

Karma

A COLLECTION OF
LUXURY VILLA RESORTS



Rate Card 2010

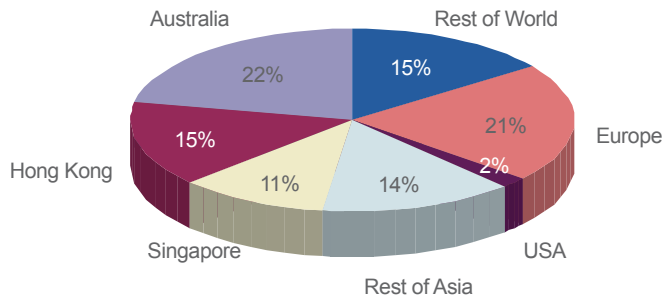
Karma



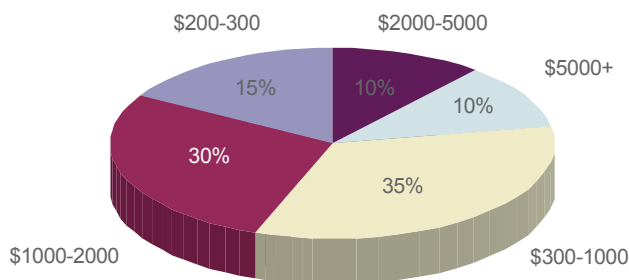
Karma magazine covers the best that life has to offer in Asia and at Karma's market leading resorts and villa developments. Karma magazine is an exclusive magazine for an exclusive readership. Produced by Asia's leading independent resort operator and villa developer, Karma magazine reaches discerning travellers with a mixture of features and stunning photo-spreads that exemplify luxury in Asia. Five resorts. One vision. One magazine. Karma.

Karma Magazine's Readership

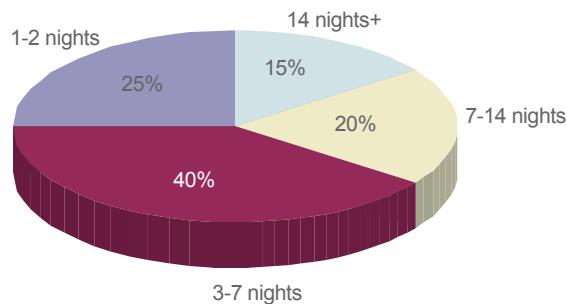
Karma visitors come from:



Average visitor spend on accommodation per night:



Average length of stay:



Distribution

- 10,000 copies printed per issue. Readership: 50,000 (5 readers per issue).
- Published 4 times per year.
- 6,000 copies are distributed exclusively throughout Karma's resorts in Bali and Ko Samui and all Karma spas worldwide. 1000 copies are distributed through Karma's partner resorts in India. 2000 are distributed at strategic venues, retail outlets, airlines and offices including 150 of Bali's best restaurants, clubs and boutiques. 1000 are sent by direct mail to Karma's database of VIP HNW customers.
- The only magazine available in any of Karma's rooms or villas. Karma magazine is the only way to guarantee reaching affluent visitors to Karma's luxury villa resorts.
- Copies are placed in 200 rooms and 120 villas across Karma's portfolio of properties.
- A digital version of the magazine is emailed to Karma's mailing list of 80,000 previous guests, villa owners, investors and HNWI's. A further 750,000 digital copies are emailed to Karma and Royal Groups worldwide database of contacts in 67 countries.

Advertising Rates

	4 insertions	3 insertions	2 insertions	1 insertion	Trim	Bleed
Full Page	\$3,000	\$4,000	\$4,500	\$5,000	240mm (w) x340mm (h)	246mm (w) x346mm (h)
Double Page Spread	\$3,750	\$4,250	\$4,750	\$5,250	480mm (w) x340mm (h)	486mm (w) x346mm (h)
Back Cover	\$6,000	\$6,000	\$6,000	\$6,000	240mm (w) x340mm (h)	246mm (w) x346mm (h)
Inside Front Cover	\$4,000	\$4,500	\$5,000	\$5,500	240mm (w) x340mm (h)	246mm (w) x346mm (h)
Opposite inside front cover	\$3,750	\$4,250	\$4,750	\$5,250	240mm (w) x340mm (h)	246mm (w) x346mm (h)
Inside Back Cover	\$3,500	\$4,000	\$4,500	\$5,100	240mm (w) x340mm (h)	246mm (w) x346mm (h)

Deadlines

ISSUE

BOOKING

ARTWORK

January-March

30 November 2009

10 December 2009

April-June

28 February 2010

10 March 2010

July-September

30 May 2010

10 June 2010

October-December

30 August 2010

10 September 2010



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www.karmadevelopments.com