

PLATINUM

M A G A Z I N E

CENTURION

M A G A Z I N E



MEDIA INFORMATION 2009 ASIA

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MAGAZINE CONCEPT

THE POWER OF PLATINUM & CENTURION MAGAZINE



ULTIMATELY, CONNECTED.

REACH A SELECT COMMUNITY OF 100% PRE-QUALIFIED HIGH-SPENDERS, FREQUENT TRAVELLERS AND HIGHLY RESPONSIVE SERVICE EXPERTS THROUGH FIRST CLASS INDEPENDENT EDITORIAL THESE LOYAL CONSUMERS AND READERS TRUST AND REFER TO REGULARLY.



THE LUXURY SOURCEBOOK FOR AFFLUENT, EDUCATED, WELL-TRAVELLED CONSUMERS

Platinum Magazine is the quarterly luxury sourcebook for those who belong to the highest spending customers from American Express - Platinum Cardmembers. It covers the finest in lifestyle and travel.

Platinum Magazine provides its readers with the knowledge and resources to help them enrich their lives and live them to their full potential. It delivers news on what is exciting or distinctive with genuine insider tips and opinions.

Platinum Magazine is where readers plan their most memorable holidays, find the perfect items to match their personal styles, and discover new favourites that last a lifetime. This stylish magazine provides trends in travel and fashion, jewels, interiors and motors - among many other regular topics.



THE ULTIMATE 21ST CENTURY LIVING COMPANION FOR THE CENTURION COMMUNITY

Centurion Magazine is the quarterly encyclopaedia of luxury and trusted advisor for those who hold the most exclusive Card from American Express – Centurion. It covers the absolute best that life has to offer.

As global players and super-affluent high net worth individuals, *Centurion Magazine* readers are highly educated and experienced consumers of luxury, travel and culture – on a continual quest for the most unique and unforgettable experiences.

Centurion Magazine's elegant and sophisticated approach presents breathtaking fashion and jewellery, the latest travel destinations and most luxurious homes and cars as well as in-depth articles on unique craftsmanship, art and superior gourmet trends. The award-winning editorial reflects the absolute highest levels of privilege, luxury and service.

PLATINUM AND CENTURION

DATES, CIRCULATIONS, RATES & DISCOUNTS

DATES PLATINUM & CENTURION — ASIA

ISSUE		BOOKING DEADLINE	AD MATERIAL*	PUBLICATION
01/2009	Spring	05.03.2009	09.03.2009	April
02/2009	Summer	11.05.2009	18.05.2009	June
03/2009	Autumn	31.07.2009	03.08.2009	September
04/2009	Winter	30.10.2009	03.11.2009	December

*These are final artwork dates. Please note that advertising materials for travel advertisements and advertorials are to be delivered one week earlier.

CIRCULATION & RATES 4-COLOUR

CENTURION	LANGUAGE	CIRCULATION ¹	RATE 1/1 4C
Hong Kong	English/Chinese	12,500	US\$ 11,900
Singapore	English	1,400	(US\$ 2,900) ²
TOTAL CENTURION ASIA		13,900	US\$ 11,900
PLATINUM			
Hong Kong	English/Chinese	12,000	(US\$ 6,900) ²
Singapore	English	3,000	(US\$ 3,950) ²
Malaysia	English	5,400	(US\$ 3,950) ²
IDC Edition ³ (Philippines, Indonesia & Brunei)	English	500	(US\$ 2,500) ²
Taiwan	Chinese	7,500	(US\$ 5,900) ²
India	English	5,200	(US\$ 3,900) ²
TOTAL PLATINUM ASIA		33,600	US\$ 26,500
CENTURION & PLATINUM PAN ASIA	Full Page	47,500	US\$ 36,900

PAN ASIA BOOKING: All Asian market editions of Centurion and Platinum Magazine can be booked via the PAN ASIAN Combination. The PAN ASIAN COMBINATION reaches Centurion Members and Platinum Card members across Asia in the following markets: Hong Kong, Singapore, Malaysia, Taiwan, Indonesia, Philippines, Brunei and India. The Pan Asian rates include bookings for all countries with Platinum Charge cards, including Centurion Hong Kong/Singapore.

¹ Circulation refers to printed circulation and contains promotional copies.

² SPLIT BUYS: Centurion Hong Kong and Platinum India can be regularly booked as a Split Buy. Split Buys of other single market editions upon special request due to availability of local advertisements. Additional costs for plate changes may apply.

