



LUXURY TOURIST GUIDES MEDIA KIT

2022-23

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ELITE MARKETS

ABOUT OUR MAGAZINES

Since 2007 Luxury Chinese Lifestyle Magazines have been the leading and the most recognized exclusive/luxury publications in seven key cities in the US.

According to Jing Daily Fortune Magazine:

When asked where they would usually read about luxury brands and their offerings, magazines surprisingly topped the list of options for respondents – ahead of WeChat, Weibo, and e-commerce sites.

A message from Forbes Magazine to the luxury brand advertiser who advertises in this market:

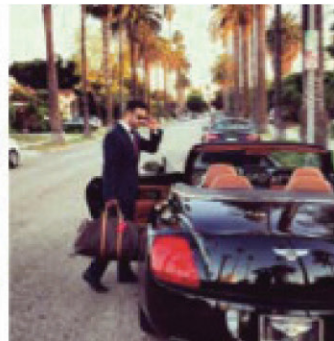
“The younger generation of adults will influence the older generation to keep them more cultured and up-to-date,” said Forbes. “The older generation will bring them tradition: the Asian culture. If you’re advertising a dollar to market to Asian tourist you actually get a higher return on investment, because you’re marketing technically to the whole family”

MISSION STATEMENT

The primary element of the Luxury Chinese Tourist Magazines is the sophistication and unique leadership we offer to our affluent audience. Our magazines incorporate elite life-style reporting through our distinguished, market-specific publications in Miami, New York, Los Angeles, Las Vegas, San Francisco, Chicago and Hawaii.

Through our celebrated regional publications, we capture the hearts and minds of the world’s most influential consumers in the most affluent destinations, and act as both guide and signpost in their stellar lifestyle.

Luxury Chinese Tourist Guides characterize the cultivation of luxury living.



OUR ELITE AUDIENCE



DEMOGRAPHICS

Chinese Tourist Magazine offers luxury advertisers a highly efficient opportunity to target the most powerful consumers in the nation's most concentrated centers of wealth.

STATISTICS

Male 51% /Female 49%

Median Age: 31.6

Average household income 355,000.00

Average length of the trip: 12 days

Chinese visitors spent \$83.5BN in 2017

This will grow by 8% in 2018

Spending

\$42,250 - Average tourist during travel

\$5,565.00 per person per day - Individual Travelers

\$3,850 per person per day - Tour Groups

OUTBOUND CHINESE TOURISM CONSUMPTION HAS RISEN STEADILY

Along with rising levels of income, travel has become a key indicator of quality of life for the country's rising affluent population with more and more Chinese traveling overseas for their vacations. According to statistics from the China National Tourism Administration, Chinese tourists traveled overseas on 131 million occasions in 2017, an increase of 7.0% from the previous year.

The top three categories of expenses by outbound Chinese tourists are shopping (45%), hotel accommodations (29%), and dining (28%).



Based on our survey, Chinese/ American residents as well as new immigrants use American/Chinese search engines to access local information on real estate, car buying, retail shopping, school, restaurants, etc.





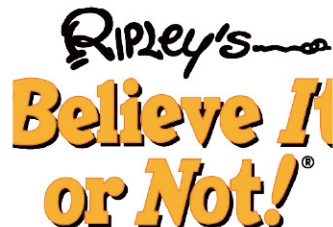
208 RODEO
RESTAURANT

NOBU
HOTEL

VELLAGIO
LAS VEGAS



NOBU



2019 Media Kit

HOTEL

Four Seasons
 Peninsula
 SLS
 Beverly Wilshire
 Hilton Beverly Hills
 Sofitel
 Casa De Mar
 Luxe Hotel Rodeo Drive
 Ritz Carlton Downtown
 Hollywood Roosevelt
 Beverly Hills Hotel
 Crown Plaza Beverly Hills
 Montage Beverly Hills
 Marriott Downtown
 Universal City
 Hyatt Century Plaza
 Universal City Hilton
 Park Hyatt
 Luxe Hotel Sunset Blvd.
 Mondrian Hotel
 Palomar Hotel Kimpton
 Kyoto Grand Hotel
 Loews
 Sheraton Downtown
 Marina Beach Marriott
 Pacific Shore Hotel
 Ritz Carlton Downtown
 Radisson
 Shutters on the Beach
 Westin Bonaventure

