

## GENERAL CONDITIONS AND TERMS OF ACCEPTANCE

**01.** Requests for advertising space must be accompanied by a signed insertion order made out to Edipresse Hong Kong Limited, 6/F Guardian House, 32 Oi Kwan Road, Wanchai, Hong Kong.

**02.** The Publisher reserves the right to edit, revise, reject or cancel any advertisement at any time.

**03.** The Publisher will not be liable for any errors or omissions resulting in consequential or other loss or damage of any kind whatsoever (whether anticipated or not) whether occasioned by (i) failure of any advertisement to appear on the specified date (or at all); (ii) errors in any advertisement published; (iii) errors in key numbers; (iv) changes made after closing date; (v) colour quality or errors appearing in advertisement which are placed after our published deadlines or due to late delivery of digital film from the advertiser or his designate; (vi) or for any other reason whatsoever.

**04.** All advertisements are accepted and published by the Publisher upon the representation that the agency and/or advertiser is authorised and is able to grant rights to publish the entire contents and subject matter thereof and that such publication will not violate any law or regulation or infringe upon any right including without limitation right of privacy, decency and intellectual property. If the agency is making an advertising related request on behalf of the advertiser, the agency confirms that it is authorized to bind the advertiser to any resulting commitment. In consideration of the Publisher's acceptance of advertisements for publication, the agency and/or advertiser will jointly and severally indemnify, defend and save the Publisher harmless against any and all loss or expense resulting from claims or suits or loss or damage based upon the contents or subject matter of such advertisements including, without limitation, claims or suits for libel, violation of right or privacy, plagiarism and copyright infringement.

**05.** Advertisements must be inserted within one year from date of first insertion to earn frequency discounts.

**06.** In the event of material insertion instructions not being received by the published deadline, the Publisher reserves the right to repeat a previous advertisement of the same size or to run a house advertisement for which the advertiser will be liable for full payment.

**07.** Cancellation of an advertisement order will be accepted only if it is received by the Publisher, in writing, not later than close of business six weeks prior to the first day of publication. Any cancellation

made after this deadline will render the advertiser and/or agency liable to pay the contracted rate in full for the cancelled advertisement whether or not it is published.

**08.** If the advertiser or agent gives notice of cancellation or reduction of any part or portion of the work contracted for, then any preferential rates and/or position protection originally agreed shall cease to apply and the normal rates as set out herein shall apply instead. Likewise, on cancellation or curtailment by the advertiser or agent of a contract for a number of advertisements, any preferential rates and/or position protection shall cease and the normal rates as set out herein shall apply to advertisements or insertions already used up to the date of cancellation or curtailment.

**09.** The Publisher reserves the right to destroy all digital files, transparencies, photographs or other material after a period of six months. Such material will not be returned to an agency or advertiser unless requested in writing.

**10.** While every reasonable care is taken, neither the Publisher nor its agent is responsible nor liable for any loss or damage to digital files, transparencies, photographs and other material submitted to the Publisher. The agency and/or advertiser understands that materials submitted solely at its own risk.

**11.** Advertising schedules composed of mixed space units are entitled to normal discounts except that smaller units cannot be added to larger units to gain the larger space frequency discount.

**12.** Digital files supplied by the advertiser or agency must be to the correct specifications. The Publisher will not give any rebate or compensation for advertisements for which incorrect digital material has been supplied.

**13.** All advertising copy that might be mistaken by a reader as news, feature or other non-advertising materials must be clearly marked "advertisement", "advertorial" or "marketing feature".

**14.** The Publisher does not guarantee any given level of circulation or readership for an advertisement or insert.

**15.** Stipulations on advertising orders which differ from the above rates or conditions are not considered binding unless expressly acknowledged in writing by the Publisher.

**16.** It is understood that the advertiser and agency are jointly and severally liable for payment of

invoices for advertising published hereunder.

**17.** In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication, the agency and advertiser agree not to make promotional or merchandising reference to *Home Journal* in any way except with the prior permission of the Publisher in each instance.

**18.** All complaints or claims regarding advertisements published must be made in writing within 15 days following the date of publication and be sent by registered post or recorded delivery to the Publisher. Complaints or claims received after this deadline will not be entertained.

**19.** Verbal commitments on special positions, make good advertisements, compensation or any other matter will not be binding unless expressly acknowledged in writing by the Publisher.

**20.** The placing of an order or the transmitting of advertising materials or instructions for insertion of an advertisement shall amount to an acceptance of these terms and conditions and any terms inconsistent with these (including verbal commitments, rates and rules) shall be void unless varied in writing and signed by the Publisher.

