

THE PRIVATE JET LIFESTYLE MAGAZINE

ELITE

T R A V E L E R

MEDIA KIT
2012

Asia's private jet travelers spend \$348 million monthly on hotels, resorts, dining, shopping and leisure activities while traveling...

ASIA EDITION



WHY ELITE TRAVELER ASIA NOW ?

Times change. Over 30 years ago Asia's elite focused their business and social lives on a single city or country. Today, they get on their private jets and go.

Asia today has the fastest growing population of Ultra High Net Worth households, households with investible assets of over \$30 million, according to the Merrill Lynch Capgemini 2010 World Wealth Report. With some 20,000 UHNW households Asia is now even with Europe and second only to North America in super-rich families.

On any given weekend, or weekday, these elite travelers are as likely to be out of town hopping around the region for business and pleasure, board meetings, retreats, shopping, spas and dining. Private jets are their chariot of choice today, with over 5,000 private jet trips per month in the region. Private jets enable elite travelers to get where they want, when they want. For today's elite, the private jet is their living room.

Each month they spend \$348 million on lifestyle purchases and *Elite Traveler Asia* will be these VVIPs' guide to the best of Asia's private jet lifestyle. Please join them for the trip.

SOURCES: PRINCE & ASSOCIATES, NBAA, AMSTAT, EMBRAER

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ELITE
TRAVELER
ASIA



“According to this month’s Asian Business Aviation Conference held in Macau, Asian private jet travel is set to go through the stratosphere.”

- Luxury Insider, June 2010

“200 airports in China are now open to private jets”

- The Wichita Eagle, November 2010

“Going forward, business aviation is likely to become a norm for large corporates and HNWIs.”

- Frost & Sullivan Future of Asia Business Aviation Report, 2010

“Annual (private jet) deliveries to the region doubled from 60 in 2005 to 120 in 2008”

- The Straights Times

“Asia today has roughly the same number of Ultra High Net Worth Households (19,600) as Europe.”

- CapGemini 2010 World Wealth Report

UNHW = Households with investible assets of \$30 million or more, excluding primary residences, collectibles, and consumer durables.

“According to the latest Hurun Report, the Chinese equivalent of the Forbes Rich List... the average fortune of the 1,000 wealthiest people in China grew by 30 percent, to \$571 million, in the past year”

- The International Herald Tribune, November 2009

“According to published reports, China’s private-jet market is expected to grow by a world-leading rate of 15.6 percent from 2009 to 2018.”

-ACN News, June 2010

“A third of the business jets in operation today (in China) has been delivered in the past three years”

- Brian Foley Associates, Aviation Consultant

BIGGER THAN YOU THINK

Asia’s private jet fleet is bigger than the combined fleets of leading commercial airlines Japan Airlines, Korean Air, Cathay Pacific, Air India and Singapore Airlines.

OPERATOR	FLEET
Private Jets	694
China Southern	354
Air China	269
All Nippon	175
Japan Airlines	159
Korean Air	130
Cathay Pacific	124
Air India	119
Singapore Airlines	105
Malaysia Airlines	90
Jet Airways	88
Thai International	86
Garuda Indonesia	86
Asiana	68
China Airlines	66
EVA	50
Kingfisher	45
Philippine Airlines	40

SOURCES:
AIR FLEETS, AMSTAT, EMBRAER

“Economic growth drives interest in business jets which cost from US\$ 50 million to \$85 million for standard models. Asia has been leading the world in economic growth for a decade.”

- China Business, June 15, 2010

“Last month, China opened up airspace below 13,000 feet in certain areas, making obtaining flight approvals similar to the U.S. practice of filing a flight plan and leaving”

-Ed Bolen, National Business Aviation Association CEO and president

BEYOND FIRST CLASS...

