



a trend-setting travel and lifestyle magazine, DestinAsian brings to the fore the newest and best in the Asia-Pacific region. Its regular features on food, shopping, spa retreats, luxury lodgings, design, and fashion—not to mention original holiday ideas to fit any purpose—continue to be the source of inspiration for readers looking to make the most of their journeys.

With 38,002 copies distributed across Southeast Asia, Hong Kong, and Australia, DestinAsian reaches a select band of affluent individuals who share a passion for travel.

Fast approaching its sixth anniversary, DestinAsian now has a well-established—and hotly anticipated—presence on the newsstands. But we don't intend to rest on our laurels. While the future is looking brighter than ever, DestinAsian's tradition of excellent writing, beautiful photography, and creative design will continue stronger than ever.

01



02



Side Trip 01
A look at off-the-beaten-track destinations.

Spa Goer
Satisfying the soul by visiting the best places to unwind, relax, and rejuvenate.

In addition to its award-winning features, DestinAsian offers up some regular departments that take a closer look at all the tantalizing facets of travel around Asia and the Pacific

Been There 02
Spotlight on Asian personalities on the go and their take on travel.

Gypsy Tales 03
News, updates, roundups, and recommendations for the hottest things to see, do, and buy.



Travel Tech
The newest developments and gear that help make travel easier.

Next Stop 04
An insider's guide to the coolest up-and-coming locations.

Main Event
The most exciting and vibrant events from around the region.

Food Stuff
Focusing on the signature regional cuisines as well as a mouthwatering tour of the region's best new restaurants.

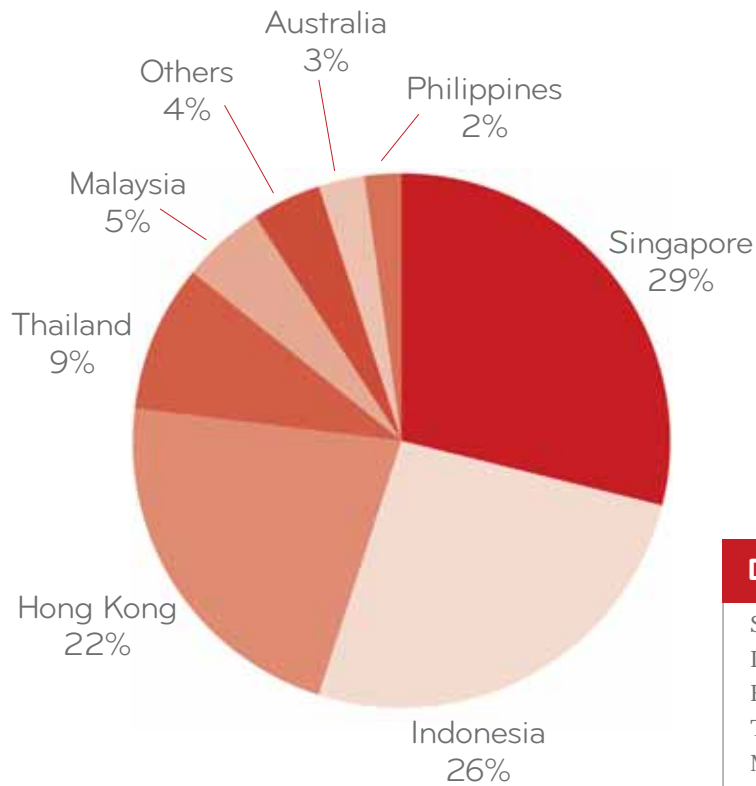
Room Check
Checking into the hottest properties across Asia and the Pacific.

