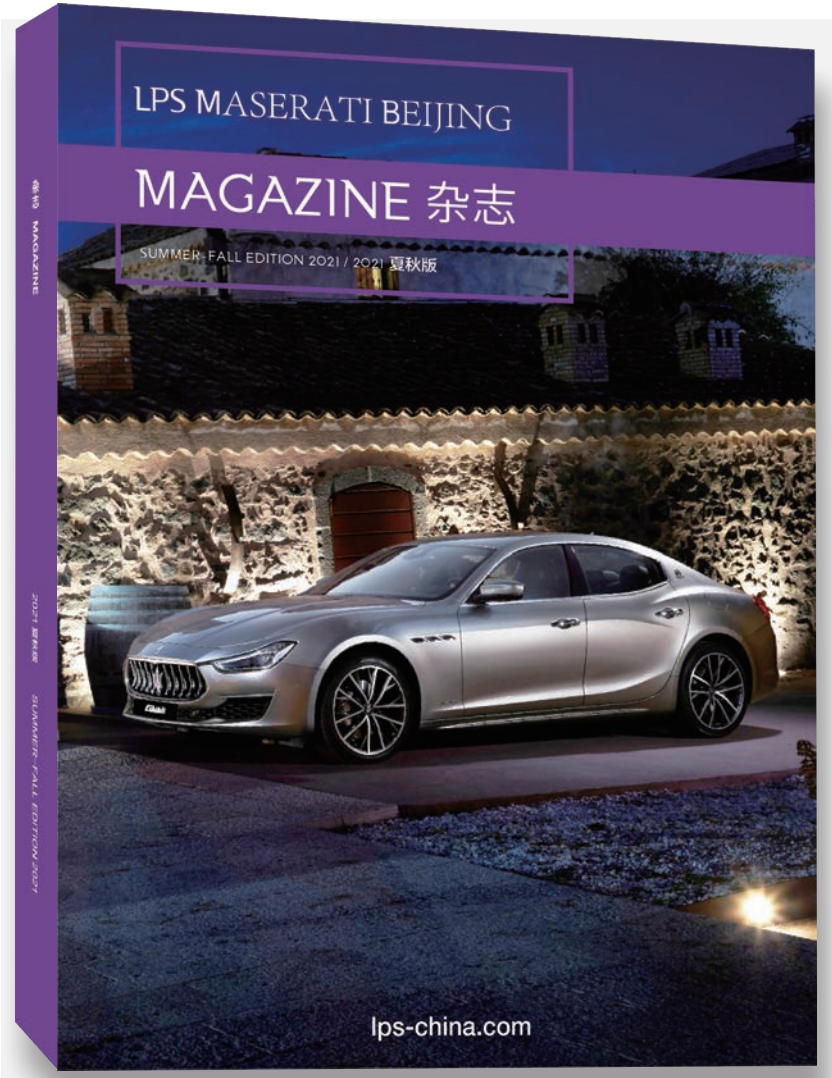


LPS MASERATI BEIJING MAGAZINE

MEDIA KIT
SUMMER-FALL 2021

PUBLICATION DATE: AUGUST 18, 2021

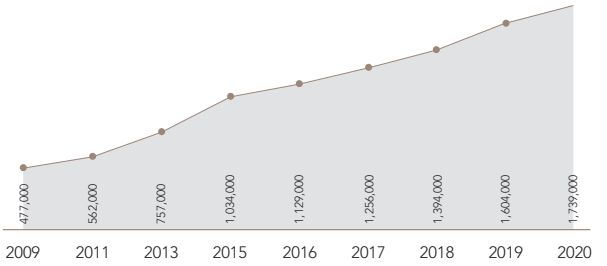


BEIJING, THE HOME OF CHINA'S MILLIONAIRES

China is home to 1,371,000 USD millionaires and 213,000 of them are living in Beijing, making it the city with the most millionaires in China.

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.



THE LPS MASERATI BEIJING MAGAZINE

Since 2010, LPS China is the organizer of Beijing's largest real estate convention, and the publisher of China's leading property magazine.

Maserati Beijing and LPS have combined their strengths and co-launched a special edition of the LPS magazine: LPS Maserati Beijing Magazine.

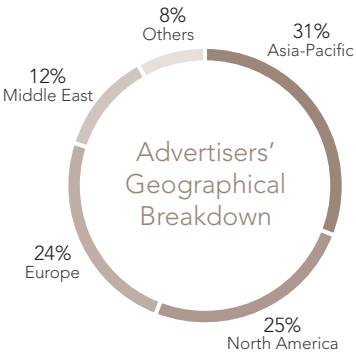
The magazine is entirely dedicated to international luxury real estate and to the exclusive world of Maserati's iconic premium Italian cars. It's bilingual, in English and in Mandarin Chinese, and will be published on August 18, 2021.