Elite Traveler Asia readers represent the region’s wealthiest consumers:

READER DEMOGRAPHICS

Median Age	43
Male / Female %	63/37
Asian Ethnicity %	73

PROTOTYPE PROJECTION:
PRINCE & ASSOCIATES, ASIA PRIVATE JET TRAVELER;
CATHAY PACIFIC FIRST CLASS;
WALL ST. JOURNAL ASIA

AVERAGE HOUSEHOLD INCOME:
ASIAN READERSHIP

Elite Traveler Asia	\$5,600,000
Cathay Pacific Discovery	\$107,076
Silver Kris	\$82,140
Forbes	\$81,000
Fortune	\$73,632
Time	\$72,216
Financial Times	\$69,624
WSJ Asia	\$65,892
Newsweek	\$61,080
Thai Air Sawasdee	\$61,188
Malaysia Going Places	\$56,748

SOURCES:
PRINCE & ASSOCIATES FOR ET;
PAX 2009 FOR OTHERS

READERSHIP \$200,000 +
IN PERSONAL INCOME

Elite Traveler Asia	98%
Forbes	32%
Time	32%
WSJ Asia	30%
Harvard Business Review	25%
Business Traveller	20%
Businessweek	22%
Int'l Herald Tribune	16%

SOURCES:
PRINCE & ASSOCIATES FOR ET;
BE: ASIA 2009 FOR OTHERS

“Cash-rich Chinese entrepreneurs have started to buy or rent private jets to travel to Europe, Africa and Australia (where they are snapping up property)...the private jet market in China...this year it will grow by 30 per cent.”

- *The Scotsman*, July 2010

NOT THE AVERAGE TRAVELER

Private jet travelers spend approximately 70 times more than the average traveler in the places they visit:

US DOLLARS SPENT PER VISIT

Private Jet Traveler	\$69,500
Taiwan	\$1,378
Singapore	\$1,088
Thailand	\$1,076
Indonesia	\$964
Vietnam	\$833
Hong Kong	\$802
China	\$766
Malaysia	\$667

SOURCE:
UNWTO TOURISM BAROMETER TOURISM
RECEIPTS AND ARRIVALS



“The guests will arrive through three chartered flights from Air Mauritius and a private jet”

- Rediff Business

FOUR TO SIX PRIVATE JETS GENERATE AS MUCH SPENDING AS A FULL 747



TOURISM RECEIPTS GENERATED:

4.4 private jets arriving China

4.8 private jets arriving Vietnam

5.5 private jets arriving Indonesia

6.3 private jets arriving Singapore

6.2 private jets arriving Thailand

4.6 private jets arriving Hong Kong

3.8 private jets arriving Malaysia

Bring as much spending as a full 747

SOURCE:
UNWTO TOURISM BAROMETER TOURISM
RECEIPTS AND ARRIVALS;
PRINCE PRIVATE JET SPENDING SURVEY



“We see significant growth in the Asia-Pacific Region.”

- Jack Pelton, CEO, Cessna Aircraft Company

“Demand from high-wealth buyers has tilted more toward bigger, long-range aircraft such as Gulfstream 450 or 550 or Bombardier’s Global Express XRS.”

- McClatchy News Service

A CRITICAL SEGMENT FOR YOUR BUSINESS...

Asia private jet traveler spending:

- \$494,000 annually on hotels, resorts and spas
- \$482,000 annually on jewelry
- \$254,000 annually on cars
- \$223,000 annually on fashion
- \$198,000 annually on timepieces

SOURCE: PRINCE & ASSOCIATES



“(Asians) want the top of the line product, whether it’s a bag or a watch or a business jet.”

- Roger Sperry, Gulfstream

“China is...opening its airspace to private aviation. Already flight approvals that once took seven days have been reduced to hours.

- Trading Markets, November 2010

A TRACK RECORD OF EXCELLENCE - AWARD-WINNING EDITORIAL

Elite Traveler's unique editorial is specifically targeted to the private jet lifestyle, from its oversize format and high-quality glossy paper to the beautiful fashion shoots and pictorials of the best suites and villas in the world. Industry experts agree, as *Elite Traveler* has won over a dozen awards for excellence in editorial and design.

