



LIFESTYLE+TRAVEL

living - travelling - intelligently

lifestyle + travel is not only dedicated to those who love travelling, but this regional, premium-quality consumer title celebrates the lifestyle of travel, catering to both the new jet-setting breed of frequent regional/long-haul travellers, and a global audience interested in and inspired by our Pan-Asia-Pacific focus.

Featuring award-winning travel writing and photography of an exceptionally high standard, **lifestyle + travel** endeavours to portray the beauty of the world's most intriguing places in a colourful and often quirky way. The result are timeless, almost coffee table-style themed editions, out every two months.

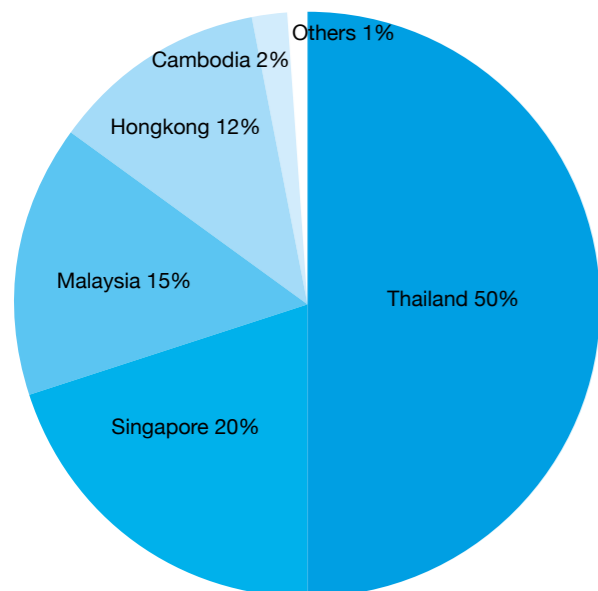
www.lifestyleandtravel.com

MEDIA KIT 2011

WHO READS LIFESTYLE AND TRAVEL?

Our readers travel frequently for business and leisure, have above-average disposable income, and spend significant amounts of money when on holiday.

- Readership: 250,000
- 62% Female/ 38% Male
- Age range: 26 to 54
- 94% have a university degree
- 84% are high-level professionals: senior and middle managers, executives and business owners
- Travel destinations is the section in lifestyle + travel of most interest to them, followed by accommodation/nightlife reviews
- Of those who have made a purchase decision based on the information in the magazine, the majority made accommodation (58%) and destination (44%) selections.



- 50% Thailand
- 20% Singapore
- 15% Malaysia
- 12% Hong Kong / Macau
- 2% Cambodia / Vietnam
- 1% Others

- 30% Newstands
- 18% Corporate Sponsors, Embassies
- 15% Hotels, Serviced Apartments
- 15% Resorts, Spas, Travel Agents
- 8% In-flight, Airport Lounges
- 7% Subscriptions
- 7% Trade

DATES AND RATES RATES FOR 2011

| Advertising | Single Issue USD | Three Issues USD | Six Issues USD |
|---|------------------|------------------|----------------|
| Full Page Colour | 5,500 | 14,850 | 24,750 |
| Double Page Spread | 8,000 | 21,600 | 36,000 |
| Half Page | 3,000 | 8,100 | 13,500 |
| Advertorial Page | 6,000 | 16,200 | 27,000 |
| Advertorial Page (Double Page Spread) | 8,500 | 22,950 | 38,250 |
| Gate Fold Cover | 10,500 | 28,350 | 47,250 |
| Gate Fold Inside | 9,000 | 24,300 | 40,500 |
| Inside Front Cover | 6,500 | 17,550 | 29,250 |
| Inside Front Cover (Double Page Spread) | 10,500 | 28,350 | 47,250 |
| Inside Back Cover | 6,500 | 17,550 | 29,250 |
| Outside Back Cover | 7,500 | 20,250 | 33,750 |
| Classified Ad. Half page | 1,800 | 4,080 | 7,020 |
| Fashion Advertising (excluding production cost) | | | |
| 4 Pages | 15,000 | | |
| 8 Pages | 20,000 | | |
| Advertisig Website Banner (For 1 month) | | | |
| Top Banner 728 x 90 | 500 | | |
| Side Banner 250 x 100 | 250 | | |
| Side Banner 250 x 200 | 300 | | |

