

[2016 MEDIA KIT]

[LOFT]

LOFT is a membership club designed for those with a keen interest in local and international property investment, architecture and interior design. LOFT communicates to and engages its members through a range of touch points including a bi-annual magazine, website and interactive events.

LOFT was launched in 2009 to meet a growing demand for autonomous and well-researched information on the property and design industries. It is produced in Hong Kong by INFO/NATION, the leading market intelligence company for high net worth individuals in Greater China. INFO/NATION conducts extensive research to identify individuals with high spending power and a proven track record of property investment.



INTERNATIONAL
PROPERTY
INVESTMENT,
INTERIOR
DESIGN AND
ARCHITECTURE

[MEMBERSHIP]

LOFT has 44,000 registered members. The majority of whom are based in Hong Kong. Property and design enthusiasts can request membership online, however all applicants are vetted to ensure the LOFT member base remains as desirable as possible for partners.



MAGAZINE



WEBSITE



EDM DISTRIBUTION

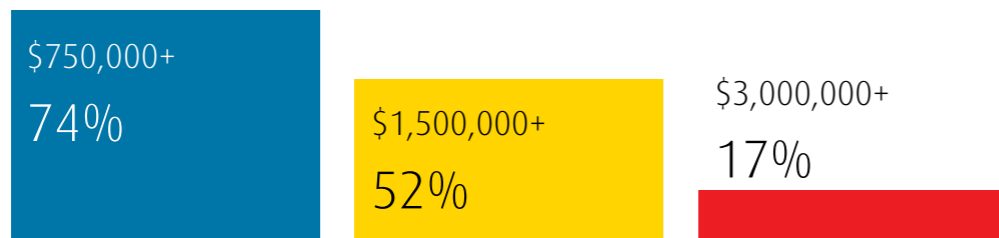


EVENTS

GENDER

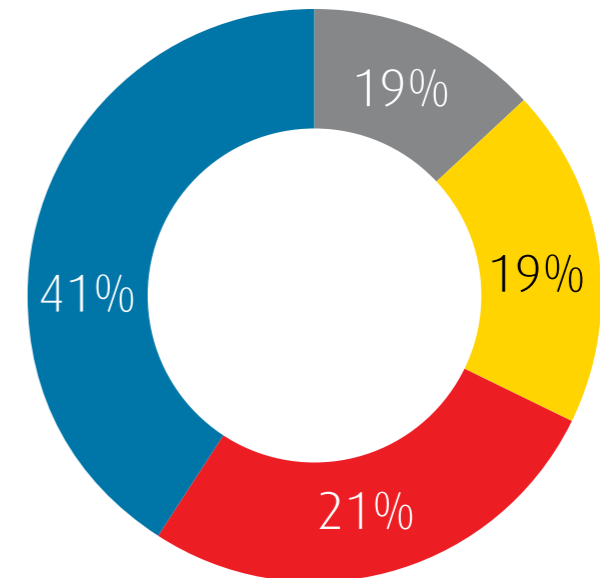
		AGE	
Male	68%	-35	13%
Female	32%	35+	87%

ANNUAL HOUSEHOLD INCOME



JOB TITLE

- Senior Management (MD, GM, Head of Business Unit)
- Chairman, Director, Business Owner
- C-Suite (CEO, CFO, CIO)
- Other Managerial & Professional



[MAGAZINE]

Award-winning LOFT magazine is hand-delivered to the top members and is also sold at selected newsstands and bookshops across Hong Kong. The bi-annual publication is a mix of fresh and unbiased editorial content and contemporary design, making the magazine a must-read for anyone from serial international investors to design-conscious homeowners.

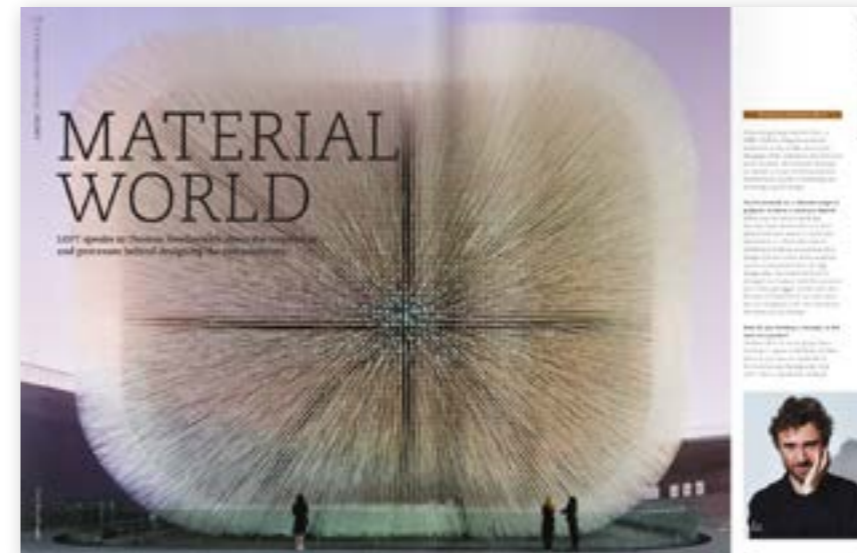
PLACES:

