

# HONG KONG *living*

MEDIA KIT 2020



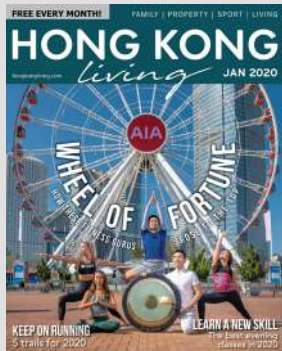
# WHO ARE WE?



- Hong Kong's leading producer of premium, English-language media brands
- Founded in September 2009 with a mission to celebrate the best of Hong Kong living
- Number one destination for health, family, education, travel and dining
- Delivered directly to residents with an average monthly household income of over \$269k

# OUR PRODUCTS

Premium lifestyle magazines + live events + digital + annual guides



**HONG KONG**   
*Dining* AWARDS 2020



# WHY WORK WITH US?

## ***Trusted editorial***

Residents trust Hong Kong Living as the best source of **lifestyle** content

## ***Multi-platform***

Connect with our readers in print, online, through social media, live events and via our popular newsletters

## ***A longer lifecycle***

Monthly magazines and annual guides mean your brand remains visible for longer

## ***Personal***

We deliver directly to homes worth over **\$25 million**

## ***Reach***

More than **185,000** monthly readers through print, digital, social & newsletters

# **OUR READERS**



62% female



66% parents

62% aged 25-44



87% own property

86% dine out weekly



89% regularly visit a spa

92% travel often

# WHO ARE OUR CLIENTS?

## HOTELS



## EVENTS

## F&B



## LIFESTYLE



## MEDICAL, INSURANCE & BANKING



## BEAUTY & GYMS



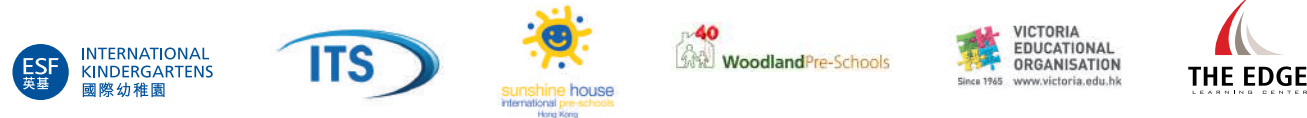
## RESIDENTIAL



## LOGISTICS



## EDUCATION



## OTHERS



# WHERE TO FIND US

Country clubs, golf club and yacht clubs throughout Hong Kong



PRIVATE MEMBERS CLUBS

More than 100 bars and restaurants across the city count Hong Kong Living as a key partner



RESTAURANTS AND BARS



INTERNATIONAL SCHOOLS

Over 100 international schools, kindergartens and pre-schools



ONLINE

Our comprehensive digital platforms include a powerful presence on Instagram and Facebook, plus highly-engaged newsletters



SERVICES APARTMENTS

More than 500 high-net-worth residential apartments including Opus, The Lily, The Repulse Bay and Residence Oasis

# PRINT

Our four monthly magazines and annual guide books are delivered free to households, restaurants, fitness clubs and private clubs across Hong Kong. Our premium lifestyle content takes a deep dive into property, living, education, food & beverage, beauty, fitness and family.



## **Sai Kung & Clearwater Bay**

Established in 2009  
No of Copies: 10,000  
Readership: 30,000



## **Southside & The Peak**

Established in 2011  
No of Copies: 15,000  
Readership: 44,000+



## **Hong Kong Living**

Established in 2020  
No of Copies: 15,000  
Readership: 45,000+



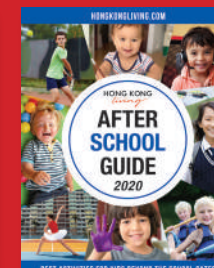
## **Expat Parent**

Established in 2014  
No of Copies: 17,000  
Readership: 51,000+

## ANNUAL GUIDES



MARCH



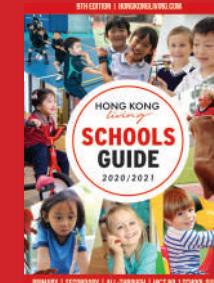
APRIL



MAY



JULY



SEPTEMBER



NOVEMBER

# DIGITAL



**HONG KONG**  
*living.com*

**877K**

Total Impressions

**26K**

Highly engaged email subscribers

**12.2K**

Hong Kong Dining Instagram

**24.5%**

EDM Open Rate

**135K**

Monthly Unique Users

**12.7K**

Hong Kong Living Instagram

**150K**

Monthly Pageviews





**LIVE**



Hong Kong Living organises a range of events from large-scale gala award shows, the annual Kids Summer Carnival and Christmas Market. We also partner with clients to organise tailored events and campaigns to reach our audience in unique and memorable ways.

Contact Hilda Chan for your  
brand's tailored package.

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