³ Combined circulation of Platinum Magazine readers with an international dollar card account (IDC) settled in US\$, distributed in Asia

CENTURION HONG KONG

SPLIT BUY RATES	RATES 4c ⁴	
Full page	US\$ 11,900	HK\$ 92,580
Inside Front Cover – Double Page Spread	US\$ 26,700	HK\$ 207,720
1 st DPS	US\$ 24,890	HK\$ 193,640
2 nd DPS	US\$ 24,270	HK\$ 188,820
3 rd DPS	US\$ 23,800	HK\$ 185,160
Opposite Editor's Letter	US\$ 12,730	HK\$ 99,040
1 st Full Page Opposite Table of Contents	US\$ 13,350	HK\$ 103,860
2 nd Full Page Opposite Table of Contents	US\$ 12,730	HK\$ 99,040
Opposite Masthead	US\$ 12,730	HK\$ 99,040
Inside Back Cover	US\$ 16,970	HK\$ 132,030
Outside back Cover	US\$ 20,080	HK\$ 156,220

DISCOUNTS - PAN ASIA

VOLUME DISCOUNTS ⁵	
2+ pages	5%
4+ pages	10%
8+ pages	15%
FREQUENCY DISCOUNTS ⁵	
3x	3%
4x	5%

⁴ Exchange Rate: 1 US\$ = 778 HK\$ Rates are gross, exclusive of GST and inclusive of 15% advertising agency commission. Positions: No positions guaranteed. Cancellations are only possible up until the last working day prior to booking deadline. For premium positions the cancellation deadline is 1 week earlier.

⁵ Based on the number of full page insertions during a 12 month contract year, both Volume and Frequency discounts can be earned by the same advertiser.

SURCHARGES - PAN ASIA

SURCHARGES FRACTIONALS	
Half Page	Full page rate, divided by 2, plus 20%
Third Page	Full page rate, divided by 3, plus 20%

SURCHARGES PREMIUM POSITIONS	
Outside Back Cover (OBC)	+30%
Inside Front/Back Cover (IFC/IBC)	+20%
Black Book	+15%
Front Half - Guaranteed Position	+10%

PRINTED CIRCULATION & RATES 2009

PAN-REGIONAL OVERVIEW

EUROPE & MIDDLE EAST



1 Circulation refers to printed circulation and contains promotional copies.
 2 Split buys of single market upon request only. Additional cost for plate change may apply.
 3 Combined circulation of *Departures* / *Centurion* Magazine readers with an international currency card account (ICC) settled in US\$ or €, distributed in more than 170 markets e.g. UK, Switzerland, Turkey, Monaco, Greece, Cyprus, Middle East etc.
 4 Baltic states: Estonia (400), Latvia (1,000), Lithuania (500).
 5 *Centurion* Europe Edition distributed in Italy, Spain, Sweden and the Netherlands.

DEPARTURES Magazine	SINCE	LANGUAGE	CIRCULATION ¹	RATE 1/1 4C
United Kingdom	2004	English	68,000	€14,850
Germany	2004	German	32,500	€9,970
Austria	2004		2,900 ²	(€2,800) ²
Italy	2004	Italian	27,600	€14,500
France	2004	French	10,200	€8,000
ICC Edition ³	2006	English	7,000 ²	€14,900 (EU Plus Edition)
Switzerland	2006		6,500 ²	
Spain	2004		6,500 ²	
Netherlands	2006		6,500 ²	
Croatia	2006		3,000 ²	
Baltic States ⁴	2006		1,900 ²	
Sweden	2006		10,000 ²	
Finland	2006		2,500 ²	
Denmark	2006		11,000 ²	
SPECIAL RATE Pan-Europe				
Middle East	2004	English	5,500 ²	€5,900
Saudi Arabia	2008		2,500 ²	
SPECIAL RATE Europe & Middle East			204,100	€47,900
CENTURION Magazine	SINCE	LANGUAGE	CIRCULATION ¹	RATE 1/1 4C
United Kingdom	2001	English	17,800	€13,600
Germany	2000	German	10,500	€9,750
Switzerland	2002	English	2,800	€4,025
ICC Edition ³	2000	English	4,700 ²	€11,900 (EU Plus Edition)
Europe Edition ⁵	2001		4,500 ²	
Saudi Arabia	2008		1,000 ²	
Israel	2008		800 ²	
Middle East	2008		500 ²	
SPECIAL RATE Europe & Middle East			42,600	€33,400
France (Supplement)	2005	French	(1,500)	Upon request
CENTURION Europe incl. France			(44,100)	-/-
DEPARTURES & CENTURION Combined				
SPECIAL COMBINATION RATE Pan-Europe			238,700	€54,900
SPECIAL COMBINATION RATE Europe & Middle East			246,700	€59,000

ASIA



1 Circulation refers to printed circulation and contains promotional copies.
 2 Split buys of single market upon request only. Additional cost for plate change may apply.
 3 Combined circulation of *Platinum* Magazine readers with an international dollar card account (IDC) settled in US\$, distributed in Asia.

