

A black and white close-up portrait of a woman with long, light-colored hair blowing in the wind. She has a cigarette in her mouth and is looking slightly to the side. The background is a plain, light color.

THE RESERVE

2016 MEDIA KIT

THE RESERVE

The Reserve is an invitation-only VIP club for Asia's most influential spenders and investors. This prestigious audience is deeply engaged through targeted events, print, digital and social media.

The brand benefits from an ever-evolving membership base and responds directly to ongoing research and direct feedback from members and partners.

The Reserve is produced in Hong Kong by INFO/NATION, the leading market intelligence company for high net worth individuals in Greater China, which has over five years experience of VIP club management. INFO/NATION conducts extensive research to identify Hong Kong's most influential business leaders and to understand their inspirations, interests and passions.



The most qualified audience of high and ultra high net worth individuals

OUR PARTNERS

The Reserve is exclusively tailored to the tastes and passions of Hong Kong's high net worth individuals. We have unique access to a highly desirable audience and work with selected brands to produce a range of touch points that we know will interest and engage them. We aim to know each of our members intimately and we use these insights to hand pick audiences in line with each of our partner's specifications, thus creating truly integrated marketing campaigns on their behalf. We will only partner with brands that we believe will appeal to our members.



NEW PARTNER ANNOUNCEMENTS

As new partnerships are confirmed, members of *The Reserve* are notified through a direct response 'New Partner' email that provides them with the opportunity to express their level of interest for the brand, product or service highlighted. These member insights are captured for future reference, ensuring only the most relevant individuals are included in activities involving these selected partners.

THE RESERVE
MEMBERSHIP THE MOST VALUABLE OF ALL RESERVE BENEFITS

NEW PARTNER: ERMENEGILDO ZEGNA

Ermenegildo Zegna

The Reserve is proud to announce its new partnership with Ermenegildo Zegna. Ermenegildo Zegna is a brand of men's luxury apparel, known for its exceptional craftsmanship and quality. The partnership will provide members with access to exclusive Zegna products and services.

As a member of The Reserve, you will now have access to:

- Exclusive Zegna products and services
- Access to Zegna's latest collections and limited-edition pieces
- Personalized styling advice from Zegna's expert tailors

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[View Zegna products](#) [View Zegna services](#)

THE RESERVE
MEMBERSHIP THE MOST VALUABLE OF ALL RESERVE BENEFITS

NEW PARTNER: TESLA MOTORS

Tesla Motors

The Reserve is proud to announce its new partnership with Tesla Motors. Tesla Motors is a leading electric vehicle (EV) manufacturer, known for its innovative technology and sustainable energy solutions. The partnership will provide members with access to exclusive Tesla products and services.

As a member of The Reserve, you will now have access to:

- Exclusive Tesla products and services
- Access to Tesla's latest models and limited-edition pieces
- Personalized styling advice from Tesla's expert advisors

As you would like to be invited to exclusive events and experiences, please click the link below to express your interest.

[View Tesla products](#) [View Tesla services](#)

THE RESERVE
MEMBERSHIP THE MOST VALUABLE OF ALL RESERVE BENEFITS

NEW PARTNER: MILLESIMA

MILLESIMA

The Reserve is proud to announce its new partnership with MilleSimia. MilleSimia is a leading luxury watch brand, known for its exceptional craftsmanship and quality. The partnership will provide members with access to exclusive MilleSimia products and services.

As a member of The Reserve, you will now have access to:

- Exclusive MilleSimia products and services
- Access to MilleSimia's latest collections and limited-edition pieces
- Personalized styling advice from MilleSimia's expert advisors

As you would like to be invited to exclusive events and experiences, please click the link below to express your interest.

[View MilleSimia products](#) [View MilleSimia services](#)

OUR MEMBERS

The Reserve draws upon the demographic and psychographic information gathered by the INFO/NATION research team to ensure the membership base is continually refined to encompass the most desirable target audience.

MEMBER PROFILE

Heads of listed companies:

CEOs, chairmen, directors and presidents of locally-listed companies with a minimum turnover of USD\$25 million

Professionals:

Partners or owners of professional practices such as solicitors, accountants, selected doctors and architects

Heads of privately-owned companies:

Founders and owners of privately-held companies with a minimum turnover of USD\$20 million

Membership is strictly invitation-only and reserved for Hong Kong's most affluent and influential business leaders



A deep understanding of
the interests and passions
of every club member

OUR MEMBERS

GENDER

Male 63%
Female 37%

AGE

Under 30 8% 45-55 49%
30-45 29% Over 55 14%

POSITION

CEO, Chairman, Exec Dir. 33%
MD, President, VP 22%
Owner, Founder 20%
Other Profesional (Doctor, lawyer, account, etc.) 22%
Other 3%

INTERESTS

Art 47%
Fashion 55%
Fine dining 89%
Wine & Champagne 63%
Fine jewellery & timepieces 54%
Luxury cars 61%
Yachts & luxury boating 33%
Private aviation 19%
Property 74%
Wealth management/investments 68%



EVENTS

The Reserve ensures a relevant guest list for every event, based on an in-depth understanding of our members' interests and passions.

These events give partners the chance to build powerful links with a targeted audience, driving valuable new business and strengthening existing relations.