OUR SCOPE

- 50,000 copies per issue
- Sold throughout Thailand, Singapore, Hong Kong, Shanghai, Malaysia and Cambodia, in bookstores, specially selected newsstands, convenience stores, leading hotels and resorts and airport stores. Strategic distribution locations outside the region, (i.e. European and US airport stores) are being explored by our circulation team.
- Also available by subscription
- Out of our total distribution, 12% are subscribers, 50% buy from newsstands, and 38% are complimentary or corporate copies.
- 93% of subscriptions sold as direct requests to the publisher
- In addition, negotiated bulk-rate copies are distributed to hotels/resorts' suites/club floors/spa & gym receptions, airline lounges and first/business-class cabins of airlines flying in the region and beyond.
- Complimentary copies are also sent to selected hotels/resorts/airlines, tourist boards, chambers of commerce, embassies, international clubs and associations, and retail/dining/cafe outlets all around the Asia Pacific and Middle-East.
- We have a number of airline and credit card partners whose loyalty card systems exchange lifestyle + travel for miles/points earned.

Double-page Dimension

Trim Size: 279 mm (h) x 426 mm (w)
Bleed Size: 282 mm (h) x 432 mm (w)



Full-page Dimension

Trim Size: 279 mm (h) x 213 mm (w)
Bleed Size: 282 mm (h) x 219 mm (w)



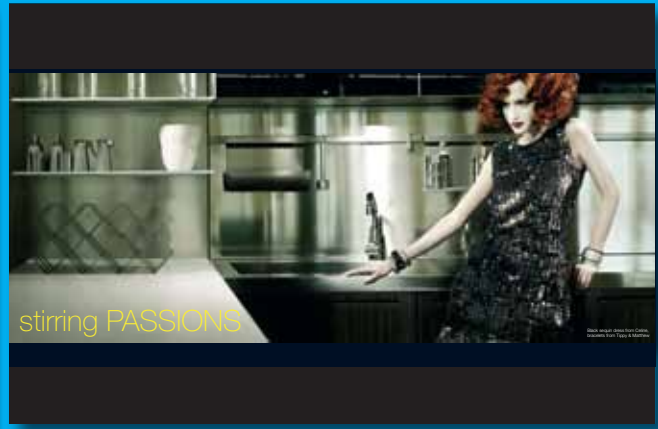
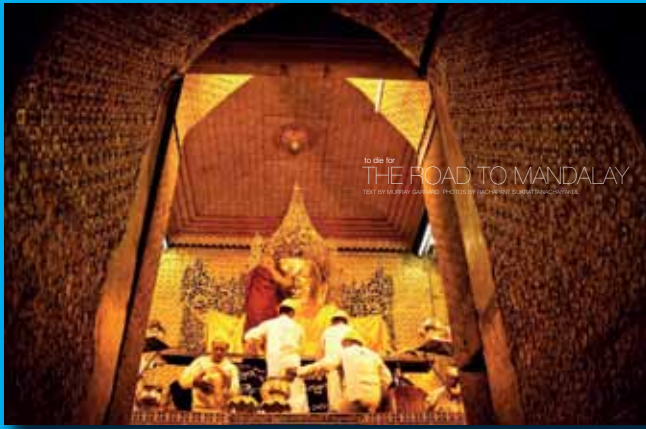
OUR SPECIFICATIONS

- Format: (Full Page) 21.3cm X 27.9cm / 8.386" X 10.984"
(Double Page) 42.6cm X 27.9cm / 16.772" X 10.984"
- Front Cover: Glossy art-card paper: 160 grammes
- Internal Pages: Art card-paper: 105 grammes
- Number of Pages: 140 pages + with regular sponsored and un-sponsored supplements and inserts
- Frequency: Bi-monthly