PLATINUM Magazine	SINCE	LANGUAGE	CIRCULATION ¹	RATE 1/1 4C
Hong Kong	2001	Engl. & Chin.	12,000	(US \$6,900) ²
Singapore	2003	English	3,000	(US \$3,950) ²
Malaysia	2003		5,400	(US \$3,950) ²
Taiwan	2006	Chinese	7,500	(US \$5,900) ²
IDC Edition ²	2005	English	500	(US \$2,500) ²
India	2006	English	5,200	US \$3,900 ²
SPECIAL RATE Asia			33,600	US \$26,500
CENTURION Magazine	SINCE	LANGUAGE	CIRCULATION ¹	RATE 1/1 4C
Hong Kong	2001	Engl. & Chin.	12,500	US \$11,900
Singapore	2006	English	1,400 ²	(US \$2,900) ²
SPECIAL RATE Asia			13,900	US \$11,900
PLATINUM & CENTURION Combined				
SPECIAL COMBINATION RATE Asia			47,500	US \$36,900

PACIFIC



1 Circulation refers to printed circulation and contains promotional copies.

PLATINUM Magazine	SINCE	LANGUAGE	CIRCULATION ¹	RATE 1/1 4C
Australia	2003	English	21,000	US \$10,700
New Zealand	2003		2,000	
SPECIAL RATE Pacific			23,000	US \$10,700
CENTURION Magazine	SINCE	LANGUAGE	CIRCULATION ¹	RATE 1/1 4C
Australia	2004	English	6,000	US \$10,700
SPECIAL RATE Pacific			6,000	US \$10,700
PLATINUM & CENTURION Combined				
SPECIAL COMBINATION RATE Pacific			29,000	US \$18,900

ADVERTISING-SPECIALS

	PLATINUM	CENTURION
<p>BOUND-IN INSERTS (max. trimmed height: 297 mm) Bound-in print materials e.g. folders, booklets. A competitive quote for printing costs is available upon request.</p>	<p>Total costs: 2 pages—1.4 x 1/1 page rate 4 pages—1.8 x 1/1 page rate 8 pages—2.2 x 1/1 page rate 12 pages—2.6 x 1/1 page rate</p> <p>The costs for bound-in inserts include media costs and binding. They are based on local market rates. Additional postage costs to be calculated separately.</p>	<p>Total costs: 2 pages—1.4 x 1/1 page rate 4 pages—1.8 x 1/1 page rate 8 pages—2.2 x 1/1 page rate 12 pages—2.6 x 1/1 page rate</p> <p>The costs for bound-in inserts include media costs and binding. They are based on local market rates. Additional postage costs to be calculated separately.</p>
<p>LOOSE INSERTS Such as folders, postcards, mailings, flyers and special formats.</p> <p>Minimum size: 105 x 148 mm Maximum size: 180 x 260 mm</p>	<p>Limited to two inserts per issue and a total weight of 220 grams for all inserts in the magazine.</p> <p>Rate per thousand:</p> <p>0 – 50g: US\$ 850 51 – 100g: US\$ 900 101 – 150g: US\$ 1,000</p> <p>Rates include postage* and media**. Additional surcharge of up to 200% for inserts over 150 grams. Cost for local inserts and a competitive quote for printing costs is available upon request.</p>	<p>Limited to one insert per issue and a total weight of 220 grams for all inserts in the magazine.</p> <p>Rate per thousand:</p> <p>0 – 50g: US\$ 1,000 51 – 100g: US\$ 1,400 101 – 150g: US\$ 1,800</p> <p>Rates include postage* and media**. Additional surcharge of up to 200% for inserts over 150 grams. Cost for local inserts and a competitive quote for printing costs is available upon request.</p>
<p>TIP-ONS* Booklets, postcards, folders, etc. tipped-on to a single ad page in the magazine.</p> <p>Minimum size: 60 x 80 mm Maximum size: 105 x 148 mm</p> <p>*Prices for gluing only</p>	<p>Rate per thousand: US\$ 150</p> <p>At beginning or end of section US\$ 250</p> <p>Tip-on by hand in a specific place in the magazine. Cost for local tip-on and a competitive quote for printing costs are available upon request.</p>	<p>Rate per thousand: US\$ 150</p> <p>At beginning or end of section US\$ 250</p> <p>Tip-on by hand in a specific place in the magazine. Cost for local tip-on and a competitive quote for printing costs are available upon request.</p>
<p>GATEFOLDS Advertisement opening to left or right of page.</p> <p>Format slightly smaller than magazine (207/190/180 x 297 mm).</p> <p>Minimum paper weight 115 gsm.</p>	<p>Rates available upon request for: 4 pages 6 pages</p>	<p>Rates available upon request for: 4 pages 6 pages</p>

PROMOTIONS AND ADVERTORIALS

Advertorial booking deadline is 12 weeks before publication date.
For client supplied advertorial, bullet points and brief etc. to be provided 10 weeks prior to the publication date.
The word "Promotion" must appear centre-top of each page.
Advertorial production services are available upon request.