04



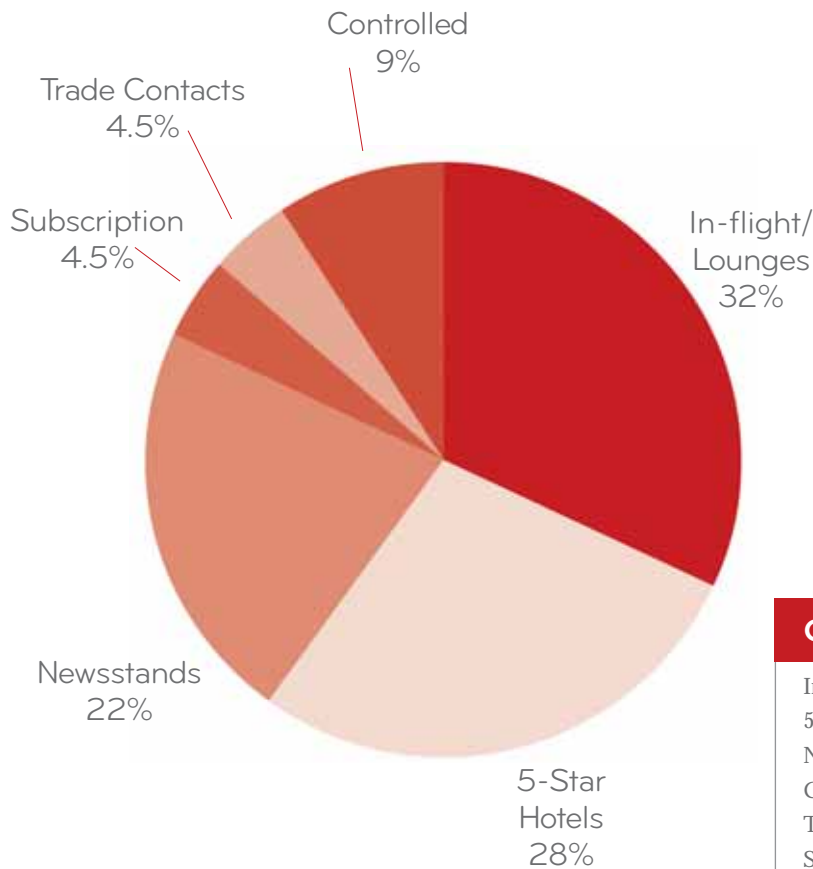
03

Distribution & Circulation 3



DISTRIBUTION 2007

Singapore	10,813
Indonesia	10,002
Hong Kong	8,339
Thailand	3,565
Malaysia	1,899
Others	1,454
Australia	1,143
Philippines	787
Total 2007	38,002



CIRCULATION 2007

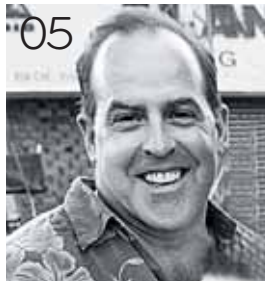
In-flight/Lounges	12,061
5 Star Hotels	10,765
Newsstands	8,210
Controlled	3,568
Trade Contacts	1,702
Subscription	1,696
Total 2007	38,002

FEBRUARY 2006 - JANUARY 2007

Total print run= 217,000

Average print run per issue 2006= 36,167

Top of The By-Line 4



Engaging stories and beautiful photography—these are the hallmarks of DestinAsian, for we rely on a talented stable of contributors.

01 One of the most sought-after lifestyle photographers of his generation, New York-based **Frédéric Lagrange** shoots regularly for Travel + Leisure, Condé Nast Traveller, and Centurion.

02 Bangkok-based **Christopher Wise** began his creative career as a New York City art director, and is now a full-time photographer contributing to such magazines as Condé Nast Traveller.

03 **Jamie James** is a novelist and critic based in Indonesia. A regular contributor to DestinAsian, he also writes for Condé Nast Traveler and National Geographic Adventure. He is the author of several novels, including *The Java Man* (Metafor).

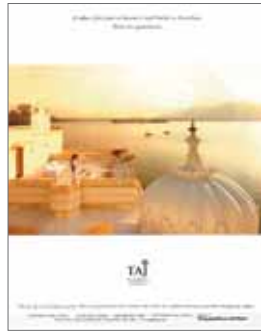
04 Photographer **Martin Westlake** is a regular contributor to DestinAsian, and his work has appeared in National Geographic Adventure, Condé Nast Traveller, Outside, and Travel + Leisure.

05 Writer **Christopher R. Cox** is a regular contributor to Travel + Leisure and Audubon as well as the author of *Chasing the Dragon: Into the Heart of the Golden Triangle*, about Burma's narco-warlords.

06 **Cynthia Rosenfeld** started out in the hotel industry but now prefers writing about it. A frequent contributor to Condé Nast Traveler, she showcases her insider's knowledge within DestinAsian's pages too.

07 Bangkok-based photographer **Jason Lang** is also a regular contributor to Wallpaper, Gourmet, and Vogue Entertaining + Travel.