Holiday Inn
 Biltmore Hotel
 Sheraton Grande
 Sunset Tower Hotel
 J. W. Marriott
 Thomson Hotel
 Wilshire Grand
 Ritz Carlton -
 Marina Del Ray
 Shangri-La
 Omni
 Fairmont Miramar
 The Georgian
 The Huntley Hotel
 Viceroy Santa Monica
 Marriott -
 Marina Del Ray
 Mayfair Hotel
 Miyako Inn
 Renaissance Hollywood
 Hyatt Downtown

OTHER
 LOCATIONS
 Rodeo Drive
 Hollywood & Highland
 San Gabriel Square
 Tour operators
 in USA, Japan
 and China
 Visitor's Bureaus
 Airport Locations
 Airlines

LAS VEGAS

HOTEL

Aria
 Bally's Las Vegas
 Bellagio
 Caesar's Palace
 Circus-Circus
 Cosmopolitan
 Encore
 Flamingo Hilton
 Four Seasons
 Harrah's Las Vegas
 Hard Rock Hotel
 Las Vegas Hilton
 Luxor
 Mandalay Bay
 Mandarin Oriental
 THE Hotel
 Monte Carlo
 Mirage
 MGM Grand
 NY NY
 Paris Hotel
 Palms
 Planet Hollywood
 Rio Hotel
 Riviera
 Stratosphere
 Tropicana
 TI
 The Venetian
 Vdara

The Palazzo Resort
 Wynn Resort

SHOPPING
 MALLS
 Crystals
 Via Bellagio
 Miracle Miles
 Fashion Show Mall
 The Forum Shops
 Grand Canal Shoppes
 The Shoppes At
 The Palazzo
 Mandalay Bay Shops
 Stratosphere Shops
 Freemont Street

OTHER
 LOCATIONS
 Tour operators
 in USA, Japan
 and China
 Visitor's Bureaus
 Airport Locations
 Airlines

NEW YORK

HOTEL

Mandarin Oriental
 The Peninsula
 Four Seasons NY
 W Times Square
 6 Columbus a Thompson
 Ritz-Carlton
 Waldorf Astoria
 Le Parker Meridian
 Hilton Avenue of
 The Americas
 Marriott Marquis
 Chambers Hotel
 Dream
 Jumeirah Essex House
 Plaza Athenee
 The Park Central
 Westin Time Square
 The London NYC
 Loews Regency
 Trump International
 The Carlyle
 Empire Hotel
 The Benjamin
 Kitano
 AKA Central Park
 Flatotel
 Helmsley Park Lane
 Omni Berkshire
 The Lowell Hotel
 The Mark Hotel

The Pier, a Taj Hotel
 The Plaza Hotel
 Sherry Netherlands
 Hudson
 Wellington
 The St. Regis Hotel
 The Surray Hotel
 Warwick New York
 Gansevort Park
 On The Ave.
 The Chatwal Hotel
 The Gotham Hotel
 Hyatt Regency -
 Princeton
 Hyatt Regency - NJ
 The Hotel Newton
 New York Palace
 The Bryant Park
 On The Avenue
 Comfort Inn
 Hilton Manhattan

OTHER
 Tour operators
 in USA and China
 Visitor's Bureaus
 Airport Locations
 Airlines

CHICAGO

HOTEL

Four Seasons
The Palmerhouse Hilton
Sofitel
Knickerbocker Hotel
Ritz Carlton
Peninsula
The Drake
The James
Trump International
W Hotel
W Citicenter
Intercontinental
Marriott Downtown
Public Chicago
The Talbot
Fairmont Chicago
Omni
Park Hyatt
Sutton Palace
The White Hole Hotel
Westin Michigan Ave.
Burnham Hotel
Chicago River Hotel
Hard Rock Hotel
Swiss Hotel
Renaissance Hotel
Hilton Chicago
Hotel Monaco
The Witt
Wyndham Blake

