

2011

ASIA TATLER

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Media Kit 2011



*People, Events,  
Tatler Top-500 List*



*Travel*

*(Destinations, City Guides)*

*Culture & Lifestyle  
(Arts, Etiquette, Green,  
Weddings, Design)*



*Homes*

*(Interiors, Architecture,  
Furniture, Real Estate)*

*Style  
(Fashion, Beauty)*



*Yachts*

*Watches & Jewellery*



*Motoring*

*(Cars, Bikes)*

*Columnists*



*Picks of the day*

*We reach the trendsetter and influencers through what is now the number one preferred medium for information and leisure – **the internet** .*

### *Reader audience:*

- **High society, trendsetters, high net worth and affluent individuals**
  - **2<sup>nd</sup> and 3<sup>rd</sup> generation Tatler readers**
    - **59% female, 41% male**
  - **75% earns HK\$500,000-\$1,000,000 or above per year**

Age		Nationality		Marital Status		Position at Work	
Under 24	12%	Asian	78%	Married	42%	Executive / Managerial	63%
25 – 44	72%	Non-Asian	22%	Single	52%	Professional	27%
45 or above	16%			Others	16%	Others	10%

Hong Kong has one of the **highest internet penetration rates** within the region with currently **3,8 million unique internet users**.

(Source: OgilvyOne, Comscore)

### **T** *Prestigious readership*

We reach an audience unrivalled by another other online publication - prestigious and affluent trendsetters and thought leaders that you can associate your brand with.

### **T** *Established and regional network*

Capitalising on over 30 years of luxury lifestyle and high society expertise in Hong Kong & around Asia, where we have 16 other editions of the Tatler brand.

### **T** *Creative solutions*

We offer creative solutions unavailable elsewhere, from mini-sites to virtual tours of shops and properties to branded video channels, all well-integrated with our content for maximum impact and visibility.

### **T** *In-depth luxury brand coverage*

From our Popular Brands listing and extensive Shopping Guide.

### 1) Asia Tatler Member Club

Exclusive invitations, deals & promotions

### 2) New categories & extended content

E.g. Wedding, Etiquette, Motoring & Yachts, Property

### 3) Shopping Guide

Exclusive product showcase

### 4) (Branded) Video Channels

### 5) Interactive features: Voting and polling, submitting your own event photos



Interactive features

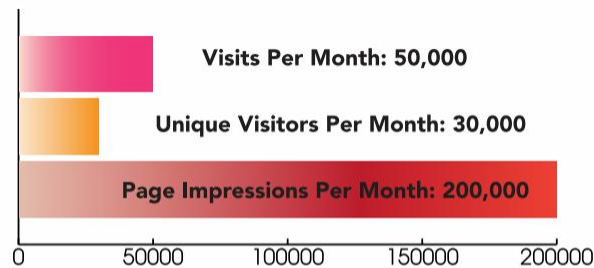
Video Channel

Shopping Guide

Reach our influential reader audience with our range of impactful advertising spaces and solutions!

Display Ads - Advertorials - eDM service - Video production

### VISITORS



#### Trends: 6 Month Comparison

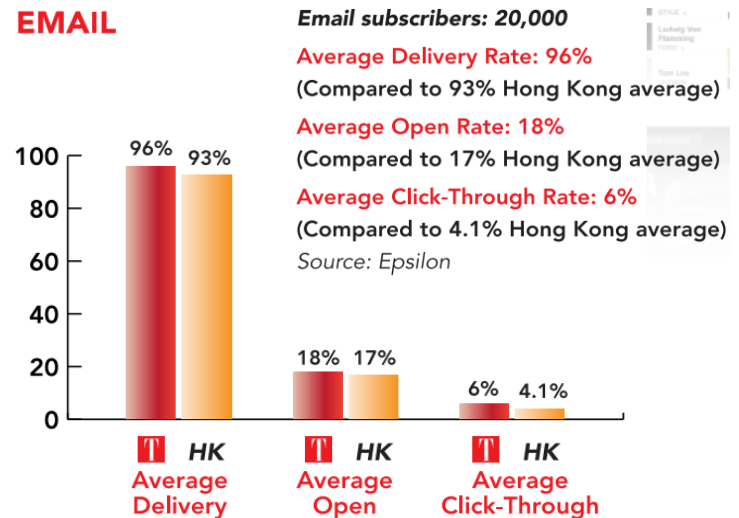
October 2010 - March 2011 compared to October 2009 - March 2010

Visits Per Month: **+224.49% increase**

Unique Visitors Per Month: **+252.42% increase**

Page Impressions Per Month: **+84.28% increase**

### EMAIL





### Display advertising

High-impact advertising for brand awareness and visibility, incl. creative solutions that seamlessly integrate your marketing message into our content.

- BANNER SPACES**  
(JPG, Flash, GIF)
- 1** Landing Page Banner
  - 2** Superbanner  
(under AsiaTatler.com logo)
  - 3** Main frame insert  
(integrated into the Top Stories/Second slide)
  - 4** Leaderboard/Top Banner
  - 5** Skyscraper
  - 6** Special tab
  - 7** Square Banner
  - 8** Middle Banner



### Targeted Section Sponsorships

Increase the impact of your display advertising by focusing on relevant editorial sections.

- Prime categories (People, Events, Video, Top 500, Columnist, Shopping Guide)
- Other categories (Culture & Lifestyle, Style, Travel, Motoring, Property, Charity etc.)



## T Videos

From producing top-quality videos and virtual tours, to hosting your very own video channel or sponsoring our luxury lifestyle videos, our in-house production team will breathe new life into your story.