In Line With The Best 5



Taj Resort



Mandarin Oriental



Four Seasons



Peninsula



The Ritz-Carlton



Perrier Jouet



Martell



Mercedes-Benz



Cathay Pacific



Qatar Airways



Emirates



Elizabeth Arden



Panerai



Rolex



Hermès



Lanvin



Louis Vuitton



2007

SOPA 2007 Awards, **Excellence in Feature Writing - Honorable Mention:** Pondering Ponds

2006

SOPA 2006 Awards, **Feature Photography - Honourable Mention:** Enduring Allure of the Bandas



Marketing Magazine, consumer travel magazines, voted no. 1 in Top 5 travel media in Singapore

SOPA 2006 Awards, **Magazine Design - Certificate of Excellence**,

February/March 2005, August/September 2005, October/November 2005

February/March 2004; World of Wonders December/January 2004; Forever Paradise February/March 2003 Best Photography (people): Forever Paradise February/March 2003

The Advertising and Design Club of Canada 2005 Annual Awards, **Gold Award for Design of a Single Magazine Article:** Vogue Notions; Silver Awards for Under the Volcanoes, Shadow and Light, and The Road to Shangri-La

2004

World Gourmet Summit Awards of Excellence 2004, **Asian Cuisine Article of the Year** Finding the Flavours of Ho Chi Minh City

SOPA 2004 Awards, top awards for **Excellence in Magazines and Excellence in Feature Writing Category** for Serendipity's Shores. **Honorable Mention** in this category for Forever Paradise

Communication Arts Annual Design Awards, **Editorial Design Award** for the article Private Engagement

The Advertising and Design Club of Canada 2004 Awards, **Gold Award for Design of a Single Magazine Article**, for the article Vogue Notions

The Advertising and Design Club of Canada 2004 Awards, **Silver Awards for Design of a Single Magazine Article** for Under the Volcanoes, Shadow and Light and The Road to Shangri-La

2005

SOPA 2005 Awards, **Feature Photography - Certificate of Excellence**, for Timor's Time June/July 2004; Sydney: Sailing into the Future October/November 2004

SOPA 2005 Awards, **Magazine Design - Certificate of Excellence**, Shadows and Light February/March 2004; Byzantine Mosaic April/May 2004; World of Wonders December/January 2004

SOPA 2005 Awards, **Magazines - Honourable Mention:** February/March, August/September, October/November 2004

Asia Travel & Tourism Creative Awards, **Best Editorial Spread on Travel Related Subject:** Shadows and Light



” In a world where print and electronic travel media is becoming more and more prolific, it is refreshing to find a publication like DestinAsian. It is a wonderful mix of articles with easily digested facts and credible reporting, blended with colourful destination images and enough sophistication to cater to every market. I personally look forward to every issue”.

- Raymond W.S. Hall, Chief Marketing Officer, Six Senses Resorts & Spas

“DestinAsian truly offers great insight for the various Hot Destinations and allows you to be in the know before others are! The articles are well written and the photography is stunning. A rare combination you will find. Needless to say, the Magazine has found its place in my personal library and has given me (amongst many others I am sure) a lot of happy reading.”

- Robert Lagerwey, General Manager, Bulgari Hotels & Resorts Bali



“DestinAsian is the definitive luxury travel and lifestyle guide on what is hip and happening around the region for frequent travelers. Beautiful pictures and stunning locations with interesting features and bold design!”

- Zulki Othman, Area Director of Marketing, Grand Hyatt Singapore



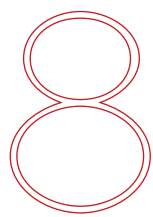
“Since the first edition, this is the one publication I look forward to receiving and reading every time. It’s truly world class and a treasure trove of information that keeps me and the hotel guests up-to-date on what’s going on in not only in Asia but all over the world. So, no surprise that DestinAsian is the preferred magazine in our Club InterContinental rooms and suites.”

- Bryan Gabriel, Director of Sales & Marketing, InterContinental Jakarta MidPlaza



“DestinAsian ingeniously and imaginatively ignites all one’s senses. The writers cleverly draw the readers into their fascinating journeys, so much so that you feel you’re actually accompanying the writer. This, coupled with the wonderful, thought-provoking photography, is the essence of a skilful travel and lifestyle magazine and one I eagerly look forward to reading.”

