



# Franchisee Advertising Program

## Luxury Properties

Luxury Properties is a bilingual magazine targeted at high net-worth individuals in Asia looking to enjoy the ultimate in lifestyle residences. LP contains the latest news about architecture, design, investment and outstanding high-end properties for sale globally.

### CIRCULATION & DEMOGRAPHIC: TOTAL REACH

First Published:	March 2004
Frequency:	Six issues per year
Language:	Chinese & English
Circulation:	110,000
Circulation Breakdown:	
Northern China	31%
Eastern China	33%
Southern China	20%
Western China	16%
Hong Kong/Macau	15%
Rest of World	2%
Occupation:	
Business owners, Investors, Chairmen	68%
Managing Directors, Top Management (Mainly the real estate industry)	22%
Architects, Designers	5%
Governmental Position	3%
Others	2%



GENDER		AGE		NETWORTH	
Male	65%	25-34	14%	10-30	11%
Female	35%	35-44	45%	30-50	20%
		45-54	33%	50-100	28%
		55+	8%	100+	41%

### 2015 RATES FOR PROPERTY FINDER SECTION

SIZE	COLOR	COST
Full Page	Full Color	\$2,100
Up to 4 Properties allowed per page		

### 2015 CLOSING DATES

ISSUE	PUBLICATION DATE	MATERIAL DEADLINE
Jan/Feb	January 15	November 15
Mar/Apr	March 15	January 13
May/June	May 15	March 15
July/Aug	July 15	May 15
Sept/Oct	September 15	July 14
Nov/Dec	November 15	September 15