**21.** Verbal commitments from an advertiser to book media space which are accepted by the Publisher are considered contractually binding.

**22.** Any material instructions for the insertion of an advertisement given to the Publisher will be considered as a binding undertaking to pay for the advertisement at the rate prescribed in the rate card applicable at the time.

**23.** Incorrect rates or conditions on insertion orders which do not correspond to the rate card will be regarded as clerical errors and the advertisements will be published and charged for at the applicable rates in effect at time of publication.

**24.** No waiver or indulgence by the Publisher shall be effective save in relation to the matter in respect of which it was specifically given in writing.

**25.** This agreement shall be construed under and be governed by the law of the Hong Kong Special Administrative Region and the parties submit to the jurisdiction of the Hong Kong courts.

**26.** If a provision in these terms is determined to be void and unenforceable, in whole or in part, it shall be severable from and not be deemed to affect or impair the validity of any other provision.

## Advertising Representatives

### ASIA PACIFIC

#### Australia

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#### China, Shanghai

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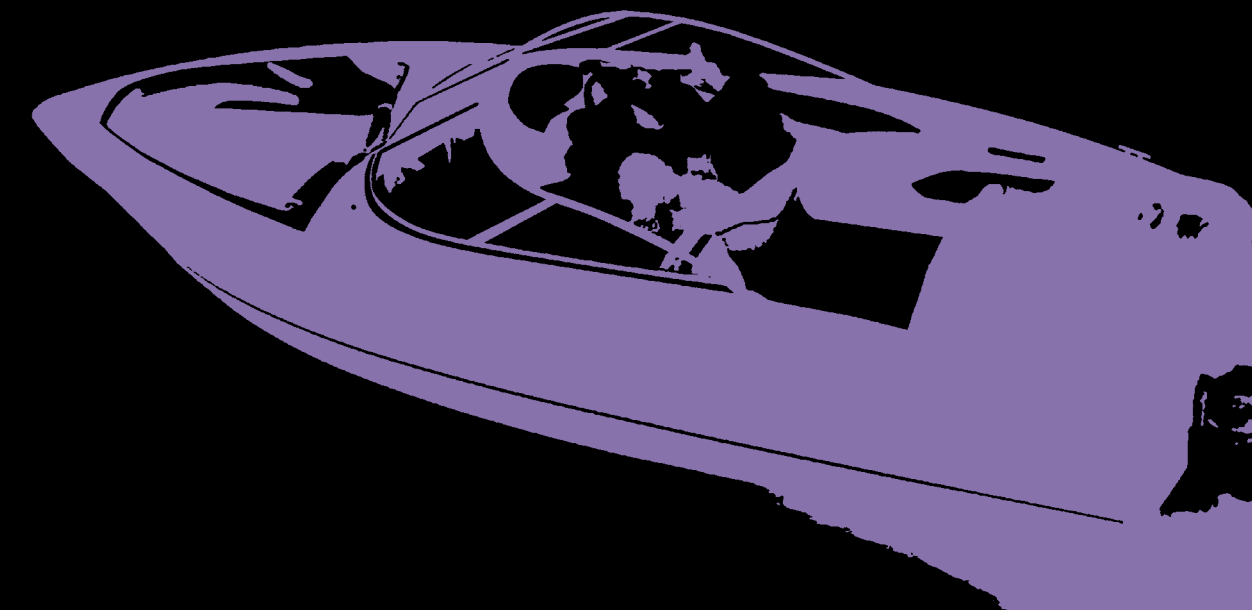
### EDIPRESSE ASIA GROUP

CHINA • BEIJING TATLER • SHANGHAI TATLER • BEST RESTAURANTS GUIDE • SOCIETY  
HONG KONG • HONG KONG TATLER • BEST RESTAURANTS GUIDE • COUTURE • ELITE HOMES • HOME BUYERS GUIDE • HOME JOURNAL • LUXE LIVING • REVOLUTION • SPARKLE • SOCIETY • YACHTSTYLE  
INDONESIA • INDONESIA TATLER • BEST RESTAURANTS GUIDE • MALAYSIA • MALAYSIA TATLER • BEST RESTAURANTS GUIDE • GMT XXL  
MALAYSIA TATLER HOMES • SOCIETY PHILIPPINES • PHILIPPINE TATLER • BEST RESTAURANTS GUIDE • INTERIORS • SOCIETY SINGAPORE • SINGAPORE TATLER • BEST RESTAURANTS GUIDE • GMT XXL • REGIONAL BEST RESTAURANTS GUIDE • SINGAPORE TATLER HOMES • SINGAPORE TATLER WEDDINGS • SOCIETY • THE BEST OF SINGAPORE TAIWAN • TAIWAN TATLER • REVOLUTION • THAILAND • THAILAND TATLER • BEST RESTAURANTS GUIDE • ESSENTIALS • ESSENTIAL GUIDE TO HOME & DECOR • EXPAT SOCIETY • PHUKET TATLER • SOCIETY • THAILAND TATLER SPAS • EDIPRESSE APPETITE • APPETITE • EDIPRESSE SOLITAIRE • SOLITAIRE • ABADI • BRILLIANT JEWELLERS • PRO JEWELLER • THOI GIAN • SOLITAIRE JEWEL GALA