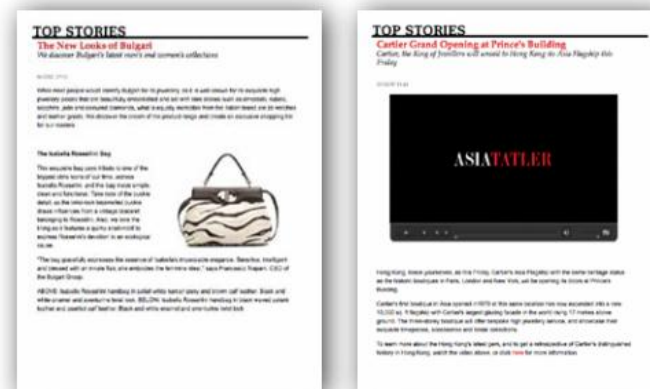
- Branded video channel
- Video Pre-Roll
- Video Advertorial  
(production and placement)
- 360° Virtual Tour



## T Write-ups

In the hands of our expert editorial team, get your brand message to our users

- Advertorial Write-up  
(production and placement)

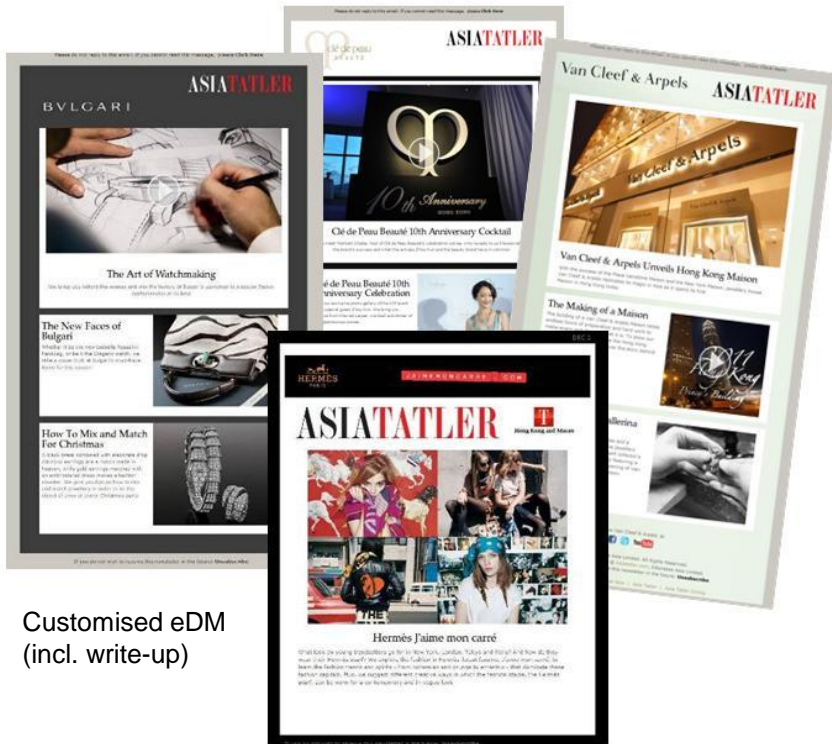




## Email marketing

Speak directly to our affluent and influential subscribers by going straight to their Inbox.

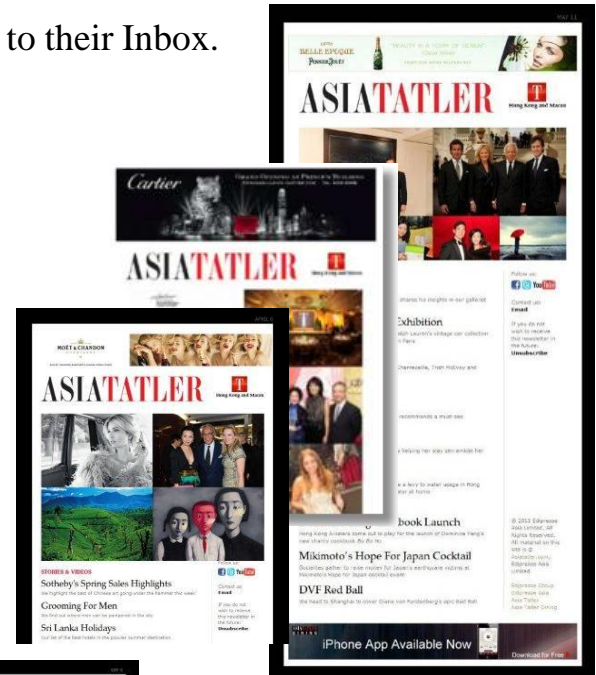
- Customised eDM (incl. editorial & website feature)
- Endorsed eDM (NEW!) (Standalone flyer blast)
- E-newsletter Sponsorship (eDM Top Banner)



Customised eDM (incl. write-up)



NEW! Endorsed eDM



eDM Sponsorship

HARVEY NICHOLS



Salvatore Ferragamo

NET-A-PORTER.COM



BOUCHERON  
PARIS

DE BEERS  
JEWELLERY

Chopard

JOYCE



MOËT & CHANDON  
CHAMPAGNE

BURBERRY



Ω  
OMEGA

SENZANOME.  
jade protects you



The  
MACALLAN  
HIGHLAND SINGLE MALT  
SCOTCH WHISKY

Cartier

Van Cleef & Arpels



QUINTESSENTIALLY

JIMMY CHOO

BVLGARI



美高梅中國控股有限公司  
MGM China Holdings Limited



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