Silversmith Chicago
Crown Plaza
Conrad Chicago
Doubletree
Sax Chicago
Sheraton
Comfort Suite
Embassy Suite
Four Points
Hampton Inn
Amalfi Hotel
Allerton Hotel
Sutton Palace
The Seneca Hotel

**OTHER
LOCATIONS**

Tour operators
in USA and China
Visitor's Bureaus
Airport Locations
Airlines



SAN FRANCISCO

HOTEL

Four Seasons
Ritz Carlton
St. Regis
Palace Hotel
Mandarin Oriental
Westin St. Francis
JW Marriott
Union Square
Hilton Financial District
Clift
Marriott Marquis
Sofitel
W Hotel
Hilton SF Union Square
Hyatt Grand
San Francisco
Intercontinental
Mark Hopkins
Marriott Union Square
Orchard Garden
Sir Francis Drake
Omni
The Fairmont
Hyatt Fisherman's Wharf
Radisson
Fisherman's Wharf
Intercontinental
Le Meridian
Stanford Court
Renaissance

Hyatt Regency
Financial District
Hilton Fisherman's Wharf
Sheraton
Taj Campton
Westin Market
Triton
Holiday Inn
Fisherman's Wharf

**OTHER
LOCATIONS**

Tour operators
in USA
and China
Visitor's Bureaus
Airport Locations
Airlines



HAWAII

HOTEL

Kahala Hotel
Halekulani Hotel
Ala Moana Hotel
Embassy Suites
Waikiki Parc Hotel
Outrigger Waikiki
Aston Waikiki Hotels
Castle Halili Kai at
Waikoloa
Doubletree Alana
Hotel Waikiki Hilton
Hapuna Beach
Tower Hotel
Honua Kai
Resort and Spa
Hotel Renew
Hyatt Regenecy
Maui Resort & Spa
Hilton Hawaiian Village
Outrigger Waikiki
on the Beach
Sheraton Waikiki
The Islands at
Muana Lani
The Kahala Hotel
The Royal Hawaiian
Trump Waikiki Beach
Turtle Bay Resort
Waikiki Beach Marriott
Waikiki Parc Hotel

Embassy Suites
The Lotus at
Diamond Head
Outrigger Reef
on the Beach

**OTHER
LOCATIONS**

Tour operators
in USA
and China
Visitor's Bureaus
Airport Locations
Airlines
Direct home mailing
to high income Chi-
nese-Americans



MIAMI

HOTEL

Acqualina Resort and Spa
Boulan South Beach
Canyon Ranch Hotel & Spa
Delano
Diplomat Golf Resort & Spa
Eden Roc, a Renaissance
Beach Resort & Spa
Fontainebleau Miami Beach
Four Seasons Hotel Miami
Gale South Beach
Hilton Bentley Miami
Hilton Grand Vacations Club at South Beach
Hotel Breakwater
Hotel Victor a Thompson Hotel
JW Marriott Marquis
King & Grove Tides
Loews Miami Beach Hotel

Mandarin Oriental Miami
Marlin Hotel
Marriott South Beach
Mondrian South Beach
One Bal Harbour Resort and Spa
Pelican Hotel
Prime Hotel
Raleigh Hotel
Sagamore
Shore Club
SLS Hotel South Beach
Soho Beach House
Surfcomber
The Angler's Boutique Resort
The Betsy Hotel, South Beach
The Grove Isle Hotel & Spa
The James Royal Palm
The Palms Hotel and Spa
The Perry, South Beach
The Ritz-Carlton Key Biscayne, Miami
The Ritz-Carlton, Coconut Grove

The Ritz-Carlton, South Beach
The Setai
The Villa
The Westin
Diplomat Resort
Turnberry Isle
Viceroy Miami
W South Beach
Beach
Z Ocean Hotel

OTHER LOCATIONS

Tour operators in USA and China
Miami Convention and Visitors Bureau
Aventura Mall
Miami Design District
Wynwood Art District
VIP Tours-Miami/Works
Airline Lounges
Sotheby's RE Sales Office

Direct home mailing to high income Chinese-Americans



ENDORSEMENTS

2022-23 Media Kit

Four Seasons Hotel Beverly Hills

...we run out of magazines and would like 200 Chinese and a box of Japanese..... I was hired specifically to welcome the Chinese and they are getting a lot now more than ever and our hotel loves the magazines.