WEBSITES • ASIATATLER.COM • COUTURE.COM.HK • HKHOMEJOURNAL.COM • LUXEDINING.COM • PROJEWELLER.COM • REVOLUTION.COM.HK • SOLITAIREMEDIA.COM • SOLITAIRE.COM.SG • THAILANDBESTSPAS.COM • WORLDTMPLUS.COM • YACHTSTYLEASIA.COM

## HONG KONG TATLER

# YACHT style 2010



## OVERVIEW

*YACHTstyle* is the premier Asian boating magazine that targets luxury boat owners, yachtsmen and affluent individuals who are passionate about the sea.

*YACHTstyle*, a *Hong Kong Tatler* quarterly publication, is a XL size magazine, published in Hong Kong and China (translated into Chinese). This is a not-to-be missed publication for boating enthusiasts.

Drawing on the world's best photographers and yachting journalists, *YACHTstyle* appeals to the most discerning of readers, and complements the expanding range of *ASIAN TATLER* publications that are part of the Edipresse Group. In 2009, *YACHTstyle* will provide the ins and outs of luxury boating in Asia and provide interesting and informative articles on the local and international boating scene.

Find out about what is in each new issue by clicking on [www.YachtStyleAsia.com](http://www.YachtStyleAsia.com).

## EDITORIAL CONTENT

The magazine has five sections, Logbook, Features, On Board, Style, Brokerage/Classic.

## FEATURES

Features section is dedicated to bringing the reader several in-depth local and international stories that incorporate stunning photography and informative illustrations. Subjects covered include super yachts, stunning fashion shoots, and new innovations in yachting world.

## LOGBOOK

Logbook covers boating news, the Asian regatta scene, parties, boat shows, and personalities.

## Boating News

Focuses on the latest happenings, and includes new boats, top marinas and hot events.

## Asian Regatta Circuit

Quality coverage and photos of the top sailing and racing events in the Asian region.

## Parties

Images of the most glamorous people at Asia's elite yachting events.

## Boat Shows

Spotlights the latest yachts and trends in marine technology in the luxury boating scene.

## People

Profiles on fascinating individuals who are the movers and shakers in the yachting world.

## ON BOARD

On Board showcases the latest sailing and motor yachts. Through a syndication agreement with the UK publisher IPC, *YACHTstyle* is able to bring its readers in-depth and independent sea trials on leading brand names, tips on boat handling skills, the latest in boating technology, and a look at the next generation of water-based extreme machines.

## LIFE & STYLE

Style section concentrates on luxury and style with a nautical flavour. The section includes interviews with boat owners who have designed and created their perfect yacht, ultimate destinations for the adventurous explorer and accessories that epitomise the elegance of the sea.

## BROKERAGE & CHARTER

This new section in *YACHTstyle* gives advertisers the opportunity to promote charter and brokerage operations both regionally and internationally. Brokers can showcase pre-owned yachts in the most economical way to high-end investors, and charter companies can secure direct exposure to discerning readers who appreciate life's boating luxuries.

## MATERIAL SPECIFICATIONS

*(Detailed production specifications & guidelines are available upon request)*

**CTP Process:** Supply material in one of the below formats only:

- PDF file in high resolution (with fonts and images embedded)
- InDesign CS2 file (with fonts in Mac format and images embedded)
- Illustrator CS2 file (with fonts outlined)
- Photoshop file (with fonts rasterized)

Note: *Films will not be accepted*

### Remarks:

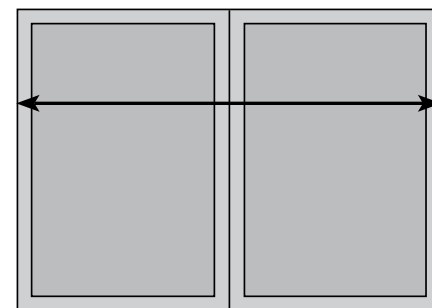
1. All picture resolutions not less than 300dpi (relatively scale 1:1).
2. Files to be saved as CMYK where possible.
3. Digital colour proof (i.e. Epson) made by ISO 27L standard MUST be provided to ensure colour quality. Laser printouts are not accepted.

