

# High Life

## MEDIA KIT 2018

Brand statement

Covers

Supplements

About

Content

Integrated media solution

Audience

Distribution

Testimonials

Specs

Website options

Mobile options

Production schedule

Terms and Conditions

Contact us

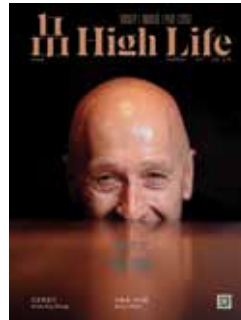
# Brand statement

*High Life* provides luxury brands with direct and relevant access each year to around 8 million of China's most affluent, flamboyant, extravagant and spontaneous consumers. Our distribution to every room in 23 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 and our multi-channel online strategy 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.



**50 percent  
of overnight  
visitors to Macau  
stay in a hotel  
room displaying  
*High Life***

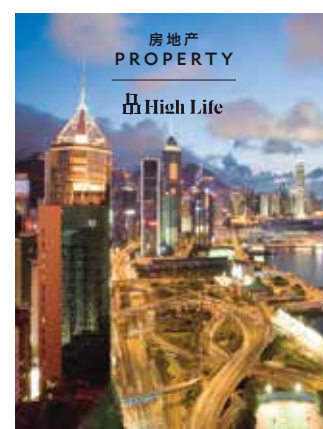
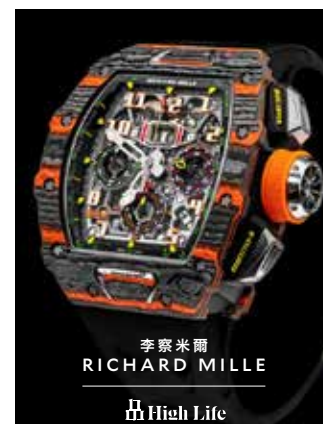
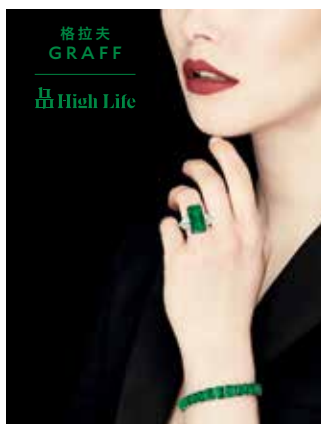
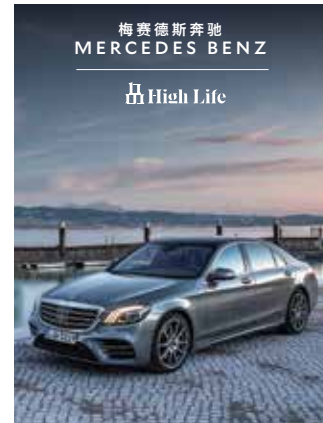
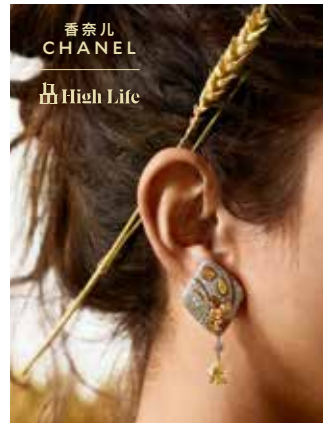
# Covers



## SOCIETY | INDULGE | PLAY | STYLE



# Supplements



High Life can create a range of customized supplements such as themed specials or brand showcases.



