



LPS CHINA FERRETTI GROUP MAGAZINE

MEDIA KIT 2022-2023

PUBLICATION DATE: JANUARY 13, 2023

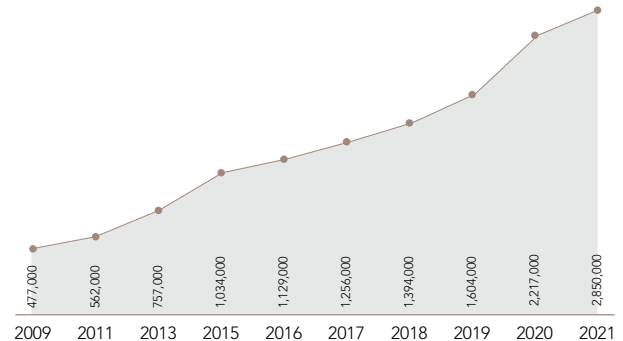


CHINA: A BOOMING MARKET

China is home to 2,200,000 USD millionaires, and they are expected to invest in 2023 over USD \$100 billion in overseas real estate.

70% of Chinese property buyers pay cash

57% of Chinese HNWI have already invested overseas



Number of HNWI in China with +1 million USD available investable assets

#1

Chinese buyers are already the #1 foreign property buyers in the U.S, Canada, Australia, Singapore, Thailand, and many markets throughout Europe, North-America and Asia-Pacific.



THE LPS CHINA FERRETTI GROUP MAGAZINE

Ferretti Group is one of the world's largest luxury yachts manufacturers, owning iconic brands such as Ferretti Yachts, Riva, Custom Line, Pershing, Wally, etc.

Headquartered in Shanghai, LPS China is the organizer of China's largest real estate conventions, and the publisher of China's leading property magazine.

Ferretti Group and LPS have combined their strengths and have co-launched a special edition of the LPS magazine: LPS China Ferretti Group Magazine.

The magazine is entirely dedicated to international luxury real estate and to yachting. It's bilingual, in English and in Mandarin Chinese, and the next edition will be published on January 13, 2023.

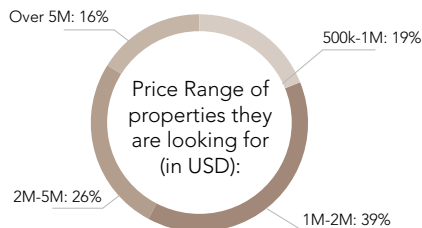
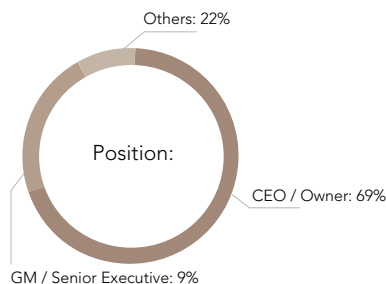
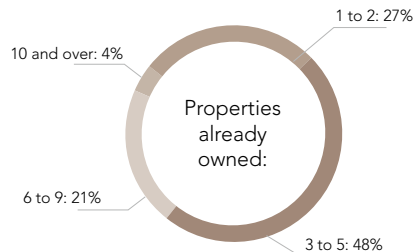
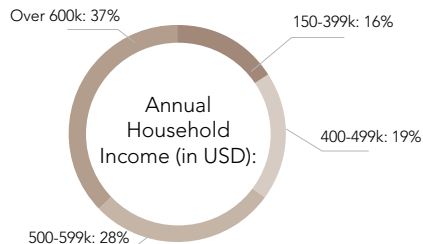
AUDIENCE PROFILE

The LPS China Ferretti Group Magazine is focused on a very targeted audience: high-profile Chinese investors - luxury property buyers and yacht owners.

Thanks to its unparalleled connections in China based on over 10 years of experience, LPS is able to deliver information straight to China's elites.

Average Age: **43**

Male 52% 48% Female



WHERE WILL THEY BUY LUXURY REAL ESTATE IN 2023?