**FOR INFORMATION OR MORE SPECIAL AD FORMATS,
PLEASE CONTACT YOUR LOCAL SALES REPRESENTATIVE OR:**

Neil Sartori, International Head of Sales. Tel +49 89 6427 9765 sartori@journal-international.com
JOURNAL INTERNATIONAL PUBLISHING, Hanns-Seidel-Platz 5, D-81737 Munich, Germany.

TECHNICAL INFORMATION



FILE SPECIFICATIONS

Digital file on CD or via FTP upload: high-resolution 300 dpi PDF file based on Euroscale offset standard and colour accurate proof. Other formats upon request. Only digital files will be accepted.

Printing procedure:	offset, colours: Euroscale ISO 12647-2PSO
Screen lines:	per cm 70
Screen lines:	per inch 175
Density of picture-files:	300 dpi

ADVERTISEMENT DIMENSIONS

FORMAT	TRIM SIZE (W X H)	BLEED SIZE (W X H)
Double-page spread	420 x 297 mm	426 x 303 mm
Full page	210 x 297 mm	216 x 303 mm
1/2 page — portrait	100 x 297 mm	106 x 303 mm
1/2 page — landscape	210 x 140 mm	216 x 146 mm
1/3 page — portrait	66 x 297 mm	72 x 303 mm
1/3 page — landscape	210 x 99 mm	216 x 105 mm

TECHNICAL INFORMATION

Type Matter or Illustrated Area: All live matter should be located within non-bleed “live area” dimensions: 10mm from trim. The Publisher reserves the right to trim off any matter which is not placed in stated “live area” without advance notice.

Double-page Gutter: Avoid running type across the gutter on double-page spreads. Type must be designed to clear the spine by a minimum of 5mm each side of the spine (total 10mm). Fine lines, banners and borders running across a DPS may not align exactly due to folding and binding tolerances (3mm in any direction). It is inadvisable to run images across the gutter if the subject of interest is in the spine area.

LOCAL LANGUAGE ADVERTISEMENTS

Translations of advertisements into other languages for local magazine editions available upon request. Cost will be calculated depending on extent and complexity.

AD MATERIALS DELIVERY

Contact:

Diana Veit, Advertising Coordinator
veit@journal-international.de
Tel +49 89 642 797 16
Fax +49 89 642 797 77

FTP address:

<http://ftp.journal-international.de>
name of folder: adver
user ID: ftp_adver
password: gda3b

Delivery Address of Journal International:

Attention of Diana Veit
Journal International GmbH
Hanns-Seidel-Platz 5
D-81737 Munich, Germany

PLEASE INFORM US BY TELEPHONE OR EMAIL BEFORE UPLOADING

PRODUCTION CONTACT

Albert Keller, International Production Director
Tel +49 89 642 797 96, Fax +49 89 642 797 77
keller@journal-international.de

TERMS & CONDITIONS - ASIA

PAYMENT TERMS

Invoicing will be in United States Dollars (unless otherwise requested), issued by and payable to Journal International. Payment within 30 days after invoicing, net. A discount of 2% can be deducted, provided payment is made within 8 days upon receipt of the invoice.

Bank name: HypoVereinsbank Munich SWIFT: HYVEDEMM Bank code: 700 202 70
IBAN USD: Account: 879433436 Code: DE02 7002 0270 0879 4334 36
IBAN HKD: Account: 879433444 Code: DE77 7002 0270 0879 4334 44

TERMS AND CONDITIONS

RATES AND COSTS

- a) The rates quoted are exclusive of VAT and may be increased at any time upon three months' written notice.
- b) In addition to the rates quoted on the Rate Card, if the Advertiser requires artwork, sketches, layout, photography or processing, or other services or requirements (collectively "production work") it shall pay Journal International for the same at the cost + VAT quoted at the time of request.
- c) Copyright in any production provided by Journal International shall rest in Journal International.

ORDERS

- a) Cancellations are only possible up until the last working day prior to booking deadline. For premium positions the cancellation deadline is one week prior to booking deadline.
- b) Agents must disclose the name of their clients and the nature of the advertising at time of booking. Any mistaken disclosure or failure to disclose entitles Journal International to reject or cancel the order.
- c) Orders for premium positions and guaranteed in-book positions are subject to availability.
- d) The Rate Card is not an offer of contract. A contract is made only by the publisher's acceptance of the Advertiser's order and when the contract is signed by an authorised person.

ADVERTISING GUIDELINES AND UNACCEPTABLE ADVERTISING

- a) Any establishment which does not accept American Express as a form of payment unless the organisation is one which does not accept credit card plastic of any kind (e.g. car manufacturers are unacceptable).
- b) Any organisation in direct competition with services or benefits offered by American Express to Centurion or Platinum Card members.
- c) Travel companies must use local American Express MTS telephone number for call to action.

