



BANGKOK



HONG KONG



SINGAPORE

Asia City Living Magazines

MULTI-CITY RATE CARD 09



# REGIONAL REACH, LOCAL DEPTH

Asia City Living magazines are the leading lifestyle weeklies for Asia's most active, affluent consumers. Published in three of Asia's most dynamic cities – Bangkok, Hong Kong and Singapore, Asia City Living magazines offer a regional network of lifestyle publications with a truly local perspective.

Asia City Living magazines have a total combined circulation of 120,000 readers per week and an established loyal readership of a half a million readers per week. They are distributed free in more than 1500 high traffic popular venues including each city's top restaurants, bars, clubs and cafes, arts and entertainment venues, bookstores, health & beauty stores and many major retail venues.

No other publication in Asia combines the regional coverage, local depth and targeted affluent readership of Asia City Living magazines.

If you are targeting Asia's urban, young and most desirable professionals, you should be advertising in Asia City Living Magazines. You can reach our readers affordably through a multi-city buy.

# ASIA'S MOST DESIRABLE AUDIENCE

**78%** are in the active range of 20 – 39 age range

**65%** are single and therefore have high disposable income

**89%** are well educated and have at least one university degree

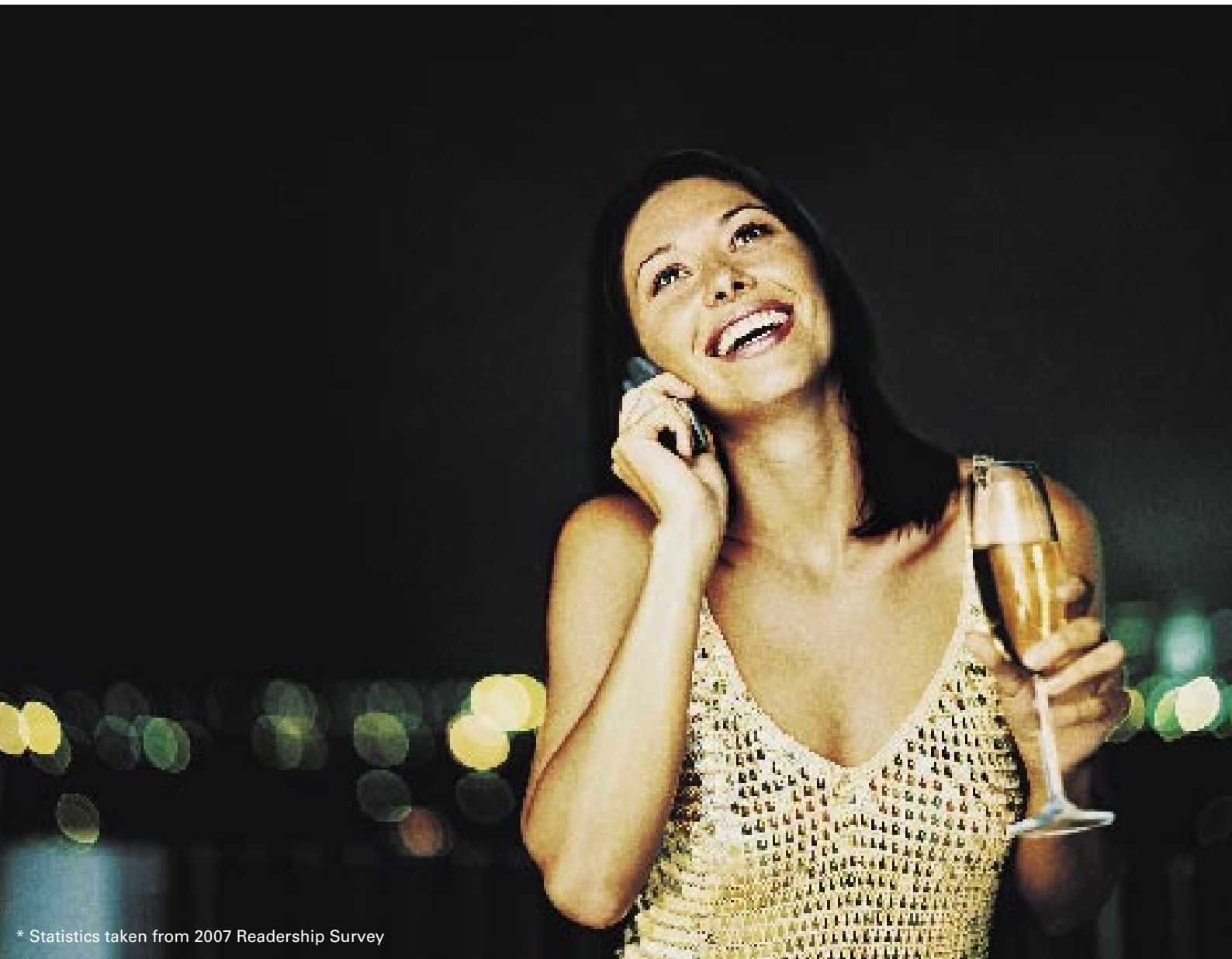
**76%** are in high level professional/management positions

Readers attend entertainment events frequently, with films and club/bars being most popular

Dining out is a major activity, **89%** of readers eat out at least twice per week

**66%** of our readers travel for leisure, at least 1- 5 times per year;

**75%** of our readers travel regularly for business



# OUR READERS ARE OUR BIGGEST FANS

**65%** of readers have read at least 3 out of the last 4 issues  
More than half readers refer to the magazine at least three times  
Half our readers consider Asia City living magazines as their primary source of city lifestyle information

**100%** made purchase and lifestyle decision by referring to the magazine



# MULTICITY RATE CARD

**Effective June 2009. All rates are in US dollars.**

	Full Page	Half Page	Quarter Page	
<b>Three City Buy</b>				
BK + I-S + HK	6,700	3,700	2,200	
<b>Two City Buy</b>				
I-S + HK	5,700	3,100	1,700	
BK + HK	5,900	3,200	1,800	
BK + I-S	3,600	2,200	1,600	
<b>Frequency discounts:</b>				
	<b>6x</b>	<b>13x</b>	<b>26x</b>	<b>50x</b>
	10% off	20% off	30% off	40% off

Rates for other sizes available on request.

Rates applicable to only Feature Color Section.

	Circulation per week	Readership per week
BK	30,000 MCS audited	120,000
I-S	40,000 ABC audited	160,000
HK	50,000 HKABC audited	200,000

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