- Julia T. Record, Vice President, Global Public Relations, One & Only Resorts



DestinAsian will be published 8 times a year starting in 2008 with the following editions:

Publication Dates

Issue	Ads Booking	Material Deadline
August/September 2007	8 June 2007	15 June 2007
October/November 2007	10 August 2007	17 August 2007
December 2007/January 2008	5 October 2007	12 October 2007
February/March 2008	7 December 2007	14 December 2007
April 2008	8 February 2008	15 February 2008
May 2008	8 March 2008	15 March 2008
June/July 2008	4 April 2008	11 April 2008
August 2008	6 June 2008	13 June 2008
September 2008	4 July 2008	11 July 2008
October/November 2008	8 August 2008	15 August 2008
December 2008/January 2009	3 October 2008	10 October 2008

Advertisement Rates

Page Size	Price
Full Page	US\$6,950
1/2 Page	US\$4,850
1/3 Page	US\$3,800



Modular Ad Rates

Page Size	Price
1/2 Page (Type A)	US\$3,240
1/3 Page (Type B)	US\$2,160
1/6 Page (Type C)	US\$1,080

Premium Positions

Page Size	Price
Outside Back Cover	US\$9,700
Inside Front Cover Spread	US\$15,500
Double Page Spread	US\$12,500
Inside Back Cover	US\$8,300
Half Double Page Spread	US\$8,550

Frequency Discounts

Frequency	Discount
3 times	5%
6 times	10%
8 times	12.5%

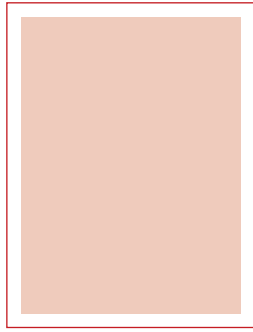
Web Banner Ad Rates

Terms	Price
2 months	US\$1,300

Terms & Conditions: These rates are valid until May 31, 2008. Frequency discounts only apply for multiple insertions that appear within 12 months of first insertion. • Rates quoted are for basic process color Cyan, Magenta, Yellow and Black. Special colors charged extra. • Specified positions are subject to availability –15% loading. • A 15% commission is allowed to recognized accredited agencies. • Cancellation will be accepted only up to three-months from publication date. Frequency contracts and agreements cancelled before completion will be short rated at the earned rate. • The content and design of all advertisements are subject to the Publisher's approval. • Payment terms are nett 30 days from date of publication. All invoices will be rendered in US Dollars and payments made in this currency.

For further information on advertising related matter, please send an inquiry to ads@destinasian.com or contact our media representatives near you.

Advertisement Size 9



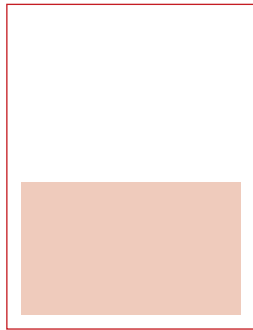
Full Page

Trim 210 x 275mm
 Bleed 220 x 285mm
 Non Bleed 185 x 250mm



Double Page Spread

Trim 420 x 275mm
 Bleed 430 x 285mm
 Non Bleed 395 x 250mm



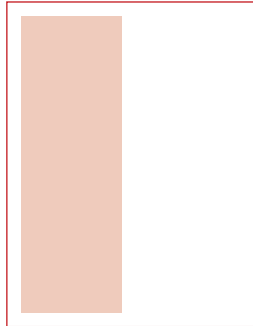
Half Page Horizontal

Trim 210 x 137mm
 Bleed 220 x 147mm
 Non Bleed 185 x 112mm



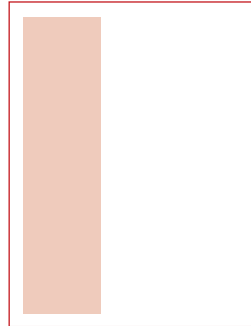
Half Double Page Spread

Trim 420 x 137mm
 Bleed 430 x 147mm
 Non Bleed 395 x 112mm



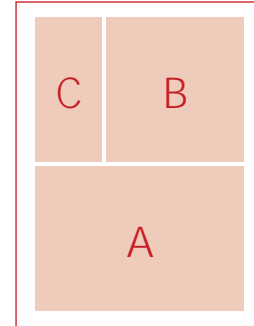
Half Page Vertical

Trim 95 x 275mm
 Bleed 105 x 285mm
 Non Bleed 85 x 265mm



1/3 Page Vertical

Trim 65 x 275mm
 Bleed 75 x 285mm
 Non Bleed 55 x 265mm



Modular Ad Size (Trim)

A-1/2 page 175.7 x 114.5mm
 B-1/3 page 116 x 114.5mm
 C-1/6 page 55.8 x 114.5mm



Production Requirements

Digital copy on CD-Rom in high-resolution (175-line screen & minimum 300dpi) and fine digital color proof. Acceptable formats include TIFF, JPEG, or EPS file - CMYK. Fine digital color

proof must be furnished for accurate color match and coverage.