Articles provide detailed information readers can't find anywhere else, such as the names of the best therapists at top spas, and direct phone numbers for luxury boutiques. With the most knowledgeable editors who understand the private jet lifestyle, *Elite Traveler Asia* will be an indispensable guide for the ultra-wealthy to find the best in luxury products and services. Witness how readers rate *Elite Traveler*:

- 86% believe *Elite Traveler* is a good showcase for luxury products
- 88% like *Elite Traveler's* design and format
- 91% consider *Elite Traveler* higher quality than other magazines
- 89% find content in *Elite Traveler* they don't find in other magazines

EDITORIAL, DESIGN & PRODUCTION AWARDS

Ozzie Award, 2007, *Folio Magazine*

Eddie Award, 2005, *Folio Magazine*

Winner of 12 HSMIA Adrian Awards for Excellence

Benjamin Franklin Award, 2005 PIA/GATF Premier Print Awards

Award of Editorial Excellence, 2004-2008 APEX Awards for Publication Excellence

Award of Editorial Excellence, 2003-2006 N. American Travel Journalists Association

Winner, Premier Print Awards, Printing Industries of America

Bronze Award, Gold Ink Awards, Production Executives Hall of Fame

Award Winner, American Graphic Design Awards

ELITE TRAVELER ASIA EDITION DISTRIBUTION

COUNTRY	TOTAL	%
Singapore	1280	12.80%
China	1190	11.90%
Hong Kong	1125	11.25%
Australia	985	9.85%
India	825	8.25%
Malaysia	770	7.70%
Thailand	655	6.55%
Japan	635	6.35%
Philippines	455	4.55%
South Korea	380	3.80%
Vietnam	305	3.05%
Indonesia	295	2.95%
New Zealand	195	1.95%
Taiwan	150	1.50%
French Polynesia	125	1.25%
Maldives	100	1.00%
Seychelles	100	1.00%
Pakistan	75	0.75%
Macau	70	0.70%
Fiji	65	0.65%
Armenia	50	0.50%
Mauritius	50	0.50%
Brunei	25	0.25%
Guam	25	0.25%
Kyrgyzstan	25	0.25%
Myanmar	25	0.25%
Bangladesh	5	0.05%
Cambodia	5	0.05%
Laos	5	0.05%
Sri Lanka	5	0.05%
	10,000	100.00%

“It’s an exciting market here in Hong Kong, China and Asia for business aviation, and we’ve made great progress over the past several years.”

-Sir Michael Kadoorie, Chairman, Peninsula Hotels

PUBLICATION OVERVIEW

- **A new magazine from *Elite Traveler*, the private jet lifestyle magazine**
- **Fashion | Watches | Jewelry | Shopping | Jets | Travel | Yachts | Cars | Spas**
- **Distributed via private jets throughout Asia/Pacific:**
Tokyo | Osaka | Bangkok | Phuket | Jakarta | Bali | Kuala Lumpur | Seoul | Singapore
Shanghai | Beijing | Guangzhou | Macau | Hong Kong | Mumbai | Delhi | Hyderabad
Sydney | Melbourne | Cairns | Brisbane | Perth | Auckland
- **Projected readership of 40,000 UHNW readers per issue (10,000 copies)**

PUBLISHING SCHEDULE

	Space Close Deadline	Materials Deadline
SPRING (March)	January 1	February 1
SUMMER (June)	April 1	May 1
FALL (September)	July 1	August 1
WINTER (December)	October 1	November 1

FOR MORE INFORMATION AND TO
RESERVE SPACE, PLEASE CONTACT:

International:

James Lister, Group Publishing Director

44 (0) 207 406 6581

james.lister@elitetraveler.com

