

# [ MEDIA KIT 2011 ]



[WWW.LOFT-MAGAZINE.COM](http://WWW.LOFT-MAGAZINE.COM)

# LOFT

PROPERTY | DESIGN | INSPIRATION

# [ ABOUT LOFT ]

LOFT is a property and lifestyle magazine sent out to subscribers across the globe. It is a trusted source of information for people looking to make smart investments in the global property market as well as a source of interest for those with an eye for luxury living.

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[ EDITORIAL SECTIONS ]

# SPACES

Our key property section highlights events, trends and happenings in the property world as well as cool new products for the home and in-depth stories on relevant and timely topics in the property world.

# L

[ EDITORIAL SECTIONS ]

# PLACES

With more of a travel slant, this section is filled with global stats, up-and-coming places to invest across the globe and amazing architectural builds worth making a trip for.

[ EDITORIAL SECTIONS ]

# FACES

This section includes interviews, case studies and profiles. It still has its roots firmly in property but has more of a lifestyle feel via regular features on up-and-coming talent and profiles on significant figures in the architecture and design industries.

# [ READERSHIP ]



# [ THE LOFT COMMUNITY ]

LOFT Magazine  
Subscribers

15,000 COPIES

32,000 READERS

LOFT eDM to  
registered members

42,000 CONTACTS

LOFT Events

100-200 PEOPLE

LOFT Website

200,000+ VISITORS



READERSHIP OF

32,000

LOFT has a readership of 32,000 affluent individuals in Hong Kong

DATABASE OF OVER

42,000

LOFT's monthly newsletter is sent to a registered database of over 42,000

COPIES PERSONALLY  
MAILED

100%

100% of copies are personally addressed and mailed to a database of qualified individuals

# [ READER DEMOGRAPHICS ]



## AGE

**87%**

are 35+

## GENDER

**68%** **32%**

Male

Female

## ANNUAL HOUSEHOLD INCOME

**74%**

74% earn \$750,000+

**52%**

52% earn \$1,500,000+

**17%**

17% earn \$3,000,000+

## JOB FUNCTION

**13%**

Other Managerial & Professional

**27%**

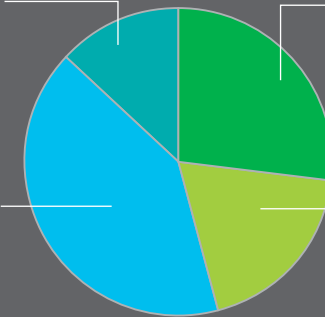
Chairman, Director, Business Owner

**41%**

Senior Management (MD, GM, Head of Business Unit)

**19%**

C-Suite (CEO, CFO, CIO)



# [ ADVERTISING RATES ]

## PRINT ADVERTISING RATES

RUN OF BOOK	INSERTION / HK\$			
	1x	3x	4x	8x
FPC	35,000	32,500	30,000	26,000
DPS	65,000	60,000	55,000	48,000

*Creative executions on application.*

### GUARANTEED POSITIONING

OBC	60,000
IFC DPS	95,000
Other Guaranteed	+10%

### LOFT LISTINGS

	1x	2x	4x
1/3	12,000	10,500	9,000
Full Page	25,000	23,000	20,000
DPS	38,000	35,000	31,500

LOFT Listings section is a targeted section in the magazine dedicated to selling and leasing of properties presented in a bespoke format. The section aims to provide the most comprehensive listings for prestigious and unique properties in the global market.

### LOFT EDM

	1x	2x	4x
eDM (per email)	\$2	\$1.80	\$1.40

LOFT eDMs offer targeted marketing to 42,000+ high income earners with an active interest in property investments and a quality lifestyle. LOFT aims to actively engage this premium demographic and deliver great results for advertisers.

# [ ADVERTISING RATES ]

## ENEWSLETTER AND WEB ADVERTISING RATES

POSITION	BANNER RATE* / HK\$
Run of Page	16,000
Front Page Guaranteed	18,000
LOFT Homepage Web Banner	24,000 per month

\*The LOFT eNewsletter is distributed digitally on a monthly basis. Listed rates apply to a single edition of the eNewsletter.



# [ LOFT EVENTS ]

## LOFT EVENTS

From large glamorous parties through to small intimate gatherings and everything in between.

### SERVICES INCLUDE:

- All event, F&B and RSVP costs
- Guaranteed guest quantity and quality
- Pre- and post-event coverage in the magazine and online
- Custom-designed eDM and printed invitations to our VIPs
- Packages starting from HK\$80,000

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# [ SPECIFICATIONS ]

## MAGAZINE



Full Page



DPS  
(Spread)

POSITION	TRIM SIZE (This is the page size) W x H (mm)	BLEED SIZE W x H (mm)
Full Page / Inside Front Cover / Back Cover	216 × 279 (mm)	226 × 289 (mm)
Inside Front Cover Spread / DPS (Spread)	432 × 279 (mm)	442 × 289 (mm)

### 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

## ENEWSLETTER

- Banner Ad size: 468 (w) x 60 (h) pixels
- To be supplied in jpeg format with a maximum file size of 30k

# [ SPECIFICATIONS ]

## LOFT LISTING SPECIFICATIONS



POSITION	TRIM SIZE		BLEED SIZE
	(This is the page size) W x H (mm)		W x H (mm)
Full Page	216 x 279 (mm)		226 x 289 (mm)
DPS (Spread)	432 x 279 (mm)		442 x 289 (mm)
Half page – Horizontal	186 x 124.5 (mm)		196 x 134.5 (mm)
1/3 page – Horizontal	186 x 83 (mm)		196 x 93 (mm)

### 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

# [ CONTACT DETAILS ]



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