COPY ARTWORK AND MATERIALS

- a) All copy, artwork and materials ("copy") shall comply with the specifications set out on the Rate Card.
- b) If the Advertiser does not provide finished copy by the scheduled press date, Journal International is entitled but not obliged to repeat copy from the preceding period.
- c) Journal International is not responsible for corrections to copy after the scheduled date.
- d) All copy supplied by the Advertisers is held at the owner's risk and should be insured against loss or damage; it may be collected after 7 days following the publication date upon giving reasonable notice. If it remains uncollected for 6 months Journal International is entitled to destroy it. None of the above shall be deemed to have any value other than the cost of the materials.

PAYMENT

Payment shall be made within 30 days.

GENERAL

- a) The Advertiser accepts that the Publisher is a principal in law and accordingly warrants that all copy (and its constituent parts) when submitted to Journal International for production and upon publication shall:
 - I) Be neither defamatory nor obscene and comply in all respects with the relevant industry codes.
 - II) Not breach any contract or violate any copyright trade mark or any other personal or proprietary right of any person or entity or render Journal International liable to any proceedings whatsoever.
 - III) Journal International is entitled at its absolute discretion to reject or exclude any advertisement submitted or previously accepted for publication.
 - IV) The Advertiser will indemnify Journal International fully in respect of any costs, damages or losses suffered by Journal International arising directly or indirectly from the production or publication of an advertisement not conforming with the copy instructions and or approval given by or on behalf of the Advertiser or which is in breach of any of the warranties above.
- b) Journal International will exercise reasonable care in preparing and publishing an advertisement, but if such advertisement is not published in accordance with the Accepted Order (other than through the act of default of the Advertiser) or pursuant to Journal International's rights, Journal International's maximum liability shall be limited to the amount of any payment made for the advertisement. No compensation shall be payable for any error, misprint or omission which does not materially detract from an advertisement. If the client does not provide a colour proof according to ISO 12647-2:PSO Offset-Scale we cannot accept any complaints on the colour. Journal International may, at the Advertiser's request, carry a further or corrective advertisement of a similar type and standard to the advertisement which has not been published in accordance with the Accepted Order in lieu of any monetary claim by the Advertiser.
- c) The Advertiser may not recharge a client for advertising space at an increased rate without Journal International's written consent.
- d) For advertising including a sponsorship competition or special offer the Advertiser must provide all details when placing its order.
- e) These conditions are subject to and to be interpreted according to German law, and the parties to the agreement submit themselves to the exclusive jurisdiction of the courts. Sole venue for disputes resulting from this contractual relationship is Munich.

READER PROFILE & SPENDING HABITS

READER SURVEY ASIA 2007



WHO THEY ARE

Platinum Magazine readers are affluent high net worth professionals, decision-makers and frequent travellers, who are used to the finer things in life and enjoy treating themselves. As they lead exceptionally busy lives, both in professional and personal terms, time is of the essence for these influential consumers. Spending their free time as they want means enjoying a high quality of life – with as little stress as possible. And they use their independence – whether freedom of choice or financial – as the route to this carefree life that allows them to fulfil their dreams and aspire to more.

Platinum is more than just a Card: it unites a community of cosmopolitan, family-oriented men and women, who travel widely for both business and pleasure. To receive *Platinum Magazine*, one must be a Platinum Card member from American Express: an individual who gets the most from the lifestyle and travel benefits to enhance and simplify their busy lives and is willing to invest a high annual fee for this.

DEMOGRAPHICS

Average age	46 years
Primary Cardmember male/female	80%/20%
Supplementary Cardmember male/female	21%/79%
Married or living with partner	83%
Average number of people per household	3.0
Average number of readers per copy	6.4
Average number of female readers per copy	1.9

PROFESSIONAL STATUS

Company Owner	46%
Chairman/President/Non-Executive Board Member/Managing Director/ General Manager	23%
Head of Department/Senior Vice President/ Other Senior Management position	26%

PURCHASING POWER

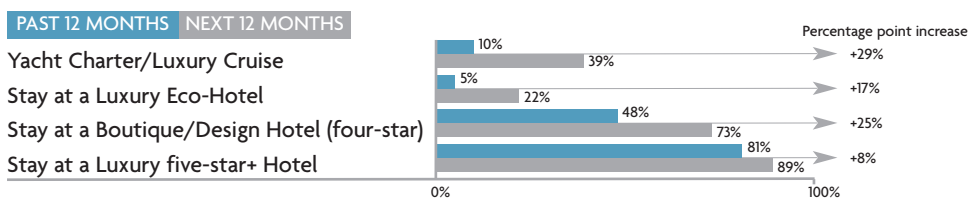
Average household income	US\$ 478,000
Average total net worth	US\$ 3.7 million
Average monthly disposable income (for shopping and entertainment)	US\$ 8,600
Average number of properties owned	3

