LPS CHINA









MEDIA KIT 2020

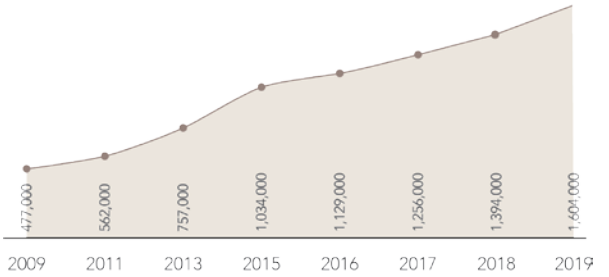


CHINA:
A BOOMING MARKET

China is home to 1,600,000 USD millionaires, and they are expected to invest in 2020 over USD $100 billion in overseas real estate.

70% of Chinese property buyers pay cash

57% of Chinese HNWI have already invested overseas



Number of HNWI in China with +1 million USD available investable assets

#1 Chinese buyers are already the #1 foreign property buyers in the U.S, Canada, Australia, Singapore, Thailand, and many markets throughout Europe, North-America and Asia-Pacific.



ABOUT US

Headquartered in Shanghai and with an office in Hong Kong, LPS is 100% focused on assisting the leading luxury real estate companies to connect with China's elite homebuyers and luxury property investors.

As the organizer of China's largest real estate exhibitions since 2010, our network in China is unrivalled, with an in-house monthly-updated database of over 350,000 VIPs throughout China.

Our team is dynamic, multicultural and passionate about luxury real estate. We speak Mandarin, Cantonese, Taiwanese, English, French, Italian, Spanish, Filipino and Thai.

Hand in hand with our advertisers, we are fully committed to the China market, allowing Chinese elite homebuyers to access the world's most desirables properties.



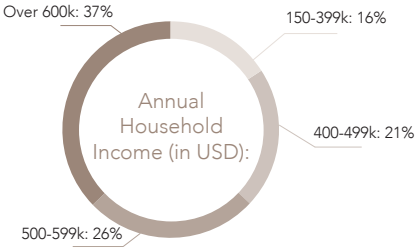
AUDIENCE PROFILE

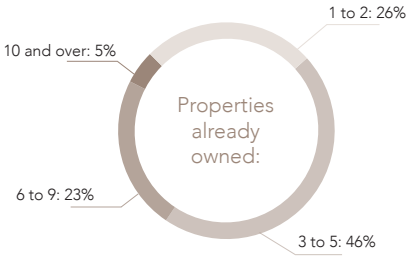
LPS China is focused on a very targeted audience: high-profile Chinese investors and luxury property buyers.

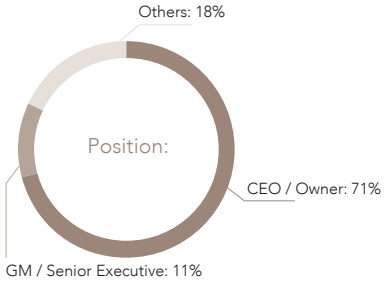
Thanks to its unparalleled connections in China based on over 10 years of experience, and thanks to a network of over 300 official partners, LPS China is able to deliver information straight to China's elites.

