

LP

LUXURY PROPERTIES 地标

www.lp-luxuryproperties.com



全球顶级豪宅的唯一选择

THE WORLD'S MOST
EXCLUSIVE CHOICE
OF PREMIUM PROPERTIES

the right editorial environment

内容一览

• News & Reviews

最新资讯及新闻回顾

Market analysis, new properties, emerging trends, investment tips
市场分析、新项目简介、新兴潮流、投资指南



• Feature

封面特辑

Interviews with specialists, market analysis and showcase of properties following a chosen theme
邀请业内知名专家针对某一特定主题发表看法



• Instyle & Photo Shooting

风行天下专栏

A creative collage of the latest luxury products in fashion, jewellery, furniture and home appliances
汇集了最新时尚用品、奢华珠宝首饰、典雅家具和高端家用电器



• Creator

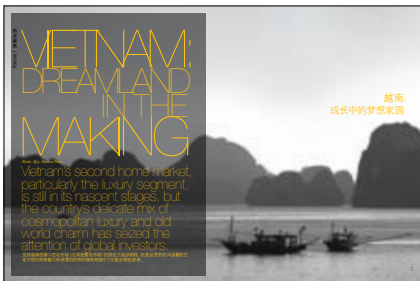
零距离

Interviews with leading designers
著名建筑师访谈



the right editorial environment

内容一览



• Focus 热点聚焦

In depth analysis of an emerging international market
国际热门市场深度报道



• Zoom 新视点

Showcase of the most exceptional properties for sale
待售高端项目的展示平台



• Vision 华墅风云

Previews a cutting-edge residential project yet to be completed
即将竣工的住宅项目预览



• Property Finder (divided into 5 sections) 梦想搜寻 (共5部分)

Tropical	亚热带
Urban	城市
International	国际
Vineyards	葡萄酒庄园
Islands	岛屿

CREATIVE SOLUTIONS

While display advertising is still the most cost-effective way to promote yourself to *LP-Luxury Properties'* readership, we also welcome the opportunity to recommend creative promotional packages based on your own individual objectives and budget.

Editorials: Use *LP-Luxury Properties'* award-winning editorial and design teams to help communicate your promotional message/corporate profile etc.

Supplements: From 12 pages to over 100 pages, produced to your own specification, content, design, production and distribution.

Inserts: Insert positions are available upon request; either on a supplied basis or printed by *LP-Luxury Properties* on magazine paper stock. Ask for details and submit exact size dummy for quotations.

Creative Covers: False covers, French doors, Z-folds can all be used to create a massive impact or communicate a more complete message.

Direct Marketing: Enhance your campaign with direct communication to over 80,000 VIPs via email, traditional mail or telemarketing.

创意解决方案

刊登常规的广告是向《LP地标》的读者发布信息最划算的方法。我们也会向贵公司推荐符合贵公司预算和宣传目标的广告策划方案。

软广告:《LP地标》最优秀的采编和设计队伍定能帮您完美传递产品和公司介绍等相关信息。

特刊:内容、设计、印刷至发行都会遵循贵公司的要求,页数从12页至100页不等。

插页:位置可以根据客户的需求而定,或由客户提供资料,也可以由《LP地标》杂志负责印刷。客户提供精确的样品尺寸后,才能给出具体的报价。

特殊封面:装饰性封面,翻页小门和Z字型折叠页可以传递较为完整的信息,较之传统广告形式更具冲击力。

直邮:通过此方式将资讯传递给逾八万名贵宾

PROPERTY FINDER 梦想搜寻

	1x	2x	4x
DPS 双页延展	6,000 US 42,000 ¥	5,700 US 39,900 ¥	5,300 US 37,100 ¥
FP 整版	4,000 US 28,000 ¥	3,300 US 23,100 ¥	2,900 US 20,300 ¥

MATERIAL SIZES (H x W in mm)

广告尺寸 (高×宽, 单位: 毫米)

	TRIM 净尺寸	BLEED 出血	TYPE 文字尺寸
DPS 双页延展	303 x 458	313 x 468	283 x 438
FP 单页	303 x 229	313 x 239	283 x 209

ADVERTISEMENT RATES
广告费用**DISPLAY 商业广告**

Effective January 2010 (currencies: US dollars and China Renminbi)