Bleed: Ads that are intended to bleed must be sized and trimmed to the listed bleed sizes. All live matter (text, images not to be trimmed) must be kept within the non-bleed measurements. Any matter that extends beyond the non-bleed safe area may be trimmed due to folding and bindery variations. Any image or background color intended to bleed must extend a minimum of 5mm past the trim dimensions on all four sides of the ad.

Spreads: The Publisher cannot guarantee the alignment of type or design along the center fold line as adjoining pages can

shift up to 5mm in the binding process on certain copies.

Specification: Trim size: 210mm x 275mm, Printing: Web offset, Binding: Perfect bound, Color: CMYK throughout, Screen ruling: 175 lines/inch, Paper: Lumi-art 100 gsm, (Cover: varnished 200 gsm)

Please send all advertising materials to:

Advertising Sales Manager
 DestinAsian Magazine
 Menara Batavia, 11th Floor
 Jl. KH Mas Mansyur, Kav. 126.
 Jakarta 10220, Indonesia.
 Tel: 62-21/573-7070, Fax: 62-21/574-7733

DestinAsian Media Group has subsidiaries operating in the media and publishing sectors. The company's subsidiaries include DestinAsian, Prestige Indonesia, DA MAN and Scope Publishing. The Group was established in 2001 and is based in Jakarta, Indonesia.

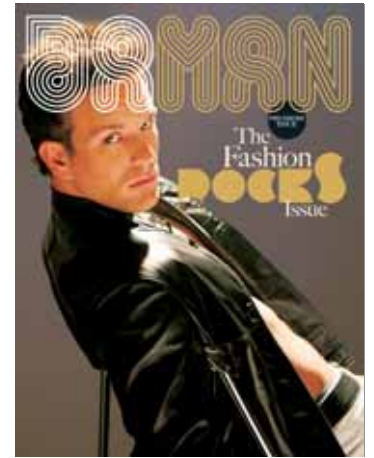


DESTINASIAN MAGAZINE

DestinAsian was established in 2001. It is the leading award-winning travel and lifestyle magazine in the Asia-Pacific region. As a bi-monthly magazine, DestinAsian has a print run of 38,000 copies and a readership of 111,000 per edition. DestinAsian is distributed in Indonesia, Singapore, Hong Kong, Malaysia, Thailand, Philippines, and Australia.

PRESTIGE INDONESIA

Prestige Indonesia was established in 2004. The publication is the ultimate social and lifestyle title in Indonesia. Prestige Indonesia works together with Prestige Hong Kong, Malaysia, Thailand, and Singapore. The magazine showcases things that represent an "appreciation of the very best in life" and reports on everything from business to fashion and from lifestyle to leisure. Prestige Indonesia is a monthly magazine with a print run of 15,000 copies and is distributed in Indonesia.



DAMAN

Our newest addition to the portfolio, DA MAN is a men's fashion and lifestyle magazine launched in May 2007. DA MAN brings together the best of men's fashion and lifestyle and offers it to today's stylish and savvy man. Offering topical and up-to-date information relevant to the discerning young men of Indonesia, DA MAN is the guide to good living. Each edition of DA MAN is packed with inspiring articles, enriched with beautiful photography, and featuring excellent design. DA MAN is published 10 times a year with a print run of 20,000 copies and is distributed in Indonesia.



SCOPE PUBLISHING

Established in 2006, Scope is a growing publishing company specialising in the creation and production of customised magazines as a new and alternative approach to marketing and communication.

Understanding the needs for a one-stop publishing service, Scope is supported by a number of dedicated editorial, design, and production teams, as well as a sales and marketing division. The latter offers advertisement sales, distribution and events support by utilising the comprehensive clients' database shared between us and our sister companies.

Our portfolio includes **Platinum** (Citibank Credit Card Services), **Canvas** (ABN AMRO – Private Banking), **Premier Life** (HSBC Private Banking), **Breeze** (Regatta, luxury apartment), **Pacific Place** (an elite shopping and entertainment centre), and **Platinum Access** (Bank International Indonesia Private Banking).

DestinAsian continues to strive to improve the quality and content of the publication. By annually carrying out this survey we obtain valuable feedback from our readers on their travel habits and demographic profile. The survey tabulated by Compelite Hong Kong, was included in the February/March 2007 issue of DestinAsian (36,000 magazines) for which we received a total of 976 responses.