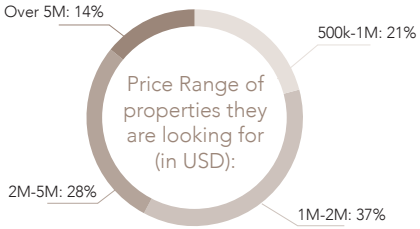
Average Age: **42**

Male 53% 47% Female











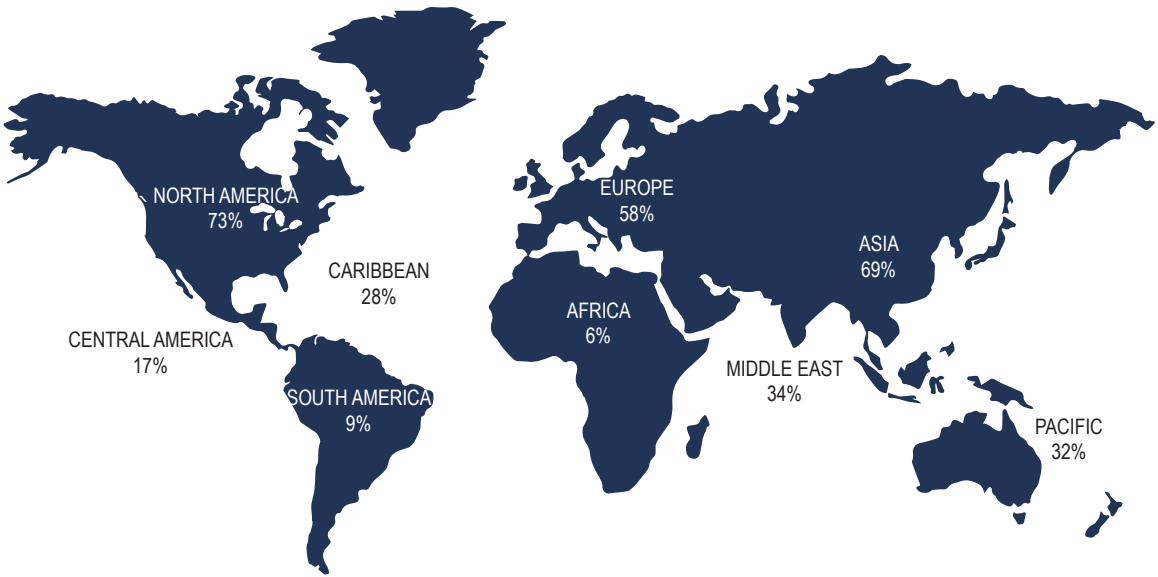




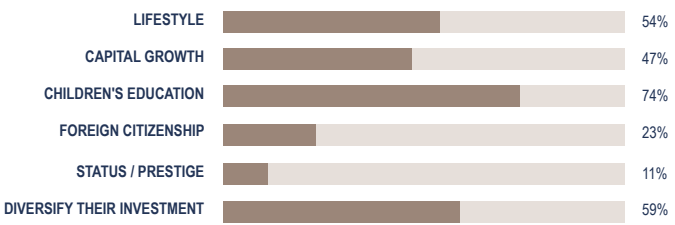


WHERE DO THEY BUY?

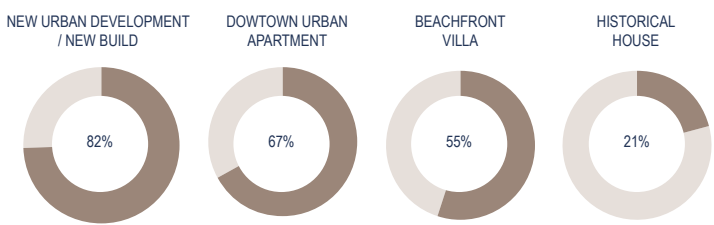
TOP DESTINATIONS THAT AUDIENCE IS CONSIDERING INVESTING IN



WHY THEY ARE INVESTING



TYPE OF PROPERTIES THEY ARE LOOKING FOR:

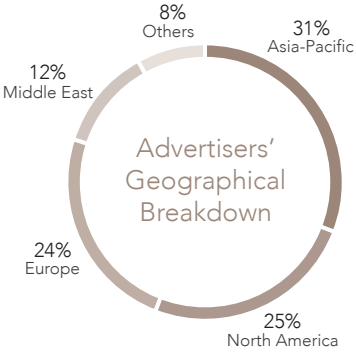




OUR ADVERTISERS: THE WORLD'S LEADING LUXURY REAL ESTATE FIRMS

LPS China's advertisers include the world's most prestigious luxury real estate companies from over 45 countries.

All categories of luxury real estate are represented, from beachfront villas to luxury condominiums, private islands, historical chateaux, ski resorts and many more.



Sotheby's INTERNATIONAL REALTY
INTERO REAL ESTATE SERVICES
AyalaLand
Barfoot&Thompson
BERKSHIRE HATHAWAY HomeServices
Brown Harris Stevens
COLDWELL BANKER
Colliers INTERNATIONAL
COMPASS
corcoran
GAMUDA LAND
Keppel
LENNAR
ENTERPRISE GREECE INVEST & TRADE
MERAAS 美拉斯
OrangeTee
ENGEL&VÖLKERS
DAMAC LIVE THE LUXURY
EMAAR 伊玛尔
Ray White. Prestige
RE/MAX
ROYAL LEPAGE
RAIMON LAND

LPS CHINA FERRETTI GROUP MAGAZINE: A TARGETED CIRCULATION

The LPS China Ferretti Group Magazine is designed to reach a very targeted audience of over 110,000 Chinese HNWIs.



EXPRESS MAIL DELIVERY

The print version of the magazine is hand-delivered by Express mail to a selection of 30,000+ VVIP and VIP subscribers of the LPS China database.



EDM CAMPAIGNS

As China's largest real estate exhibition, LPS owns a VIP database of 110,000+ Chinese HNWIs. The E-version of the magazine is sent to the full database.



OFFICIAL WECHAT ACCOUNT

The E-version of the magazine is published on the LPS-China Official Wechat account that gathers over 17,000 subscribers in China.



FERRETTI GROUP NETWORK

Ferretti Group will distribute the magazine and E-magazine to its network of Chinese yacht owners, potential yacht buyers and to its network of VIP partners.



MASERATI CAR OWNERS

Maserati Beijing is officially supporting the magazine and will distribute both hard copies and E-versions to its network of car owners living in Beijing.