EVENT OPPORTUNITIES

Multi-branded:

The Reserve brings together complimentary brands for a single event with an audience that values the collective ensemble

Example: Gentlemen's Evening (Rolls-Royce, The Glenlivet, G.H. Mumm, Greib & Benzinger and Platinum Wines)

Bespoke:

The Reserve creates a tailored event especially for the partner, based on their specific needs and objectives

Examples: The Hong Kong launch of the Aston Martin One-77, EFG Private Bank Market Outlook event, Boucheron private dinner

Investment Summit:

The Reserve's quarterly Investment Summit engages 100+ active investors looking for the next big opportunity

Recent partners: Pall Mall Art Advisors, Malca-Amit Precious Metals, Stanley Gibbons Investments and Switch Concepts

VIP Guest Invitation:

The Reserve can provide attendance of high quality, targeted guests at a partner's events

Recent partners: Ermenegildo Zegna, Cartier, Asia Contemporary Art Show and Longines Hong Kong Masters

Property Investment Exhibition + Seminar (PIE+S):

A round-up of the most compelling investment opportunities from around the world

Recent partners: Beauchamp Estates, Alila Property Residences, Four Seasons Private Residences, Aqua Boracay, Brickell City Centre Miami (Swire)



THE RESERVE MAGAZINE

The Reserve magazine is hand-delivered to members in Hong Kong four times a year. The glossy publication's strong editorial direction and award-winning design make it a powerful tool for engaging members. Packed with bespoke content written by top international journalists, the magazine features exclusive interviews with key global business leaders and luminaries, insightful investment stories, high end fashion shoots and much more.

INVITATIONS

A round-up of *The Reserve's* latest member-only events



INSIDERS

Interviews with notable personalities and profiles covering all aspects of business and culture



INVESTMENT

Leading alternative investment advice from industry experts



INSPIRATION

Celebrating a life of luxury with insights and anecdotes on the most desired products and services



RATES & SPECIFICATIONS

THE RESERVE MAGAZINE 2016

Issue	March	June	September	December
Material Deadline	12 February	20 May	19 August	18 November
FULL PAGE				INSERTION / HK\$
	1x	2x	3x	4x
Full Page ROP	39,800	35,800	33,800	31,800
Right Hand Page	45,700	41,100	38,800	36,600
Premium Position (IBC, Opposite Contents, Editors Note, etc.)	47,700	42,900	40,500	38,100
OBC	55,700	50,100	47,300	44,600
DOUBLE PAGE SPREAD				INSERTION / HK\$
	1x	2x	3x	4x
DPS ROP	71,600	64,400	60,800	57,300
Premium Position (Before Contents)	93,100	83,800	79,100	74,500
IFC (1st DPS)	100,900	90,800	85,800	80,700
HIGH IMPACT				INSERTION / HK\$
				1x
"Z" Cover DPS				126,500
IFC Gatefold (4x full page)				137,500

FASHION SHOOT PACKAGE

6-8 page fashion shoot published in the magazine
 Exceptional locations (yacht/ private jet...)
 Products highly visible and referenced in the magazine
 1 x full page (early RHP) advert
 Exclusivity in product category
 Package price HK\$66,300

ADVERTORIAL PACKAGES

	FP ad units	Package total
One x 2-page editorial feature (interview, brand story, etc.) plus:	0	79,000
	1	99,000
	2	122,900
	3	142,800

Advertorial package includes access to the editorial & design teams of *The Reserve*

POSITION

Full Page / Inside Front Cover / Back Cover
 Inside Front Cover Spread / DPS (Spread)

NOTE: If text runs across the inside gutter of a DPS, please allow 3mm away from the centre line each side

TRIM SIZE W X H (MM)

205 x 287 (mm)
 410 x 287 (mm)

BLEED SIZE W X H (MM)

211 x 293 (mm)
 416 x 293 (mm)

FILE FORMATS

Illustrator CS3 files, Vector based EPS files, Tiff files or PDF X/1-A
 All image files must be at least 300dpi at the actual size and all fonts must be outlined
 Colour Mode: CMYK (SWOP)
 Files must be submitted on CD-ROM with a colour proof

THE RESERVE ONLINE

WEBSITE

The Reserve website is updated with fresh, compelling content every day. Open to non-members as well as members, the site also features videos and photographs from recent events as well as behind-the-scenes snapshots into the world of *The Reserve*.



Reserve Me - A dedicated section of the website showcasing partners' products and services. Continually refreshed with new opportunities, members can revisit often to view the latest products and services.

MONTHLY RATE IN HK\$

A	Run of site* - Top banner	24,000
B	Run of site* - Side banner (right rail)	20,000
C	Reserve Me section - Top banner	15,000

BANNER SIZES

A	Run of site* - Top banner	421 (w) x 56 (h) pixels
B	Run of site* - Side banner (right rail)	200 (w) x 200 (h) pixels
C	Reserve Me section - Top banner	421 (w) x 56 (h) pixels

* Excluding Reserve Me section

E-NEWSLETTER

The inside track on luxury living delivered directly to the inboxes of our *The Reserve* members, every month.



HK\$

Banner advertisement	24,000
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BANNER SIZE

421 (w) x 56 (h) pixels

To be supplied in jpg format with a maximum file size of 30k

ELECTRONIC DIRECT MAIL

Partners can connect directly with members through *The Reserve* eDM service, mailed directly to member inboxes. A cost effective, highly trackable form of direct, targeted promotion.

HK\$

	1x	2x	4x
eDM (per broadcast)	44,000	38,000	30,000
New partner announcement	35,000	N/A	N/A

THE RESERVE

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