

# Luxury Magazine Titles in China (Kahosha Inc.)

Magazine Title	Reluxe	V Life Journal	Robb Report	Target	Club Life	Noblesse
Front Cover						
Category	Gold-Card VIP Membership Magazine	VISA VIP (Platinum Card Holders) Exclusive Journal	High-class lifestyle magazine	High-class lifestyle magazine	Chang An Club Membership magazine	High-class lifestyle magazine
Distribution	China (Nationwide) & HK	China (Nationwide)	China (Nationwide)	China (Nationwide)	China (Nationwide)	China (Nationwide)
Language	Chinese	Chinese	Chinese	Chinese	Chinese & English	Chinese & English
Circulation	120,000	120,000	100,000	100,000	30,000	116,072 (ABC audited)
Frequency	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly
Distribution Breakdown	subscription 82%; presentation 18%; Shanghai 35%; Beijing 30%; Guangzhou 9%; Shenzhen 7%; Hangzhou 5%; Chengdu 5%; others 9%.	Direct mail to all the VISA Platinum card holders and part of VISA Golden card holders. Exclusive suite exhibitions at 88 luxury hotels in China Shanghai 30%; Beijing 20%; Shenzhen 15%; Guangzhou 10%; Others 25%;	Cooperation with world-class clubs & private banks 50%; By recommendation from readers' friends 30%; Sold in exclusive bookshops and airports 10%; First-class cabins, exclusive agencies, private clubs, and business metropolises 10%;	Direct Delivery: 60% (Top 400 on Forbes China's wealthy people list; platinum card holders, luxury car owners and members of exclusive private clubs, 5-star hotels, golf clubs etc) Traditional Distribution: 40% (subscription and retail sales) Beijing 33%; Shanghai 29%; Guangzhou 21%; Others 17%.	Direct Delivery: Individual members 7% Corporate members 60% Government Officers 14% Special Display 19% Beijing 73%; Shanghai 11%; Zhejiang 7%; Guangzhou 4%; Others 5%;	Strategic Display Locations: 46%; Customer Give-away 36%; Reader Mailing: 18%
Readership	Male: 55% Female: 45% Annual Income (USD): under 45,000 8%; 45,001-60,000 27%; 60,001-75,000 31%; 75,001-150,000 12%; above 150,000 22%	Male: 66% Female: 34% Age: 30-45 (87%) Criteria for becoming a platinum card holder: (1) annual income of exceeding 300,000 USD (2) Owns an apartment of over 180,000 USD without any mortgage. Occupation: Owners of Private Enterprises 42%; High Level Managers from National Owned Enterprises & Int'l Corps 36%; Employees from Financial Business 15%; Others 7%	Male: 68% Female: 32% 30's-50's 87% Criteria for becoming membership: In possession of over 7.5M USD personal asset. Occupation: Chairman/President/Owner/GM 85%; Government Officer/Professional / Others 8% Managers 7%; .	Primary Readership Appeal (60%): (Age 35-50 whose annual income is in excess of 150,000 USD or personal assets in excess of 1.5M USD) Secondary Readership Appeal (40%): (Age 28-35 who has both high income and education)	Male 84% Female 16% Age: majority is 28-55 (96% are married) Average annual spending: 900,000 USD Occupation: Director 60%; CEO 27%; GM 9%; Others 4% .	Male 38% Female 62% Age: majority is 30-40's Annual Income: over USD200,000 (43%) Occupation: CEO, owners: 28%; Housewife: 26%; Director/Senior Manager: 12%; Professional: 14%
Content	<b>Reluxe</b> focused on refined taste life information, people and events in depth report, top interactive activities. It provides news and information of home, motor, real estate, watch, travel, auction, dresses and jewelries, fashion, restaurant and etc.	<b>V Life</b> is a journal that exclusively serve for the VISA Platinum Card holders in China and used as the Consuming Guidance of Vogue Life. It provides readers with the most up to date global life vogue, the most popular way to make global travel etc. It intergrates the Chinese culture with the global fashion and consuming hotspot, leads a unique way of life for the elite class in China and creates distinctive ideas for luxury consumption in a Chinese characteristic way. Its target is to lead the elite class in China to become better world citizens and construct an effective communication platform for advertisers and its readers.	<b>Robb Report</b> magazines are exclusive guides to living for High-Net-Worth individuals who have a passion for celebrating life and success. Robb Report speaks directly to this elite audience of affluent, discerning consumers through engaging dynamic editorial that explores, with authority, the most unique and exciting experiences the world offers. With editors and writers who are the recognized experts in their fields, Robb Report speaks with authority on the subjects that our readers have made their passions. Whether these are classic watches, custom jewelry, fine dining, exclusive destinations, premier cru wines, cigars, home theaters, collectible cars, or megayachts, Robb Report covers these pursuits with the insight and depth that our readers demand.	<b>TARGET</b> concerns the life style of upper class and elites both in china and abroad, focuses on top-class extravagant product and service, and provides luxury consuming guide as well as up-to-the-minute fashion information to the high-income minority in China. The main content includes: aspects of taste, fashion, technology, transportation, living, travel and investment. Also has several columns as High Light, Prominent People, Buyers' Guide, Hot Topic, Global Investment, Getting Around, and Last Look. It comprehensively introduces and recommends elegant life style and global concept of enjoyment to the readers.	<b>Club Life</b> is the first magazine in China to distribute to private club members. It is designed for internal circulation within Chang On Club, the most expensive private club which has the longest history in China. Its entrance fee is 72,000 USD. The survey revealed Chang An Club as the most favored club by millionaires. The magazine covers topics that are of its members interest, including fashion, lifestyle, health guide, investment, travel, luxury brands, wine and sports etc. It also serves as one of the most effective platform for advertisers to reach out to these ultra affluent readers in China.	<b>Noblesse</b> caters to the emerging elite society in China. As a premier lifestyle magazine in Asia, Noblesse prides itself as a trend-setter for the region's well-heeled. It provides leading luxury brands a perfect media outlet to reach the wealthy and famous clientele who craves for all-things exclusive. Its mission is to stimulate the luxury market in China by reaching and nurturing wealthy consumers (actual & potential) to deliver the latest information on sophisticated lifestyle to foster a quality life for readers as well as effectively positioning luxury brands.
4C1P (In USD)	14,250	10,800	25,500	15,000	10,650	15,335
4C1P (In Yen)	1,425,000	1,080,000	2,550,000	1,500,000	1,065,000	1,533,500

(\* ) The rate is calculated at 1CNY(Chinese Yuen)=0.15USD & 1CNY=15YEN. The actual rate will be based on the exchange rate on the date of placing the order.