

High Life

MEDIA KIT 2018

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Brand statement

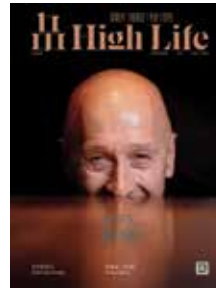
High Life provides luxury brands with direct and relevant access each year to around 6 million of China's most affluent, flamboyant, extravagant and spontaneous consumers. Our distribution to every room in 22 of Macau's most luxurious hotels, high end residential buildings and cafés, ferry terminal lounges and direct VVIP subscription database, combined with our sophisticated content, provides direct communication with those consumers just meters from the point of purchase for dozens of the world's most luxurious brands. No other media channel provides such a unique value proposition to its clients.



About



July 2018



June 2018



May 2018



April 2018



Mar 2018

WHAT IT IS

High-end and mid-range luxury brands
 Tourism, lifestyle and leisure
 Arts and culture
 Showcases the very best of Macau

TARGET AUDIENCE

Macau visitors in 5 star hotels
 The most affluent 4% of mainland Chinese
 High spenders from Hong Kong and Taiwan

LANGUAGES

Simplified Chinese and English

FREQUENCY

Monthly

PAGES

164

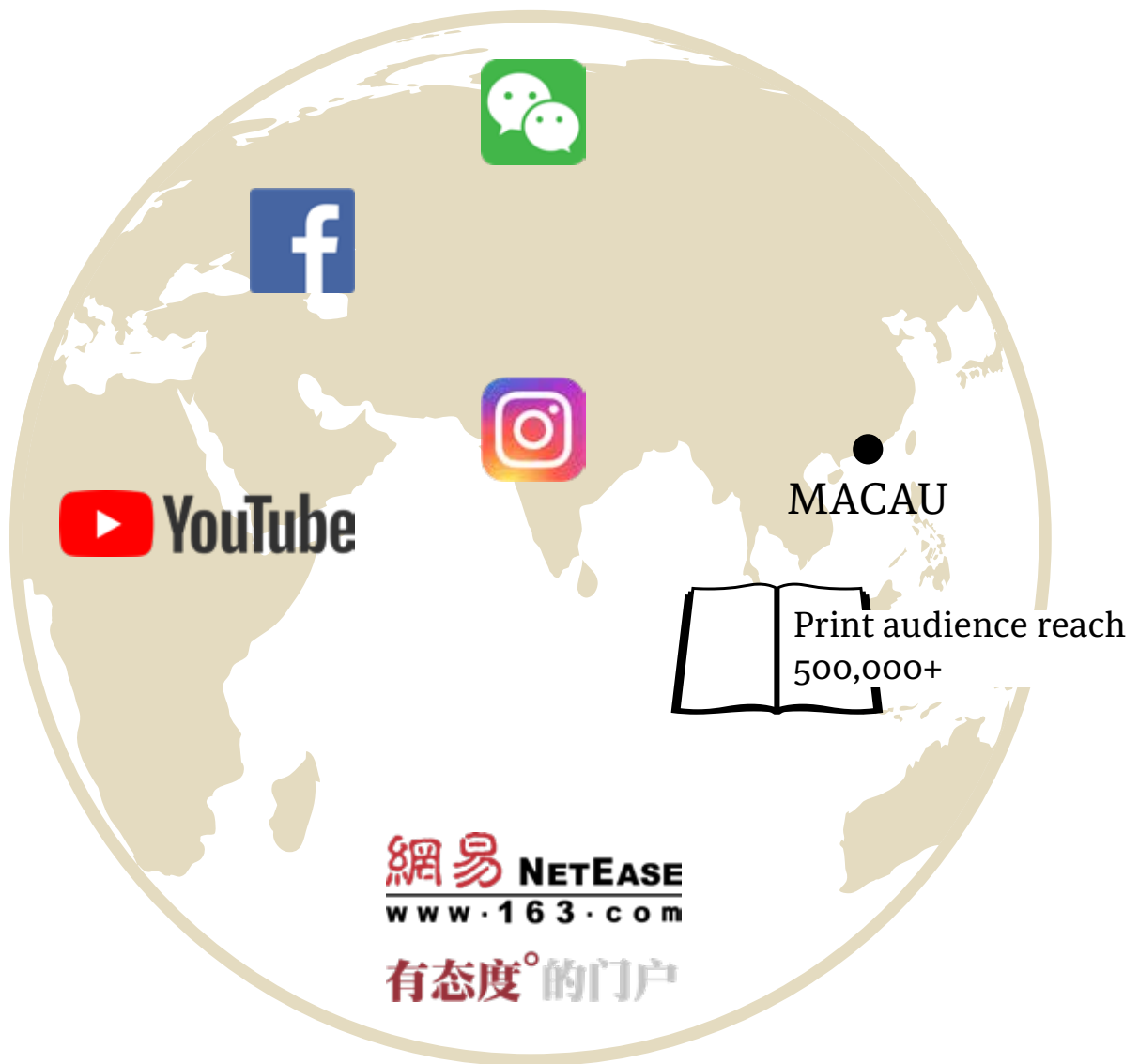
FIRST ISSUE

September 2016

WEBSITE

asiahighlife.com

Reach



Audience

Visitors to Macau in 2017: 33 million



• Purchasing power:

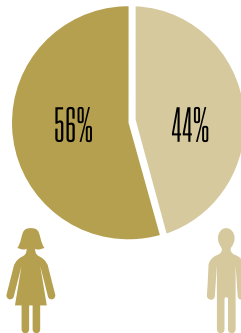


Age 25+ :
Reach > 80%

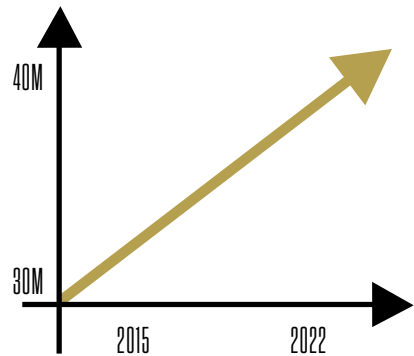


Age 25-54 :
Reach > 64%

• Gender:



• Growing visitation:



Content

COVER STORIES



- Celebrities
- Socialites
- Artists

SOCIETY

- Beautiful people, interesting people
- Celebrity interviews
- Arts and culture
- The best of Macau

INDULGE

- Celebrity chefs
- Michelin-starred restaurants
- Wellness and relaxation
- Travel and fun

PLAY

- Concerts and parties
- Sporting lifestyle
- Yachts and supercars
- Private aviation

STYLE

- Latest trends
- Fashion and accessories
- Fragrance and beauty
- Tech toys

CONCIERGE

- Around 100 top Macau retail offerings
- Fashion, shoes and accessories
- Jewelry and timepieces
- Beauty, spas and tech toys



Marketing solutions

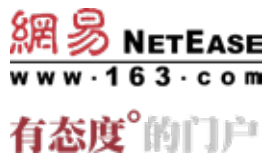
EVENTS

Brand collaborations

We work collaboratively to create bespoke events in Macau to generate engagement for your brand. We then cover these events via our media channels.

SOCIAL MEDIA

Prestige content communication for high-end segment.



Social media posts available utilizing our readership.

COPYWRITING

Advertorials written by *High Life*. We can create bespoke copy to promote your brand and values.

VIDEO

We create high quality video to be used as you see fit. We can also distribute video via our social media channels.

Testimonials

“As the market-leading distributor of Wines, Spirits, Beers and other beverages throughout Macau, Seapower Trading Co., Ltd (www.seapower.mo) represents its brands by promoting them through the very best channels available. We have advertised Perrier-Jouët through *High life* for the past 18 months and can’t recommend *High Life* highly enough when it comes to opening the door to luxury for Macau’s enormous tourist market.”

– Patrick Ting, Seapower

“Lamborghini has been fortunate enough to have partnered with *High Life* since its inaugural issue in 2016 and in that time *High Life* has clearly established itself as the most luxurious magazine in Macau. It is because of the quality of *High Life* that I have always believed it to be a perfect match for Lamborghini – two industry leading brands for those who want nothing but the best. I look forward to our relationship continuing long into the future.”

– Albert Wong, Lamborghini



Distribution

HIGH LIFE IS AVAILABLE IN EVERY GUEST ROOM OF MACAU'S MOST LUXURIOUS AND PRESTIGIOUS HOTELS ...



THE COUNTDOWN



NUWA



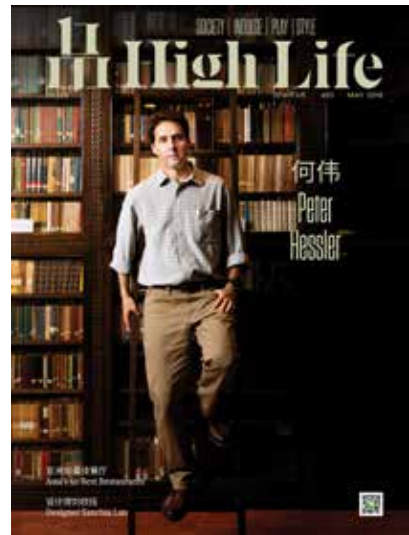
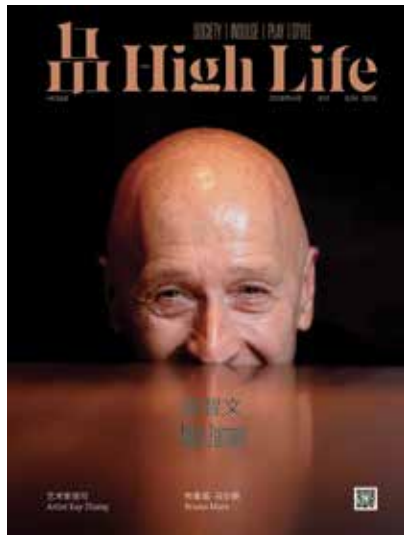
SOFITEL HOTELS & RESORTS

澳門十六浦索菲特酒店
MACAU AT PONTE 16



Contact us

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品 High Life

is part of one of Macau's largest media companies



We proudly produce and operate numerous media and event brands in Macau and the Greater Bay Area

Please contact us for media kits or more details on any of our products