Property picks in top international locations



FACES:

Interviews, case studies and profiles



SPACES:

Design, interiors and architecture



LOFT LISTINGS:

Global property investment opportunities



[RATES & SPECIFICATIONS]

LOFT MAGAZINE 2016

Issue	Autumn
Booking deadline	1 September
Material deadline	9 September
Publishing date	7 October

ENGAGING
SERIAL
PROPERTY
INVESTORS
AND
DESIGN
ENTHUSIASTS



FULL PAGE

US\$ / INSERTION

Full Page ROP	4,500
Right Hand Page	5,200
Premium Position (IBC, Opposite Contents, Editors Note, etc.)	5,400
OBC	6,400

DOUBLE PAGE SPREAD

US\$ / INSERTION

DPS ROP	8,400
Premium Position (Before Contents)	11,500
IFC (1st DPS)	12,200

HIGH IMPACT

US\$ / INSERTION

"Z" Cover DPS	14,800
IFC Gatefold (4x full page)	16,600

POSITION

TRIM SIZE W X H (MM)

BLEED SIZE W X H (MM)

Full Page / Inside Front Cover / Back Cover	216 x 279 (mm)	222 x 285 (mm)
Inside Front Cover Spread / DPS (Spread)	432 x 279 (mm)	438 x 285 (mm)

NOTE: If text runs across the inside gutter of a DPS, please allow 3mm away from the centre line each side

FILE FORMATS

Illustrator CS3 files, Vector based EPS files, Tiff files or PDF X/1-A

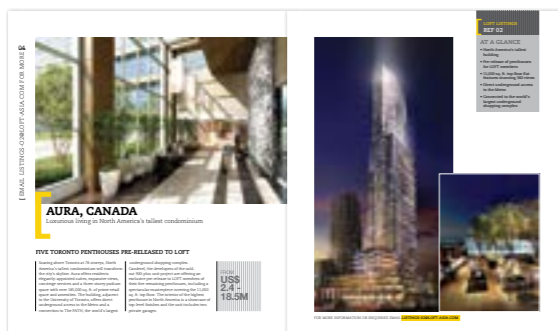
All image files must be at least 300dpi at the actual size and all fonts must be outlined

Colour Mode: CMYK(SWOP)

Files must be submitted on CD-ROM with a colour proof

Please note all artwork must be submitted with 10mm bleed which is added to the trim size

[LOFT LISTINGS]



LOFT listings is a property-focused supplement showcasing outstanding luxury real estate and compelling investment opportunities available around the world to a network of qualified investors.

This printed supplement will be hand delivered to members of *The Reserve* in March with the spring issue of *The Reserve* magazine. The print edition will also be available in selected retail outlets across Hong Kong, while a digital version will be sent to all members of LOFT. A digital version translated into Chinese will also be sent to members of Yù Hào Huì in Mainland China.

- Reach over 80,000 qualified property investors
- Design and creative managed entirely by the LOFT team. Advertisers only need to supply high res images, property details and price
- Listings will also appear on thereserve-asia.com, loft-asia.com and yuhao-hui-asia.com for a period of 6 months (or until sold)

LOFT LISTINGS 2016

Issue	June	September	December
Reservation deadline	10 May	10 August	10 November
Material Deadline	17 May	17 August	17 November

RATES: ADVERTISING UNITS & PROPERTY LISTINGS

US\$ / INSERTION

	1x	2x	3x
Full page ad unit: Inside front cover	3,600	3,240	2,910
Full page ad unit: Inside back cover	3,600	3,240	2,910
Full page ad unit: Outside back cover	3,700	3,330	2,990
Full page ad unit or property listing	3,100	2,790	2,510
Double page spread ad unit or property listing	4,600	4,140	3,700

