



Lürzer's Archive

"Lürzer's Archive Ads, TV and Posters worldwide" - a unique bimonthly review dedicated to presenting the best new advertising campaigns from all over the world, now – boasts – being published in German, International, European, Chinese and US editions – a total circulation of 45,000 and an aggregate audience of 152,000 readers.

Founded in 1984 in Frankfurt by Walter Lürzer, formerly CEO, and partner at numerous globally active advertising networks and an award-winning doyen of the advertising industry, the magazine is head-quartered in Vienna, has a further office in New York, and clients around the world.

Each 160-page issue features 70 to 80 of the world's best new print campaigns and short synopses of 50 TV commercials, dated and classified by individual product groups.

Since 1998, Lürzer's ARCHIVE Specials has been publishing headturning international work from those areas of graphic design in which groundbreaking trends first see the light of the day: music, packaging design, catalogues & brochures, commercial illustration, and photography.

With each volume numbering over 250 pages, the specials feature more than 400 works from the respective discipline covered.

Lürzer's Archive is known by creatives throughout the world as the leading ad industry, compendium, each issue featuring the pick of the crop of outstanding print and TV campaigns.



Lürzer's Archive 25 Years Issue

THE BEST OF 25 YEARS OF ADVERTISING

No fewer than 35,000 ads and posters have appeared since the launch of Lürzer's Archive. To mark the 25th anniversary of our publication, we therefore decided that it was time to review the past quarter of a century. Naturally, all of the past work featured is among advertising's crème de la crème, yet there are some quite exceptional items that stand out even after all these years. These you will now find in the "25 Years of Lürzer's Archive" special, all of them grouped into the now familiar LA categories. Additionally, leading ad industry figures such as George Lois, John Hegarty, Tim Delaney

and a further 22 of the top names Lürzer's Archive has interviewed over the past quarter of a century were invited to respond to a question: What is the biggest single change to have affected advertising over the last 25 years? Look forward to reading their 25 fascinating replies - and to 25 years of exceptional advertising.



25 – Years Party

To celebrate the 25th anniversary of Lürzer's Archive, we will be throwing an unique worldwide online party right across all time zones. Join us and other ad industry greats to share in an advertising bash the likes of which will never been seen before. The twin "epicentres" of the party will be New York and Vienna.