats

Standard placements and bespoke collaboration formats

FORMAT	DELIVERABLE
Digital Brand Placement	Homepage and editorial-page banner placement.
Social Storytelling Placement	Curated branded storytelling across social platforms.
Editorial Partnership Package	Long-form partner stories (3 publications) created for the Lightberg Magazine audience through editorial and visual storytelling on website and social media.
Founder Interviews	In-depth conversations with founders, creators and decision-makers shaping contemporary living, beauty, wellbeing, hospitality and design.
Brand Features	Curated content placing a brand, space or concept in the right editorial context with clarity and relevance.
Private-Format Gatherings	Intimate breakfasts, salons and invitation-only conversations designed to bring the right people into one room around a strong idea.

Detailed partnership information is available upon request.

Contacts

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