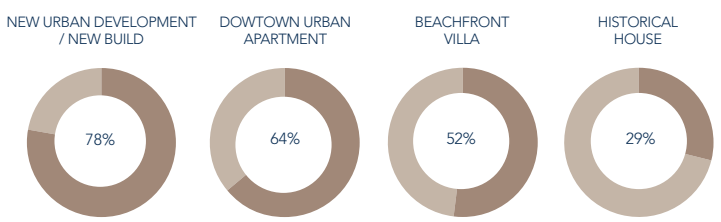
TOP DESTINATIONS THAT AUDIENCE IS CONSIDERING INVESTING IN

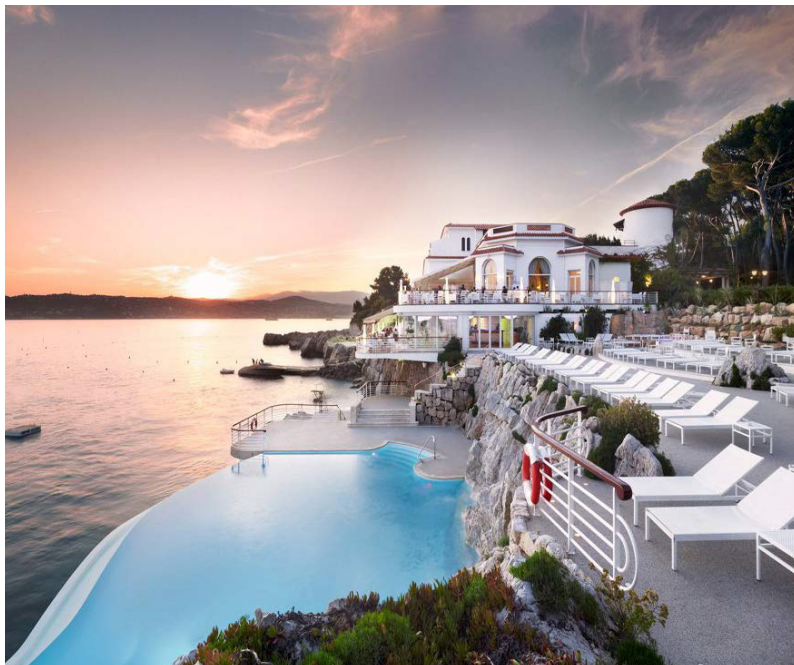


WHY THEY ARE INVESTING



TYPE OF PROPERTIES THEY ARE LOOKING FOR:

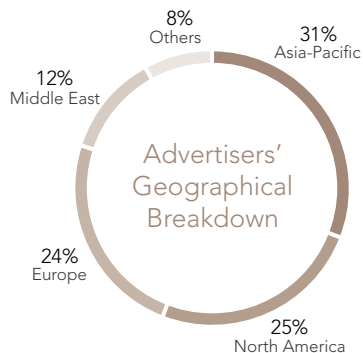




OUR ADVERTISERS: THE WORLD'S LEADING LUXURY REAL ESTATE FIRMS

LPS China's advertisers include the world's most prestigious luxury real estate companies from over 45 countries.

All categories of luxury real estate are represented, from beachfront villas to luxury condominiums, private islands, historical chateaux, ski resorts and many more.



Sotheby's
INTERNATIONAL REALTY

INTERO
REAL ESTATE SERVICES
A Berkshire Hathaway Affiliate

AyalaLand

Barfoot & Thompson
Member of REA Group

**BERKSHIRE
HATHAWAY**
HomeServices

**Brown
Harris
Stevens**

**COLDWELL
BANKER**

Colliers
INTERNATIONAL

COMPASS

corcoran

GAMUDA LAND

Keppel

LENNAR

ENTERPRISE GREECE
INVEST & TRADE

MERAAS
美拉斯

OrangeTee

ENGEL & VÖLKERS

DAMAC
LIVE THE LUXURY

EMAAR
— 伊 玛 尔 —

Ray White Prestige

RE/MAX

ROYAL LEPAGE

RAIMON LAND

LPS

FERRETTIGROUP
法 拉 赫 集 团

LPS CHINA FERRETTI GROUP MAGAZINE: A TARGETED CIRCULATION

The LPS China Ferretti Group Magazine is designed to reach a very targeted audience of over 118,000 Chinese HNWI's.