SPECIFICATIONS

TRIM SIZE

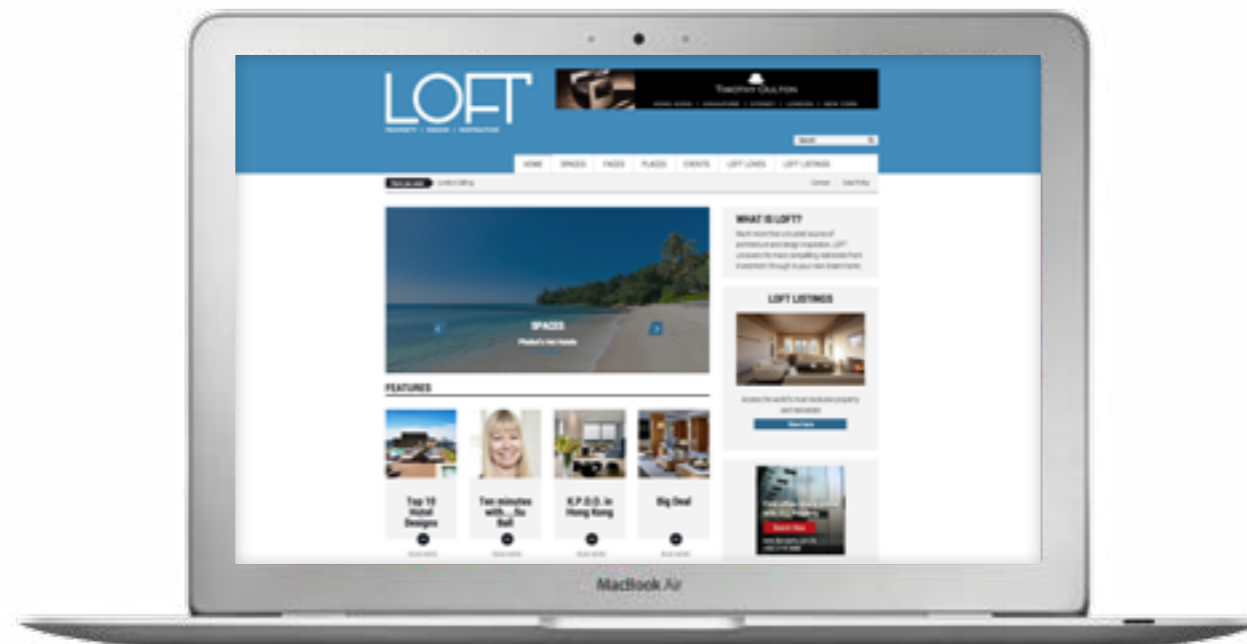
BLEED SIZE

Full page	205x242 (mm)	211x248 (mm)
Double page spread	410x242 (mm)	416x248 (mm)

[WEBSITE]

The LOFT website is updated with fresh, compelling news, features and interviews on a regular basis. Open to non-members as well as members, the site also features videos and photographs from recent events in addition to popular web-only regulars. An e-version of LOFT magazine can also be enjoyed by visitors to our website.

PLACEMENT	BANNER SIZE	US\$ / MONTHLY RATE
Top banner	728 (w) x 90 (h) pixels	2,100
Side banner	200 (w) x 200 (h) pixels	3,100



[DIGITAL]

HOME OF THE WEEK

Every week LOFT selects a desirable property for sale anywhere in the world and produces an eDM to send to its 44,000 members. Unlike a traditional property advert or listing, the strong editorial content and enticing imagery engages potential investors. 'Home of the Week' is further communicated through the LOFT website and its social media channels.



	US\$		
	1x	2x	3x
eDM (per broadcast)	8,100	7,100	5,400

Home of the Week properties are subject to approval

E-NEWSLETTER

LOFT's two e-newsletters are distributed on a monthly basis to the 44,000 members. 'LOFT on Location' focuses on property investment in a specific location every edition, while 'LOFT Loves' is a roundup of home design and lifestyle products. Listed rates apply to a single edition of the e-newsletter.



	US\$
Banner advertisement	4,200

BANNER SIZE

529 (w) x 83 (h) pixels

To be supplied in jpeg format with a maximum file size of 30k

EDM

LOFT eDMs offer targeted marketing to high income and high net worth individuals with an active interest in property investments and design. Sent directly to 44,000 members LOFT eDMs have a proven track record in generating leads and driving valuable sales.



	US\$		
	1x	2x	3x
eDM (per broadcast)	8,100	7,100	3,400

[EVENTS]

LOFT works with property and lifestyle partners to produce events that achieve direct results. Providing a full range of services, LOFT creates the ideal environment and a qualified guest list to deliver powerful brand messages and drive sales. Events are covered in both the magazine and online, and are promoted via custom-designed eDMs and printed invitations.





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