# About



## 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

# 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

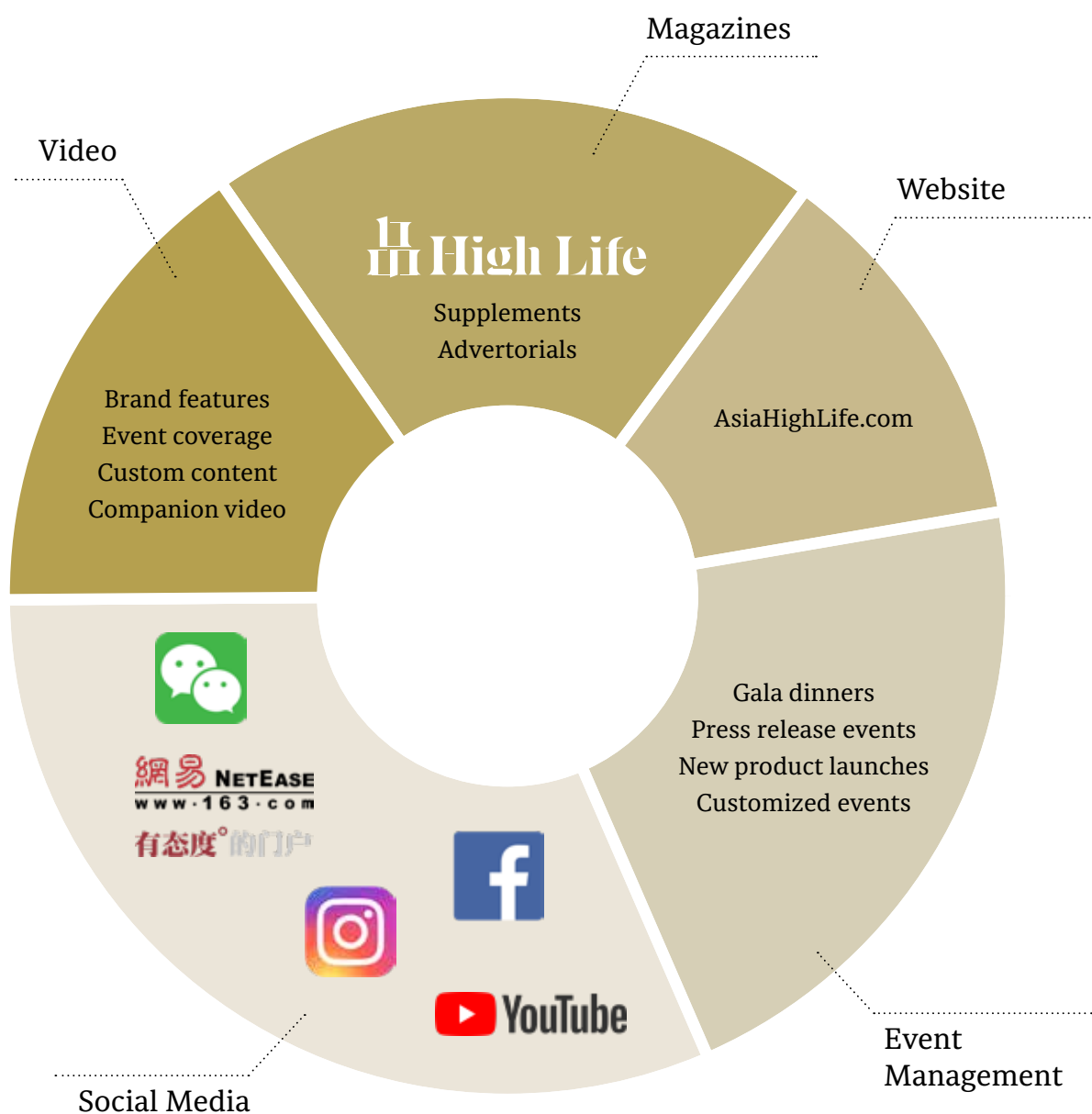
- Latest trends
- Fashion and accessories
- Fragrance and beauty
- Tech toys

## CONCIERGE

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



# A complete integrated media solution

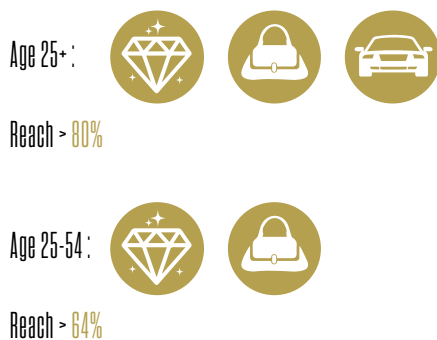


# Audience

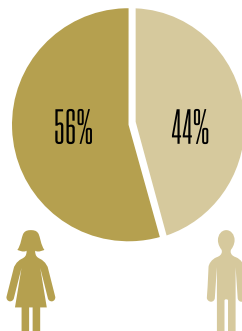
Visitors to Macau in 2017: 33 million



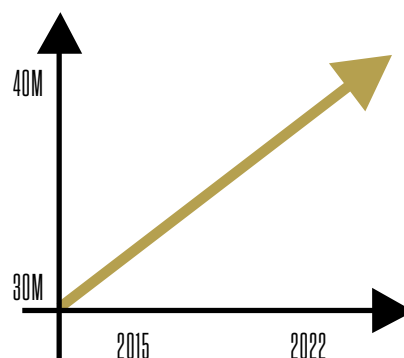
## • Purchasing power:



## • Gender:



## • Growing visitation:





# Distribution

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

**ALTIRA**  
新濠鋒 MACAU

  
BANYAN TREE  
MACAU  
澳門悅榕莊

澳門百老匯  
BROADWAY MACAU

THE COUNTDOWN

  
GALAXY™  
HOTEL  
銀河酒店

澳門君悅酒店  
GRAND | HYATT  
MACAU

  
澳門新葡京酒店  
GRAND LISBOA  
Macau

HVH HARBOURVIEW HOTEL  
勵庭海景酒店

JW MARRIOTT  
MACAU  
澳門JW萬豪酒店

  
LEGEND PALACE  
勵宮酒店

  
澳門葡京酒店  
HOTEL LISBOA  
MACAU

  
MANDARIN ORIENTAL  
MACAU

  
MGM  
美高梅

MORPHEUS

NÜWA

  
Hotel Okura  
MACAU  
澳門大倉酒店

  
THE RITZ-CARLTON  
MACAU

  
ROCKS HOTEL  
萊斯酒店

  
皇都酒店  
HOTEL ROYAL  
MACAU

SOFITEL  
HOTELS & RESORTS  
澳門十六浦索菲特酒店  
MACAU AT PONTE 16

星際酒店  
StarWorld Hotel

  
STUDIO  
CITY MACAU  
新濠影滙

  
13

# Testimonials

“As the market-leading distributor of Wines, Spirits, Beers and other beverages throughout Macau, Seapower Trading Co., Ltd ([www.seapower.mo](http://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