FERRETTI GROUP NETWORK

Ferretti Group, the leading yacht manufacturer, will distribute the magazine and E-magazine to its network of Chinese yacht owners, potential yacht buyers and to its network of VIP partners.



EXPRESS MAIL DELIVERY

The print version of the magazine is hand delivered by Express mail to a selection of 32,000+ VVIP and VIP subscribers of the LPS database.



EDM CAMPAIGNS

As China's largest real estate exhibition, LPS owns a monthly updated VIP database of 110,000+ Chinese HNWI's in China. The E-version of the magazine is sent to the full database.



OFFICIAL WECHAT ACCOUNT

The E-version of the magazine is published on the LPS-China Official Wechat account that gathers over 17,000 subscribers in China.



CITIC-Prudential, a joint venture between China's leading bank CITIC Bank and the giant insurer Prudential will circulate the magazine among its VIPs throughout China.



OFFICIAL WEBSITE DOWNLOAD

The E-version of the magazine is available for direct download and online reading straight from the homepage of LPS-CHINA.COM



OFFICIAL PARTNERS

LPS works with a network of 300+ official show partners: private banks, wealth management companies, luxury brands, yacht clubs, VIP clubs, etc.

Examples among the 300+ official partners



DESCRIPTION & LISTING PAGES

COMPANY DESCRIPTION PAGE

Europe / 欧洲

Romania / 罗马尼亚

ELITE PROPERTIES INTERNATIONAL

Price Range / 价格范围: USD 60,000 - 40,000,000 美元



Elite Properties International 是欧洲领先的房地产公司，专注于提供高品质的房地产服务。我们拥有广泛的全球网络，为客户提供专业的咨询和代理服务。我们的团队由经验丰富的专业人士组成，能够为客户提供全方位的支持。我们致力于为客户提供最优质的服务和最合理的价格。我们拥有广泛的全球网络，为客户提供专业的咨询和代理服务。我们的团队由经验丰富的专业人士组成，能够为客户提供全方位的支持。我们致力于为客户提供最优质的服务和最合理的价格。

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AGENT'S FULL PROFILE PAGE

North America & Caribbean / 北美洲/加勒比海

USA / 美国

SCOTT JAMES LUXURY ESTATES

Price Range / 价格范围: Available Upon Request



Scott James 先生，拥有 20 年房地产行业经验，专注于为客户提供高品质的房地产服务。他拥有广泛的全球网络，为客户提供专业的咨询和代理服务。他的团队由经验丰富的专业人士组成，能够为客户提供全方位的支持。他致力于为客户提供最优质的服务和最合理的价格。他拥有广泛的全球网络，为客户提供专业的咨询和代理服务。他的团队由经验丰富的专业人士组成，能够为客户提供全方位的支持。他致力于为客户提供最优质的服务和最合理的价格。

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PROPERTY LISTINGS PAGE

Property Finder / 房产查找

France / 法国

GLAMOUR APARTMENTS

Price Range / 价格范围: Available Upon Request



Glamour Apartments 是法国领先的房地产公司，专注于提供高品质的公寓服务。我们拥有广泛的全球网络，为客户提供专业的咨询和代理服务。我们的团队由经验丰富的专业人士组成，能够为客户提供全方位的支持。我们致力于为客户提供最优质的服务和最合理的价格。我们拥有广泛的全球网络，为客户提供专业的咨询和代理服务。我们的团队由经验丰富的专业人士组成，能够为客户提供全方位的支持。我们致力于为客户提供最优质的服务和最合理的价格。

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Submit 3 or 4 pictures, your logo, the contact details of your company and your company description text.

Submit your profile picture, 2 property pictures, your contact details, your logo and your description text.

Submit up to 4 pictures of properties, 4 description texts, your contact details and your logo.

ADVERTISING RATE: USD 680

LPS will handle the design of the page and the complimentary translation into Mandarin Chinese.