	1x	2x	4x
IFC 封面内页	42,000 US 300,000 ¥	39,000 US 270,000 ¥	32,000 US 230,000 ¥
1st DPS 第一跨页	40,000 US 280,000 ¥	35,000 US 250,000 ¥	29,000 US 200,000 ¥
2nd DPS 第二跨页	36,000 US 250,000 ¥	33,000 US 230,000 ¥	28,000 US 190,000 ¥
3rd DPS 第三跨页	35,000 US 240,000 ¥	32,000 US 220,000 ¥	26,000 US 180,000 ¥
DPS 跨页	33,000 US 230,000 ¥	30,000 US 210,000 ¥	25,000 US 170,000 ¥
OBC 封底	26,000 US 180,000 ¥	23,000 US 160,000 ¥	19,000 US 130,000 ¥
FP Special Position 整版特殊位置	23,000 US 160,000 ¥	20,000 US 140,000 ¥	17,000 US 120,000 ¥
FP 整版	19,000 US 130,000 ¥	18,000 US 120,000 ¥	15,000 US 100,000 ¥

SUPPLEMENT 别册

Effective January 2010 (currencies: China Renminbi)

价格有效期至2010年1月。(货币单位: 人民币)

	LP China 52,100 copies	LP Asia 48,100 copies
12 pages supplement - loose insert 12页别册-独立式	40,000 US 275,000 ¥	37,500 US 255,000 ¥
24 pages supplement - loose insert 24页别册-独立式	73,000 US 500,000 ¥	68,000 US 460,000 ¥

Rates above include 上述价格包括: Design/Printing fee 版面设计/印刷费**Editorial 内容:** To be provided by client 客户自行提供**Additional Printrun 额外印数:** To be quoted on request 根据具体要求再行报价**For supplement binded to the Body magazine, extra 15% loading fee to be charged 别册如需编订入主刊, 将收取额外的15%的费用****LOOSE INSERTS 独立广告插页**

	LP China 52,100 copies	LP Asia 48,100 copies
1 Full Page format loose insert 单页广告插页	9,000 US 63,000 ¥	8,500 US 60,000 ¥
Catalogue format insert (less than 12 pages) 手册形式插页 (少于12页)	18,000 US 130,000 ¥	16,000 US 110,000 ¥

Loose inserts opportunities are only available for existing advertisers. Catalogues are to be provided by client