-Jing Wang, Guest Relations



The Ritz-Carlton, Los Angeles

The request for Tourist City Guides are below, If you would need to charge for these how much would it be?

Chinese - 50 , Portuguese - 150

Japanese - 575

-Dominique Redmond, Senior Event Manager



The Ritz-Carlton®

The Peninsula Chicago

...I am looking to have 200 more Chinese Tourist Guides sent to me.

-Gianna M. Bamonti, Concierge Supervisor



Bank of America Corporate Training Center

Would you be so kind as to send me 20 mandarin NY city guides via mail?....

-Franca Corsi, Program Coordinator



Paris Las Vegas

You publish two very nice guide books for Asian visitors to the city, JAPANESE TOURIST GUIDE and CHINESE TOURIST GUIDE, and we love to give them out to our guest...

-Mike Winston, Paris Concierge



The Whitehall Hotel, Chicago

I am writing to tell you how much joy your books have brought to our guests...

-Joseph Cranford, Concierge



Hilton New York

We have some of your guides and would like to get more...

-Brian Martens,

Director of Rooms and Guest Services



The Peninsula Beverly Hills

...I wanted to reach out to you as I saw several of your tour guides that we utilize for our Chinese/Japanese guests. They are very useful and we commonly use them to provide information for our guests....

-Kent Sugiura, Guest Relations Manager



2022-23 RATE

CARD QUARTERLY RATE

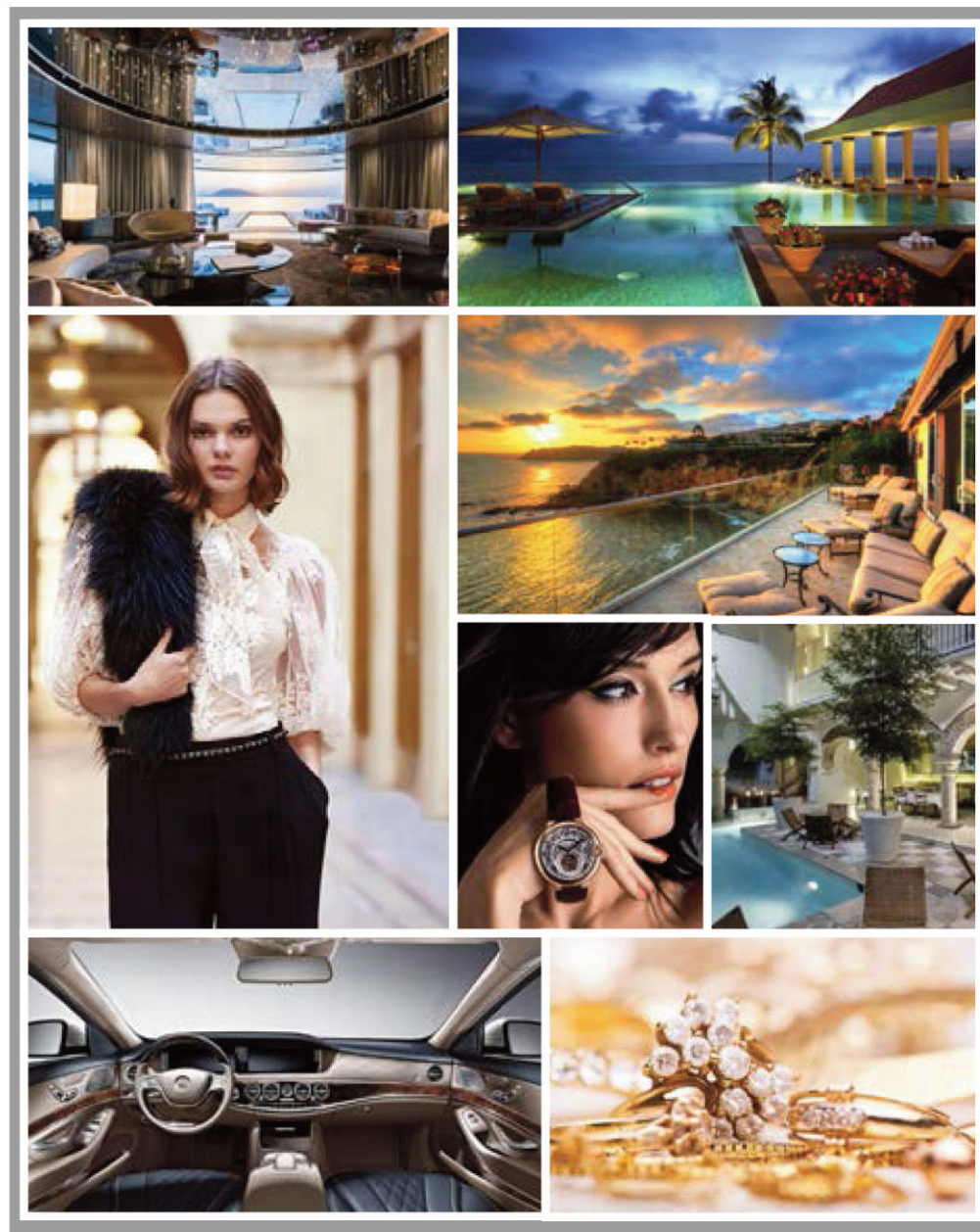
Full page inside.....	\$4,920
Table of Contents...	\$6,000
C 3.....	\$7,000
2 Page Spread.....	\$7,500
C 2 - Page 1.....	\$8,500
Back Cover.....	\$10,000