READER PROFILE

Respondents' breakdown	Percentage
Singapore	24%
Indonesia	20%
Other Countries	12%
Hong Kong/China	12%
Australia/NZ	9%
Malaysia	9%
Thailand	5%
Philippines	5%
USA	4%

Gender	Percentage
Male	55%
Female	45%

Age Range

- Readers between 25-50 years
- Average age of reader: 36

Education Level

- 82% of readers have a University Degree or above
- Of which 37% has a Post Graduate degree

Position

- 79% of readers hold senior level management positions
- 30% of which are Top Management Level

Average Annual Income

US\$ 136,000

32% have an income level greater than **US\$ 150,000**



44% of readers have second home

48% intend to purchase a property in the next 12 months

58% of readers have 1 to 2 cars per household

22% of readers intend to purchase luxury car in the next 12 months

MARKETING / DISTRIBUTION FEEDBACK

What do readers do with DestinAsian once they have read it?

Keep it stored for future reference	64%
Leave it on the coffee table	20%
Pass it to friends	14%
Throw it away	2%

84%

of our readers retain the publication

73% buys at least 3 copies of DestinAsian per year



What decisions have readers made by referring to DestinAsian:

Hotels & Resorts	79%
Travel Destinations	77%
Restaurants & Bars	45%



On average **3 or more people** read each copy of DestinAsian

DestinAsian has a readership of **114,000** per issue

61% of readers pick up a copy of DestinAsian in airlines, hotels, and newsstand

98%

of readers think magazines are important or very important as source of information about travel

TRAVEL FEEDBACK

Travel tips per year

Business	9 times
Leisure	6 times

Our readers travel on average more than **15** times per year

How readers normally book their accommodation

On-line	56%
Travel Agent	22%
Direct to Hotel	21%
Other	1%

How far in advance people book their annual holiday

More than 6 months	30%
3 months	36%
1 month	28%
2 weeks	6%

28%

of readers spend more than **US\$10,000** on holidays and short breaks a year.

Average spend on holidays and short breaks per year:
US\$7,800

Golf

- **45%** of readers play golf at least once a month
- **20%** of readers intend to take a golf related trip in the next 12 months

Cruise

- **33%** of people are thinking of taking a cruise in the next 12 months

Air Travel

When flying for business readers normally fly

Premium Class (First Class + Business Class)	55%
Economy Class	45%

When flying for leisure readers normally fly

Premium Class (First Class + Business Class)	29%
Economy Class	71%



Readers are members of the following frequent flyer groups:

Star Alliance	81%
One World	48%
Sky Team	22%
Other	20%

Top 15 Airlines that readers have flown with in the last 12 months

Singapore Airlines	69%
Cathay Pacific	44%
Thai Airways	43%
Malaysia Airlines	29%
Qantas	26%
Air Asia	26%
Garuda Indonesia	24%
Lufthansa	23%
Silk Air	21%
British Airways	20%
United Airlines	19%
Dragon Air	16%
Jet Star	16%
Emirates	15%
Vietnam Airlines	13%

Hotels & Destinations

92% of our readers stay in 4 & 5-star hotels on business

When readers travel on business they normally stay in:

Five-star Hotel	56%
Four-star Hotel	36%
Boutique Hotel	5%
Serviced Apartment	3%

Top 15 hotels for Business

Hyatt	45%
Hilton	38%
Shangri-La	35%
Sheraton	35%
Westin	27%
Four Seasons	25%
Marriott	21%
InterContinental	21%
Ritz-Carlton	21%
Crown Plaza	18%
Mandarin Oriental	18%
Le Meridien	17%
Sofitel	16%
Conrad	14%
Raffles	14%

When readers travel on leisure they normally stay in:

Five-star Hotel	28%
Boutique Hotel	26%
Four-star Hotel	22%
Private Villa	12%
Spa Resort	9%
Serviced Apartment	3%

Top 3 factors readers consider important or very important when deciding on a hotel for leisure: **Location, Service, Facilities**

Top 15 hotels for Leisure

Shangri-La	31%
Westin	28%
Hyatt	27%
Four Seasons	27%
Sheraton	26%
Marriott	22%
Hilton	22%
Banyan Tree	22%
Sofitel	18%
InterContinental	17%
Ritz-Carlton	17%
Aman Resorts	17%
Mandarin Oriental	16%
Le Meridien	16%
Novotel	16%

Level of interest of our readers in the following destinations