独立广告插页仅为已有广告客户服务, 广告手册需由客户自行提供

readership

读者调查

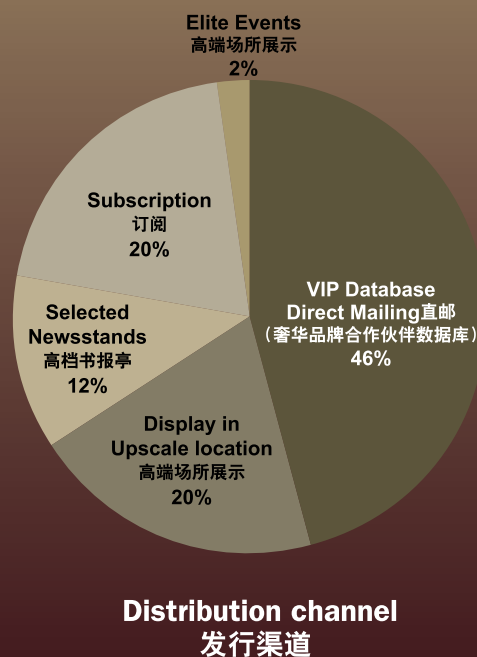
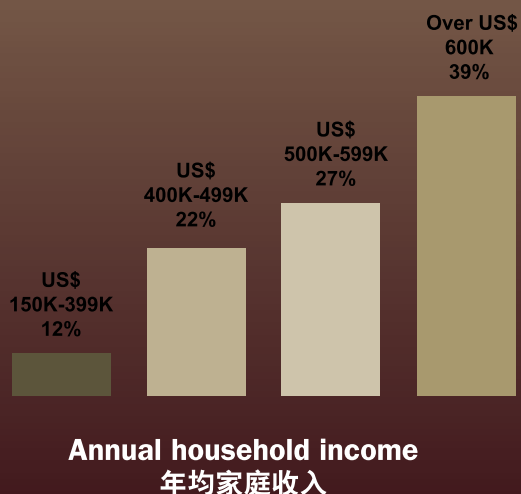
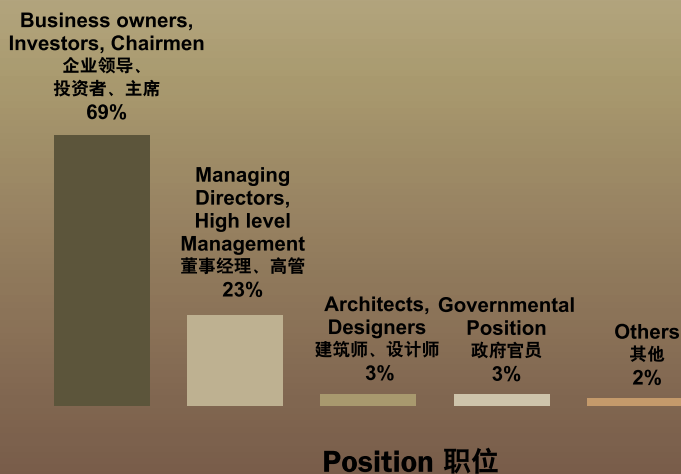
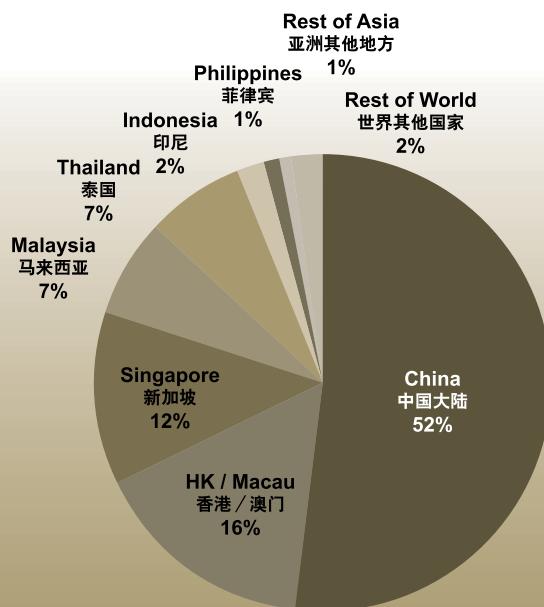
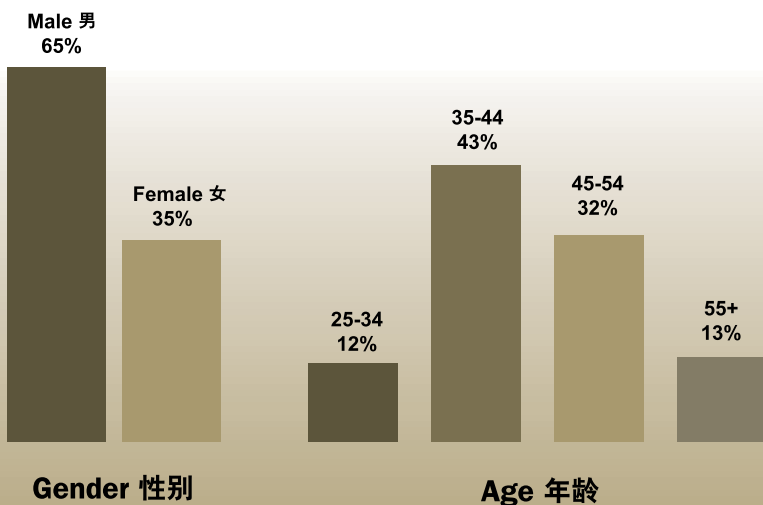
circulation