# Specs

## Full Page (ROP)

Trim:

229mm (w) x 305mm (h)

Bleed:

235mm (w) x 311mm (h)

## Double Page Spread

Trim: 458mm (w) x 305mm (h)

Bleed: 464mm (w) x 311mm (h)

## Inside Back cover

Trim:

226mm(w) x 305mm (h)

Bleed:

232mm (w) x 311mm (h)

## Inside Front Cover DPS

Trim 452mm (w) x 305mm (h)

Bleed: 458mm (w) x 311mm (h)

## KEY DATES

### Publishing date:

2 to 6 days before 1st of the month

### Material deadline:

The 12th of the prior month

## MATERIAL SUBMISSION

### Hi-res PDF 300 dpi

Use **WeTransfer.com** for large files

## → Specs

### PDF FILES COLLECTION GUIDELINES

- PDF files can be sent via FTP server, DVD or USB drive.
- PDF Version 1.3 or above, with file resolution 2,400dpi.
- Please use CMYK image mode, we do not accept RGB mode.
- Image format should be EPS or TIFF.
- Image resolution should be minimum 300dpi, bitmap image resolution should be 800dpi to 1,200 dpi. Please do not select OPI settings for PDF conversion.
- All fonts must be embedded. Do not use TrueType fonts.
- Please ensure file sizes are correct, and crop marks and 3mm bleed are included.
- Please specify spot PMS color, UV or other effects on file.
- Do not file into color management settings.
- Do not use a file compression program.





# Website options



Beside the menu is a transparent grey area, which can be an ad space for an advertiser to put a 16:9 video or equivalent size graphic.



In article 728 x 90 banner.



Landing page splash screen. This takes up the whole monitor of a device so there is no fix size for the vid or image but preferably 4:3 landscape.



Popup vid/pic ad - 16:9 video or 4:3 image.

# Mobile options



# Production Schedule

## January

**Material deadline:** Tuesday 12 December 2017  
**Release date:** Wednesday 27 December 2017

## July

**Material deadline:** Tuesday 12 June 2018  
**Release date:** Tuesday 26 June 2018

## February

**Material deadline:** Friday 12 January 2018  
**Release date:** Thursday 25 January 2018

## August

**Material deadline:** Thursday 12 July 2018  
**Release date:** Wednesday 25 July 2018

## March

**Material deadline:** Monday 12 February 2018  
**Release date:** Monday 26 February 2018

## September

**Material deadline:** Friday 10 August 2018  
**Release date:** Monday 27 August 2018

## April

**Material deadline:** Monday 12 March 2018  
**Release date:** Monday 26 March 2018

## October

**Material deadline:** Friday 14 September 2018  
**Release date:** Wednesday 26 September 2018

## May

**Material deadline:** Thursday 12 April 2018  
**Release date:** Wednesday 25 April 2018

## November

**Material deadline:** Friday 12 October 2018  
**Release date:** Thursday 25 October 2018

## June

**Material deadline:** Friday 11 May 2018  
**Release date:** Friday 25 May 2018

## December

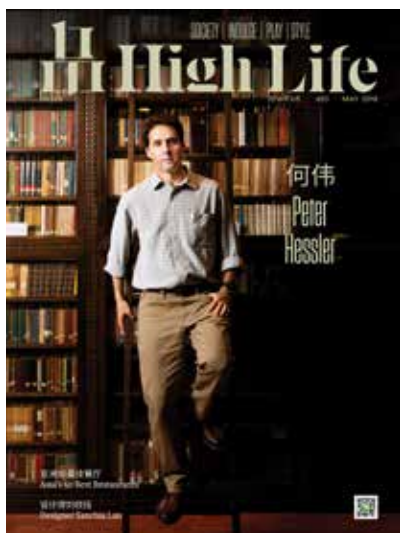
**Material deadline:** Monday 12 November 2018  
**Release date:** Monday 26 November 2018

Release dates are subject to change by a few days, but are never later than the second last day of the prior month.

# Terms and Conditions

## OTHER TERMS

- Specified positions incur 15% loading
- Contracts generally run by calendar year
- Other creative advertising options available
- Advertising designed by *High Life* incurs a production fee
- Materials must comply with our standard written operational guidelines (copy available on request)





# Contact us

For rates and further information please contact  
Pam Chang on  
+853 6328 8797 or at [pc@asiahighlife.com](mailto:pc@asiahighlife.com)



# 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