PLATINUM MAGAZINE READERS SPEND AN AVERAGE OF US\$ 6,600 PER PERSON WHEN ON HOLIDAY

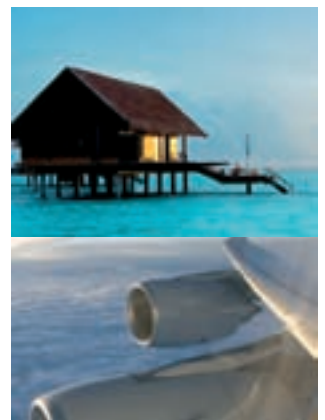
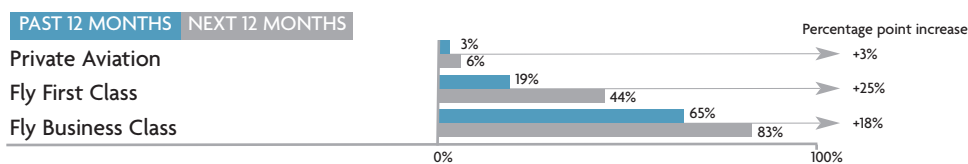
PLATINUM MAGAZINE READERS ON THE MOVE

Average number of LEISURE TRIPS per year: **5**
 Average number of BUSINESS TRIPS per year: **8**

PLATINUM MAGAZINE READERS KNOW WHERE TO STAY



THE COMFORT OF BUSINESS CLASS AND BEYOND



65% OF READERS GET IDEAS FOR THEIR NEXT TRAVEL DESTINATION FROM PLATINUM MAGAZINE

Source: *Platinum Magazine Reader Lifestyle Survey Asia 2007*.

READER PROFILE & SPENDING HABITS

READER SURVEY ASIA 2007



THE FREEDOM TO INDULGE IN LIFE'S ESSENTIAL LUXURIES

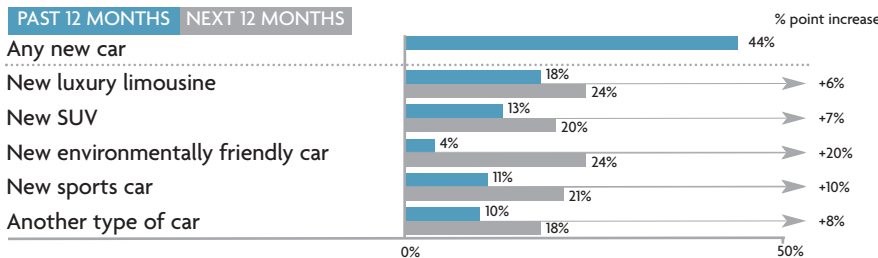
When *Platinum* Magazine readers splurge on luxury, they expect their purchases to set the standard of discernment – exclusive and unique.

AVERAGE SPENDING IN THE PAST 12 MONTHS ON...

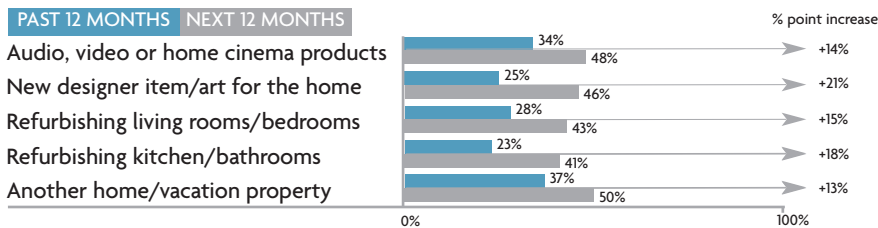
	Men	Women
Women's Fashion	US\$ 11,300	US\$ 15,200
Men's Fashion	US\$ 9,600	US\$ 9,000
Watches	US\$ 13,400	US\$ 14,000
Fine Jewellery	US\$ 12,600	US\$ 14,400
Cosmetics & Fragrances	US\$ 1,800	US\$ 3,000
Beauty Treatments & Massages	US\$ 2,200	US\$ 4,000



HIGH PERFORMANCE EXPRESSIONS OF THE ROAD



HIGH PERFORMANCE AT HOME



27% OWN THREE OR MORE PROPERTIES, 50% PLAN TO BUY ANOTHER PROPERTY IN THE NEXT YEAR

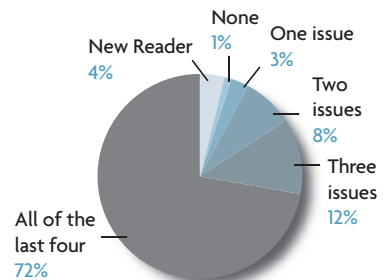
LOYAL CARDMEMBERS – REGULAR READERS

Platinum Magazine readers have been loyal American Express Cardmembers for 15 years on average with a large proportion (49%) using their Platinum Card as main method of Card Payment. As a closed community they have very similar lifestyles and spending patterns in common. They are not only highly brand-loyal, but they are also regular readers who are extremely involved in *Platinum* Magazine.