发行

100,200 copies every quarter
每季度100,200本

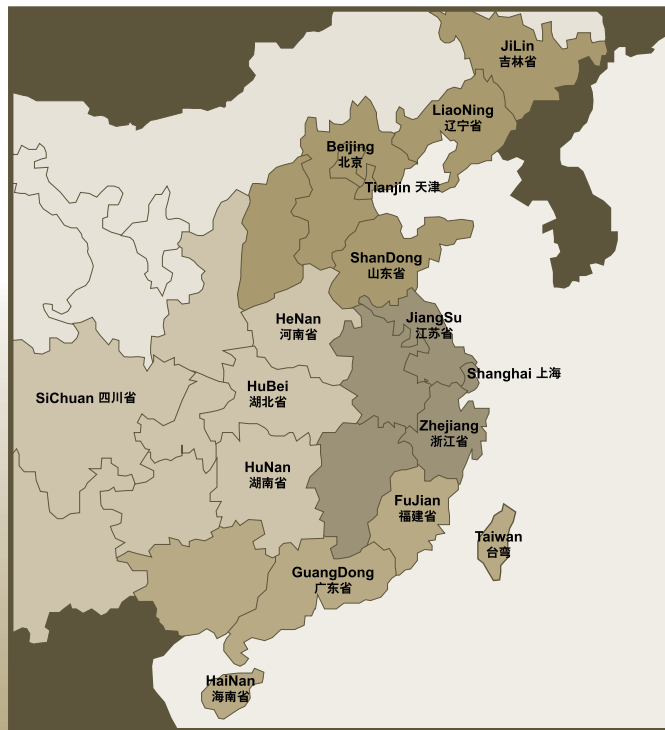
LP is reaching HNWI in China and the Asia-Pacific region
 《LP地标》是亚太地区（尤其是中国）超级富豪的必备读物

A Highly Targeted Readership
高度集中的目标读者



china circulation

中国发行



Northern China 华北地区

35%

Beijing 北京	23%
JiLin (ChangChun...) 吉林省 (长春...)	2%
LiaoNing (AnShan, DaLian, ShenYang...) 辽宁省 (鞍山, 大连, 沈阳...)	4%
ShanDong (Qingdao, YanTai, WeiHai...) 山东省 (青岛, 烟台, 威海...)	3%
TianJin 天津	2%
Other cities 其他城市	1%

Eastern China 中国华东区

30%

JiangSu (SuZhou, NanJing, WuXi...) 江苏省 (苏州, 南京, 无锡...)	4%
Shanghai 上海	20%
ZheJiang (HangZhou, WenZhou, NingBo...) 浙江省 (杭州, 温州, 宁波...)	5%
Other cities 其他城市	1%

South West China 华南地区

20%

FuJian (Xiamen, Quanzhou...) 福建省 (厦门, 泉州...)	5%
GuangDong (GuangZhou, Shenzhen, DongGuan...) 广东省 (广州, 深圳, 东莞...)	10%
HaiNan (HaiKou, SanYa...) 海南省 (海口, 三亚...)	3%
Other cities 其他城市	2%

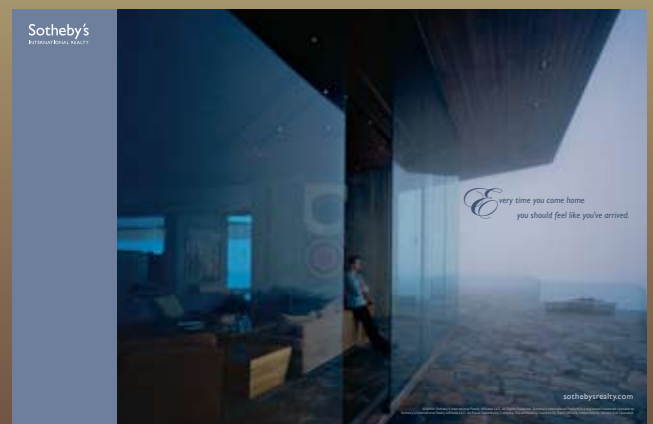
Central China 华中地区

15%

SiChuan (ChengDu, ChongQing...) 四川省 (成都, 重庆...)	4%
HuNan (ChangSha...) 湖南省 (长沙...)	4%
HuBei (WuHan...) 湖北省 (武汉...)	2%
HeNan (ZhengZhou, NanYang...) 河南省 (郑州, 南阳...)	2%
Other cities 其他城市	3%

supporting advertisers

合作品牌



events

高端活动

LP is strongly established as the official and exclusive media partner of the China International Luxury Property Show and the official media partner of the region's most important high-end property shows .

《LP地标》杂志是中国国际高端物业展唯一指定官方合作媒体，也是亚太地区众多高端地产展的官方合作媒体。





亚洲顶尖奢侈品出版集团
The Leading Luxury Publications Group in Asia