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

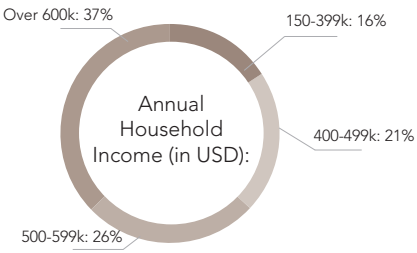
AUDIENCE PROFILE

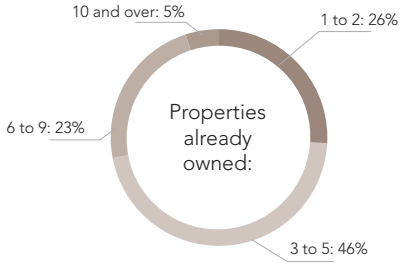
The LPS Maserati Beijing Magazine is focused on a very targeted audience: high-profile Chinese investors, luxury property buyers, luxury car owners and yacht owners.

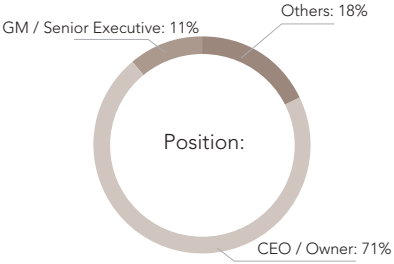
Thanks to the combined unparalleled connections in Beijing of both LPS and Maserati Beijing, the magazine allows its advertisers to deliver information straight to China's elites.

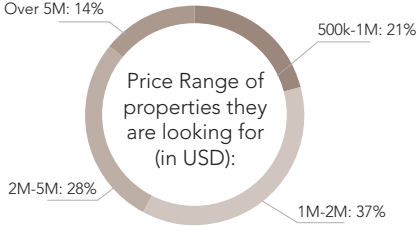
Average Age: **43**

Male 53% 47% Female















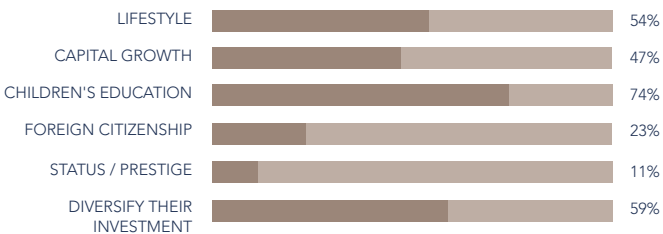


WHERE DO THEY BUY LUXURY REAL ESTATE?

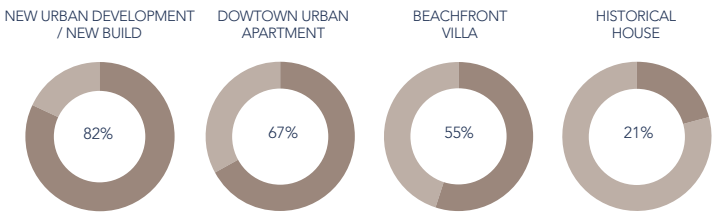
TOP DESTINATIONS THAT AUDIENCE IS CONSIDERING INVESTING IN



WHY THEY ARE INVESTING



TYPE OF PROPERTIES THEY ARE LOOKING FOR:



LPS MASERATI BEIJING MAGAZINE: A TARGETED CIRCULATION

The LPS Maserati Beijing Magazine is designed to reach a very targeted audience of over 118,000 Chinese HNWIs.



MASERATI CAR OWNERS

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



EXPRESS MAIL DELIVERY

The print version of the magazine is hand delivered by Express mail to a selection of 32,000+ VVIP and VIP subscribers of the LPS Beijing database.



EDM CAMPAIGNS

As Beijing's largest real estate exhibition, LPS owns a monthly updated VIP database of 110,000+ Chinese HNWIs located in Beijing.
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, the leading yacht manufacturer, will distribute the magazine and E-magazine to its network of Chinese yacht owners, potential yacht buyers and to its network of VIP partners.



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

紅顏會 · 利得 Headbank · 诺莱仕游艇会 NOAHS Yacht Club



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 38 Pages	USD 1,080
Full Page	Other Positions	USD 880

COMPANY DESCRIPTIONS RATES

Full Description Page	Geographical & Alphabetical order	USD 680

INTERVIEW & MARKET REPORT RATES

3-page Market Report		USD 1,080
3-page Interview	First 38 Pages	USD 1,380
4-page Interview	First 38 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 2021 Summer-Fall LPS Maserati Beijing Magazine is set for August 5, 2021.

MAGAZINE ADVERTISING SHOWCASE

FULL PAGE ADVERTISING



Starting from USD 880.

Submit your own design and layout, at A4 size.

COMPANY DESCRIPTION PAGE



Starting from USD 680.

Submit 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 Maserati Beijing Magazine.

SECURE YOUR ADVERTISING NOW!

- Reach over 118,000+ Chinese property investors

- Expose your brand in the exclusive LPS Maserati Beijing Magazine

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



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