**Booking Deadline:** Six weeks preceding the month of publication.

**Closing Deadline:** No postponement accepted after the fifth week preceding the month of publication. Closing date for all material is the first day of the month preceding the month of publication.

## ADVERTISEMENT SIZES

### TWO-PAGE SPREAD



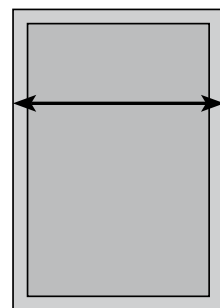
**TWO-PAGE SPREAD**  
Bleed size  
340mm(H) x 500mm(W)

**Trimmed size**  
330mm(H) x 490mm(W)

**Type area**  
(Individual page)  
310mm(H) x 470mm(W)

- Screen Line: 175 lpi for colour
- The Publisher reserves the right to trim 10mm off each edge to the trimmed page size. Type matter and illustrated material not intended to bleed must be kept to this tolerance.
- Perfect bound gutter spread safety allowance: 6-7mm on each side of gutter. No live matter should cross the binding gutter.

### FULL-PAGE



**FULL-PAGE**  
Bleed size  
340mm(H) x 255mm(W)

**Trimmed size**  
330mm(H) x 245mm(W)

**Type area**  
310mm(H) x 225mm(W)

## ADVERTISING RATES (in HK\$) for 2010

(all rates indicated are per insertion)

Display	
<b>FULL PAGE</b>	<b>63,320</b>
<b>DOUBLE PAGE SPREAD</b>	<b>113,900</b>
Premium Positions	
<b>INSIDE FRONT COVER SPREAD</b>	<b>136,680</b>
<b>2-5TH DPS</b>	<b>123,000</b>
<b>PAGE FACING CONTENTS (X2)</b>	<b>76,000</b>
<b>LHP FACING EDITOR'S NOTE</b>	<b>76,000</b>
<b>RHP FACING MASTHEAD</b>	<b>70,000</b>
<b>OUTSIDE BACK COVER</b>	<b>89,730</b>
Brokerage	
<b>FULL PAGE</b>	<b>25,320</b>
<b>DOUBLE PAGE SPREAD</b>	<b>45,560</b>

**Accredited Advertising Agency Commission:** 15% of gross

**Guaranteed Positions:** Depending upon availability

of space and subject to the following surcharges:

- Fixed position: 20% loading
- Page facing editorial: 15% loading

**Non-Standard Advertising:** Rates quoted are for basic process colours (Cyan, Magenta, Yellow & Black). Rates for inserts, special colours, metallic inks, gatefolds and other non-standard advertising are available from the advertisement director.

**Payment:** Payment is due upon receipt of invoice, which will be rendered in Hong Kong dollars. Payments are to be made in this currency. In the event of dispute over amount due, advertiser/agency agrees to remit full amount due before resolving dispute.

**Overdue Bills:** A delinquency charge of 1.25% interest will be made on any invoice outstanding for more than 30 days from the date of invoice. The Publisher reserves the right to change payment terms to cash at any time and to refuse to publish further advertisements until full payment.

## TARGET AUDIENCE / READERSHIP

Relying on the credibility and affluence/influence of *Hong Kong Tatler*, *YACHTstyle* is an excellent advertising platform to connect you to the high society. *Hong Kong Tatler*, being the authoritative voice of luxury lifestyle, is supported by affluent readers of premium profile:

### MONTHLY PERSONAL INCOME

- 47% earns HK\$100,000 or above per month
- Average monthly personal income : **HK\$148,667**
- Average annual personal income : **HK\$1,784,004**

### MONTHLY HOUSEHOLD INCOME

- 43% earns HK\$200,000 or above per month
- Average monthly household income : **HK\$208,181**
- Average annual household income : **HK\$2,498,172**

## HOME

- 80% owns their own residence
- 40% living in a home of 2,000 sq. ft or above
- Average value of home : **HK\$11,110,964**
- 59% living in a home of over **HK\$10,000,000**

## BOAT LOVERS

- 12% own a boat: 25% intend to buy / renew

## DISTRIBUTION CHANNELS

Newsstands & Single Copy Sales	10,000
Subscriptions	4,000
China Market (Beijing, Shanghai)	5,000
Overseas Market (Malaysia, Singapore, Thailand, Macau)	1,000
Private Clubs	1,000
Promotional Copies	1,500
<b>Total:</b>	<b>22,500</b>