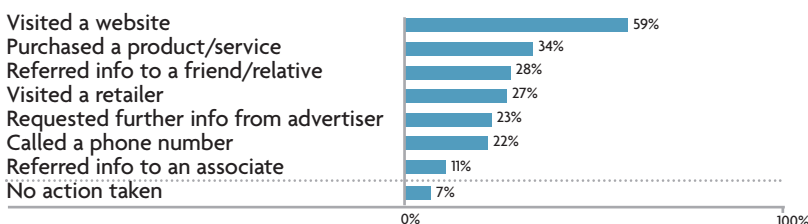
READER LOYALTY / ENGAGEMENT

Read three or all four issues	84%
Average reading time	45 minutes
Times they pick up their magazine	2.0 times
Save the entire magazine	29%
Clip and save articles/ads	22%
Give it to close family and friends	34%

72% OF PLATINUM READERS HAVE READ ALL OF THE LAST FOUR ISSUES



HIGHLY RESPONSIVE READERS*



93% RESPONDED TO AN ADVERTISEMENT IN PLATINUM MAGAZINE (E.G. VISITED A WEBSITE OR PURCHASED A PRODUCT)

Source: *Platinum* Magazine Reader Lifestyle Survey Asia 2007.

**Platinum* Magazine Reader Survey Asia 2005.

READER PROFILE AND SPENDING HABITS

READER SURVEY ASIA 2007



WHO THEY ARE

Centurion readers are super-affluent high net worth Individuals on a continual quest for the best and most exclusive. They own companies and frequently travel; they define success. Exceptionally discerning and style-conscious, *Centurion* readers are global players who gain truly worldwide access to the inaccessible. They do not compromise and expect only the highest level of personal commitment from those around them: individually tailored service, unlimited financial power, exclusive travel benefits, global access and influence.

Centurion is more than just a Card; it's a global community of the highest earners and spenders on the market. To receive *Centurion* Magazine, one must be a Centurion Member from American Express; an individual who can afford virtually anything. The Card itself is the world's most exclusive, offered by invitation only and at a high annual fee.

DEMOGRAPHICS

Average age	46 years
Primary Cardmember male/female	87%/13%
Supplementary Cardmember male/female	27%/73%
Married or living with partner	84%
Average number of people per household	2.9
Average number of readers per copy	4.0
Average number of female readers per copy	1.8

PROFESSIONAL STATUS

Company Owner	48%
Chairman/President/Non-Executive Board Member/Managing Director/General Manager	31%
Head of Department/Senior Vice President/Other Senior Management position	16%

PURCHASING POWER

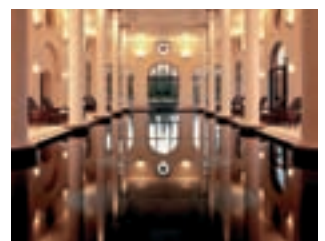
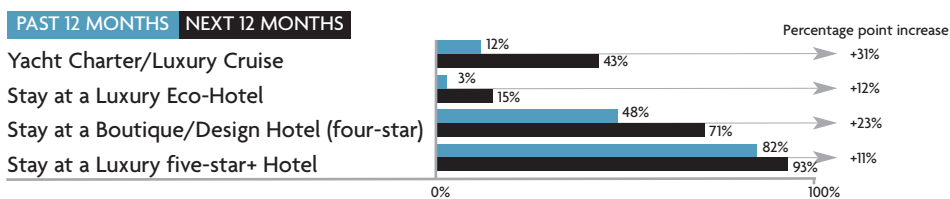
Average household income	US\$ 905,000
Average total net worth	US\$ 5.8 million
Average monthly disposable income (for shopping and entertainment)	US\$ 11,700
Average number of properties owned	3

CENTURION READERS SPEND AN AVERAGE OF US\$ 8,600 PER PERSON WHEN THEY ARE ON HOLIDAY

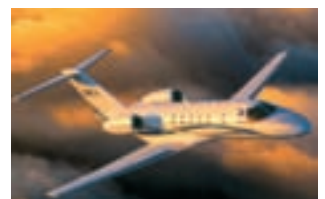
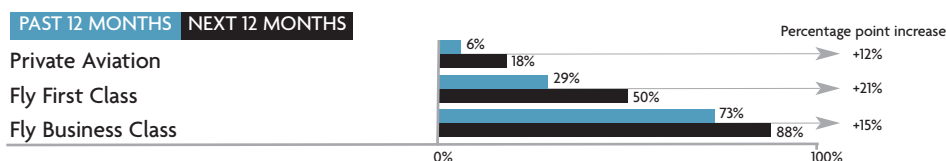
ULTIMATE GLOBETROTTERS - CENTURION READERS ON THE MOVE

Average number of LEISURE TRIPS per year: **6**
 Average number of BUSINESS TRIPS per year: **10**