DEADLINE

Space	Artwork
Spring 02/05'	Spring 02/20
Summer 05/05	Summer 05/20
Fall 08/05	Fall 08/20
Winter 11/05	Winter 11/20

ON SALE DATE

Spring 04/01
Summer 07/01
Fall 10/01
Winter 01/01



2022-23 RATE AD SPECS

IMPORTANT NOTES

Our production department only accepts Photoshop, Illustrator, PDF and Quark files, Illustrator files should be saved as EPS files, with all images embedded and all fonts converted to outline, InDesign files should be packaged with all links and fonts included. All PSD, Tiff, JPG, and EPS files should be flattened and saved at their highest resolutions,

All images used in ads should be CMYK and at a resolution of 300 dpi. Those in RGB, Pantone or PMS color format are not accepted. A 3/16" safety area of no live text from the trim and 1/8" from the spine is recommended, as it prevents text from getting trimmed or disappearing into the spine during the final cutting and binding process.

PDF FILES

PDF files may be provided as PDF/X1A file format, When placing images make sure documents are not flattened if translation is needed before creating a PDF This applies to layered graphics such as Photoshop PSD files or layered Illustrator files,

IN-HOUSE EDITORIAL CREATION

All imagery and copy must be provided when requesting an in-house ad design, Provided image files must be no less than 300 dpi at 100% of placement size, All material files must be labeled and may be e-mailed to our Art Department at akiko@asian-touristguides.com or info@asiantouristguides.com.

DELIVERY OF MATERIALS

PLEASE LABEL ALL MATERIALS SUBMITTED WITH THE FOLLOWING:

- ADVERTISER NAME
- PUBLICATION LOCATION
- ISSUE DATE

ADDRESS

Los Angeles Corp. Office
LUXURY ADVERTISING MEDIA
luxury1703.media@gmail.com
1+ 310 497-0300

New York office : JAM MEDIA
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1+917- 224-7224

EMAIL ADDRESS

akiko@chinesetouristguides.com

PRODUCTION CONTACT

Akiko Schirano