CLOSING DATES: 2011

| Issue | Material Due Date | On-Sale Date |
|-------------|-------------------|--------------|
| Jul/Aug 11 | Jun 10, 11 | Jul 10, 11 |
| Sep/Oct 11 | Aug 10, 11 | Sep 10, 11 |
| Nov/Dec 11 | Oct 10, 11 | Nov 10, 11 |
| Jan/Feb 12 | Dec 10, 11 | Jan 10, 12 |
| Mar/Apr 12 | Feb 10, 12 | Mar 10, 12 |
| May/June 12 | Apr 10, 12 | May 10, 12 |

**The Publisher shall invoice all advertisements to the advertisers or their advertising agencies. Payment shall be directly made to the Publisher's designated bank account within one month after the publication date of the Magazine.*



PRIVATE ICONS STYLES THAT INSPIRE.

THE LEADER
 The classic style of the old days to today's bustling modern life. The style is primarily the classic western fashion. Best known as one of the most residences of Thailand's royal history, the Rajabhat, Rajabhat, Rajabhat, and a major community in the Phrasathitthathani province - has a history spanning with its colorful facade, ornate mosaic, and work-class style.

HEY JUDE, IT'S THE LAW!
 The classic style of the old days to today's bustling modern life. The style is primarily the classic western fashion. Best known as one of the most residences of Thailand's royal history, the Rajabhat, Rajabhat, Rajabhat, and a major community in the Phrasathitthathani province - has a history spanning with its colorful facade, ornate mosaic, and work-class style.

Special Promotions
 From the classic style of the old days to today's bustling modern life. The style is primarily the classic western fashion. Best known as one of the most residences of Thailand's royal history, the Rajabhat, Rajabhat, Rajabhat, and a major community in the Phrasathitthathani province - has a history spanning with its colorful facade, ornate mosaic, and work-class style.

A Legendary Stay

From the classic style of the old days to today's bustling modern life. The style is primarily the classic western fashion. Best known as one of the most residences of Thailand's royal history, the Rajabhat, Rajabhat, Rajabhat, and a major community in the Phrasathitthathani province - has a history spanning with its colorful facade, ornate mosaic, and work-class style.

Special Promotions
 From the classic style of the old days to today's bustling modern life. The style is primarily the classic western fashion. Best known as one of the most residences of Thailand's royal history, the Rajabhat, Rajabhat, Rajabhat, and a major community in the Phrasathitthathani province - has a history spanning with its colorful facade, ornate mosaic, and work-class style.



Home Away from Home

Resident Park Group

As one of the leading hotels & serviced apartment providers in Thailand, The Resident Park Group, luxury lifestyle of the Phrasathitthathani province and has a long history in Bangkok, Thailand. The group of hotels and serviced apartments is a leading brand in the industry, offering a wide range of services and amenities to its guests.

Special Promotions
 From the classic style of the old days to today's bustling modern life. The style is primarily the classic western fashion. Best known as one of the most residences of Thailand's royal history, the Rajabhat, Rajabhat, Rajabhat, and a major community in the Phrasathitthathani province - has a history spanning with its colorful facade, ornate mosaic, and work-class style.

CONTACT LIFESTYLE AND TRAVEL

Thailand Head Office:
 Lifestyle and Travel Media Co., Ltd.
 29, Bangkok Business Center Building (BBC),
 19th Fl., (Room 1901), Soi Ekamai, Sukhumvit 63 Road,
 Klongton Nua, Wattana, Bangkok, Thailand 10110
 Tel: +66 (0) 2391 2290-3, +66 (0) 2391 4030-2,
 Fax: +66 (0) 2391 4033
 E-mail: info@lifestyleandtravel.com

Website: Our daily-updated site can be found at www.lifestyleandtravel.com, and offers current and back issue teaser articles as well as incredibly generous discounted rates offered by our hotel and airline clients.