CENTURION READERS KNOW WHERE TO STAY



FIRST CLASS AND BEYOND, THE COMFORT OF THE PRIVATE JET



56% OF READERS GET IDEAS FOR THEIR NEXT TRAVEL DESTINATION FROM CENTURION MAGAZINE

READER PROFILE & SPENDING HABITS

READER SURVEY ASIA 2007



CENTURION READERS SET THE STANDARD: THEY SIMPLY EXPECT THE BEST

CENTURION READERS HAVE A MONTHLY DISPOSABLE INCOME OF US\$ 11,700 FOR ENTERTAINMENT AND SHOPPING

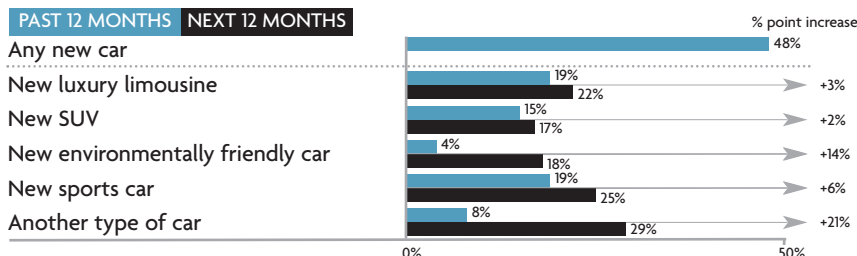
AVERAGE SPENDING IN THE PAST 12 MONTHS ON...

	Men	Women
Women's Fashion	US\$ 17,600	US\$ 17,200
Men's Fashion	US\$ 15,000	US\$ 12,400
Watches	US\$ 18,100	US\$ 16,500
Fine Jewellery	US\$ 17,900	US\$ 16,200
Cosmetics & Fragrances	US\$ 2,100	US\$ 2,700
Beauty Treatments & Massages	US\$ 3,100	US\$ 4,100

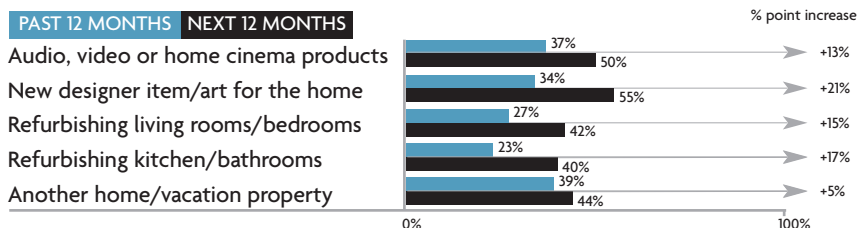


48% OF CENTURION READERS BOUGHT A NEW CAR IN THE LAST 12 MONTHS, AND THEY HAVE CONCRETE PLANS OF BUYING THIS YEAR

DEFINING THE ART OF DRIVING



HIGH PERFORMANCE AT HOME



45% OWN THREE OR MORE PROPERTIES, 44% PLAN TO BUY ANOTHER PROPERTY IN THE NEXT YEAR

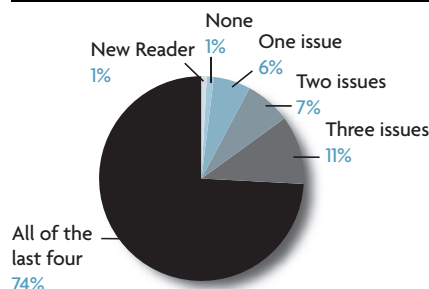
LOYAL CARDMEMBERS – REGULAR READERS

Centurion readers have been loyal American Express Cardmembers for 17 years on average with the majority of 58% using their Centurion Card as main method of Card Payment. As a closed community they are also regular readers extremely involved in Centurion Magazine.

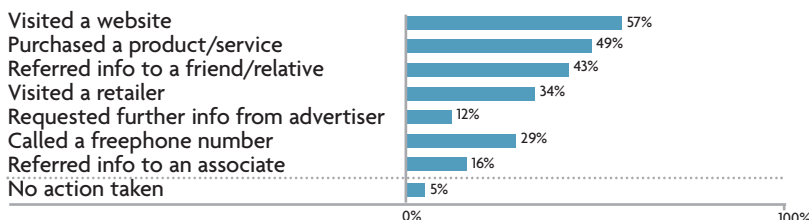
READER LOYALTY / ENGAGEMENT

Read three or all four issues	85%
Average reading time	32 minutes
Times they pick up their magazine	1.8 times
Save the entire magazine	24%
Clip and save articles/ads	23%
Give it to close family and friends	22%

74% OF CENTURION READERS HAVE READ ALL OF THE LAST FOUR ISSUES



HIGHLY RESPONSIVE READERS*



95% RESPONDED TO AN ADVERTISEMENT IN CENTURION MAGAZINE

Source: Centurion Magazine Reader Lifestyle Survey Asia 2007.
*Centurion Magazine Reader Survey Asia 2005.

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