专访 | INTERVIEW

... 我们拥有非常好的学校、世界级购物中心和顶级餐厅等。

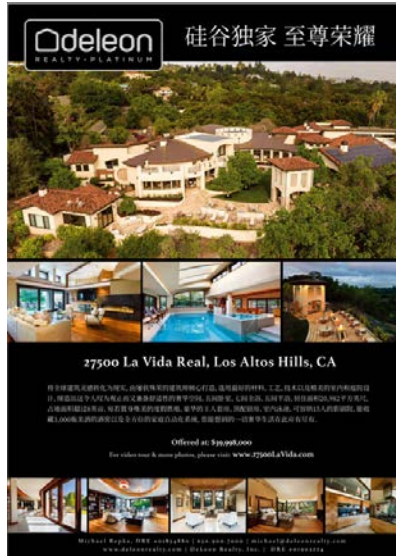


I would say do your homework and surround yourself with a good reputable team like ours with a lot of knowledge when it comes to the local real estate market.

LPS |  **FERRETTIGROUP**
法拉帝集團

ADVERTISING PAGES

FULL ADVERTISING PAGE



Starting from USD 880. Submit your own design and layout, at A4 size.

DOUBLE-PAGE SPREAD



Starting from USD 1,980. Submit your own design and layout, at A3 size.

SPECIAL INSERTS



Your dedicated 6-page or 8-page special insert will be featured in thicker 250-grams glossy paper.

ADVERTISING RATE: 6-PAGE SPECIAL INSERT: USD 4,300 / 8-PAGE SPECIAL INSERT: USD 5,400

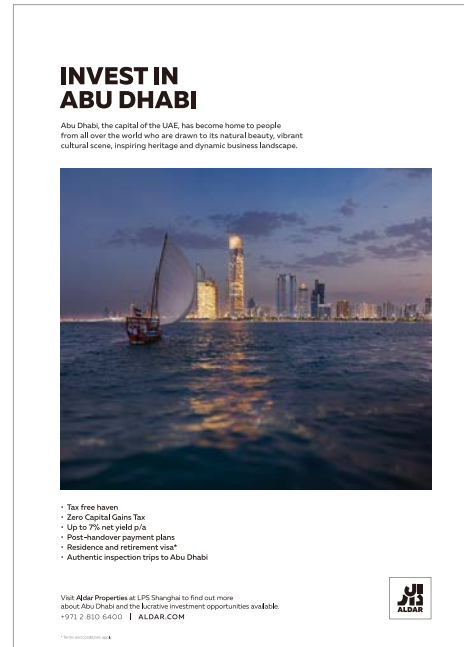
ADVERTISING COVERS

FRONT COVER BANNER



USD 2,900. Submit your own design and layout.

BACK COVER



USD 2,800. Submit your own design and layout, at A4 size.



MAGAZINE ADVERTISING RATE

DOUBLE-PAGE SPREAD

Double-Page Spread	First Position	USD 2,980
Double-Page Spread	Second to Fifth Position	USD 2,680
Double-Page Spread	Last Position	USD 2,680
Double-Page Spread	Other Positions	USD 1,980

FRONT AND BACK COVER

Front Cover Banner	USD 2,900
Back Cover - Full Page	USD 2,800

FULL ADVERTISING PAGE

Full advertising page	Front Location – First 48 Pages	USD 1,080
Full advertising page	Other Positions	USD 880

SPECIAL INSERT

6-page special insert	USD 4,300
8-page special insert	USD 5,400

COMPANY DESCRIPTIONS & AGENT'S FULL PROFILE PAGE

Company Description Page	Geographical & Alphabetical order	USD 680
Agent's Full Profile Page	Geographical & Alphabetical order	USD 680

PROPERTY LISTING PAGES

1 Page	Featuring up to 4 properties	USD 680
2 Pages	Featuring up to 8 properties	USD 1,280
4 Pages	Featuring up to 16 properties	USD 2,080

INTERVIEW PAGES

3-page Interview	First 48 Pages	USD 1,380
4-page Interview	First 48 Pages	USD 1,580

PRINTING DEADLINE:

Deadline to submit artworks for the 2023 LPS China Ferretti Group Magazine (Winter-Spring Edition) is set for January 6, 2023.

SECURE YOUR ADVERTISING NOW!

- Reach over 110,000+ Chinese property investors
- Expose your brand in the exclusive LPS China Ferretti Group Magazine
- Join the world's leading real estate companies already advertising with us



CONTACT

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