OFFICIAL WEBSITE DOWNLOAD

The E-version of the magazine is available for direct download and online reading straight from the homepage of LPS-CHINA.COM



OFFICIAL PARTNERS

LPS works with a network of 300+ official show partners: private banks, wealth management companies, luxury brands, yacht clubs, VIP clubs, etc.

Examples among the 300+ official partners

FERRETTIGROUP 法拉帝集团 · 恒生銀行 HANG SENG BANK · 民生财富 MINSHENG WEALTH · MASERATI

BEA東亞銀行 · 盈科律师事务所 YINGKE LAW FIRM · 東方公務航空 EASTERN JET

ADVANTAGE AUSTRIA · 8大洲 Continents · AXA 安盛天平 · 東方高爾夫 ORIENT GOLF

富曼欧资本 Fmo Services · 紅顏會 · 利得 Leadbank · 诺莱仕游艇会 NOAHS Yacht Club

LPS | FERRETTIGROUP 法拉帝集团

MAGAZINE ADVERTISING RATE

DOUBLE-PAGE SPREAD & BACK COVER RATES

Double-Page Spread	First Position	USD 2,980
Double-Page Spread	Second & Third Position	USD 2,680
Double-Page Spread	Last Position	USD 2,680
Double-Page Spread	Other Positions	USD 1,980
Back Cover		USD 3,180

FULL PAGE RATES

Full Page	Front Location - First 25 Pages	USD 1,080
Full Page	Prime Location - First 50 Pages	USD 980
Full Page	Other Positions	USD 880

COMPANY DESCRIPTIONS RATES

Full Description Page	Geographical & Alphabetical order	USD 680

INTERVIEW & MARKET REPORT RATES

2-page Market Report	First 35 Pages	USD 1,080
3-page Market Report	First 35 Pages	USD 1,280
3-page Interview	First 25 Pages	USD 1,380
4-page Interview	First 25 Pages	USD 1,580

PROPERTY LISTINGS RATES

1 Page	Featuring 4 properties	USD 680
2 Pages	Featuring 8 properties	USD 1,280
4 Pages	Featuring 16 properties	USD 2,080

PRINTING DEADLINE:

Deadline to submit artworks for the 2020 LPS China Ferretti Group Magazine is set for September 30, 2020.



MAGAZINE ADVERTISING SHOWCASE

FULL PAGE ADVERTISING



Starting from USD 980.

Submit your own design and layout, at A4 size.

COMPANY DESCRIPTION PAGE



Starting from USD 680.

Submit 3 or 4 pictures, your logo, your contact details and description text, and we will handle the design.

PROPERTY FINDER



Starting from USD 680.

List four properties currently available for sale in the Property Finder section of the LPS China Magazine.

HIGHLY TARGETED ONLINE PLATFORM

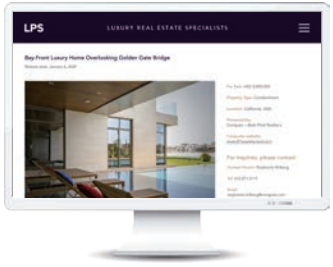


LPS China's online platform is tailor-made to the China market, allowing Chinese elite investors to gain access to the world's most respected luxury real estate professionals and to browse through extraordinary properties located in over 45 countries. Fully bilingual in Chinese and English, the platform includes three different channels: the official website, the Wechat official account and EDM campaigns.



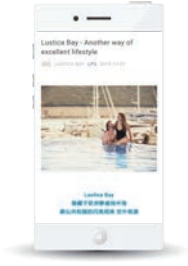
LUXURY REAL ESTATE SPECIALISTS

Feature your company in the online property guide of LPS China's website, allowing Chinese property investors to easily get in touch with you.



LUXURY PROPERTY LISTINGS

List your latest properties and engage directly with China's elite luxury property investors.



OFFICIAL LPS WECHAT ACCOUNT

Promote your brand via the LPS China Official WeChat account and reach over 15,000 targeted VIPs located across China.



EDM CAMPAIGNS

Circulate your dedicated EDM to the entire database of LPS China, comprising of 350,000 HNWIs contacts.

ONLINE & SOCIAL MEDIA ADVERTISING RATES

ONLINE ADVERTISING RATES – OFFICIAL WEBSITE

Company Profile	Published in the "Luxury Real Estate Specialists"	USD 580
Property Listings	8 properties listed in the "Luxury Property Listing"	USD 480
Property Listings	16 properties listed in the "Luxury Property Listing"	USD 880
Property Listings	32 properties listed in the "Luxury Property Listing"	USD 1,680

WECHAT ADVERTISING

1 Dedicated News	USD 1,480

DEDICATED EDM

1 Dedicated EDM + 1 News	USD 3,800



SECURE YOUR ADVERTISING NOW!

-Reach over 350,000+ Chinese property investors

-Expose your brand in the Magazine, Official Wechat, Official website and through EDM campaigns

-Join the world's leading real estate companies already advertising with us



CONTACT

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