

A large, stylized black question mark is the central graphic element, set against a bright pink background. The word 'ensign' is written in white, lowercase letters across the top curve of the question mark's stem.

ensign

www.ensign-media.com

010
media kit

**COMPLETE
PUBLISHING
SOLUTIONS**

PROPERTY REPORT

SOUTH EAST ASIA

The region's leading real estate magazine.

A news magazine with unbiased, objective, reporting.

Available monthly on major newsstands throughout Singapore, Thailand, Malaysia, Indonesia and Hong Kong.

Distribution at over 8 trade shows and 10 conferences in Asia per year.

Distributed to 5 star hotels, marinas, private clubs, embassies, luxury car dealers and business class airline lounges throughout South East Asia.

Read by the business community, investors, expatriates, residents and international visitors.

Supported by market leading real estate website www.Property-Report.com

Published by the organisers of the Thailand Property Awards and the South East Asia Property Awards.

DISTRIBUTION

Throughout South East Asia and Hong Kong.

Circulation 25,000 copies per issue.

Readership: 100,000 (4 people per copy).

PAID DISTRIBUTION

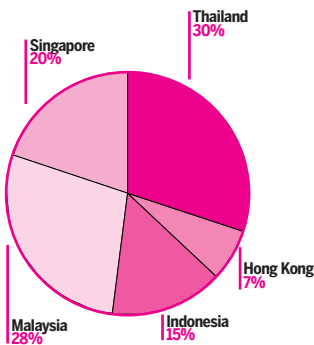
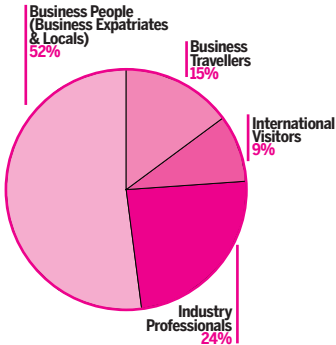
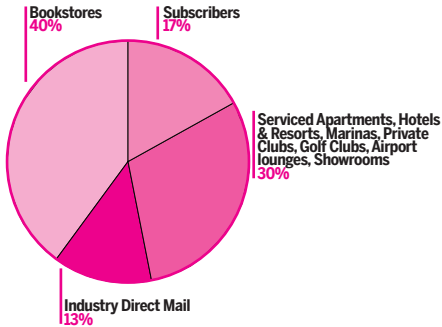
Bookstores and major newsstands in Singapore, Malaysia, Thailand, Indonesia and Hong Kong. Newsstands in all major regional airports.

COMPLIMENTARY DISTRIBUTION

5* hotels, office buildings, serviced apartments, golf courses, hospitals, coffee shops, marinas, private clubs and luxury car dealers. Business class lounges at major airports in Bangkok, Singapore, Hong Kong and Kuala Lumpur including gate service for all Emirates Business Class flights.

INTERNATIONAL

Additional distribution at international property and lifestyle events and select conferences and exhibitions throughout Asia Pacific, including Singapore, Malaysia, Thailand, Hong Kong, Indonesia, China, Australia and Japan.



READERSHIP PROFILE

Key 2008 readership survey data:

- 78% of readers are male.
- 38% of readers earn over US\$100,000 per year.
- 5% of readers have a net worth of over US\$2,000,000.
- 45% of readers are in the 40-60 age range.

ADVERTISING

RATES (US\$ net/issue)

SIZE	FREQUENCY			DIMENSIONS	
	4-6 x	2-3 x	1 x	w x h	
				trim (w x h)	bleed
Full Page	2,000	2,200	2,300	186mm x 268mm	216mm x 303mm
Back Page (6 issues only)	3,000	3,000	3,000	186mm x 268mm	216mm x 303mm
Double Page	3,500	3,700	3,900	420mm x 297mm	426mm x 303mm
Inside Front Cover	2,450	2,600	2,750	186mm x 268mm	216mm x 303mm
Opposite Inside Front Cover	2,350	2,500	2,650	186mm x 268mm	216mm x 303mm
Inside Back Cover	2,250	2,450	2,600	186mm x 268mm	216mm x 303mm
Opposite Inside Back Cover	2,150	2,300	2,400	186mm x 268mm	216mm x 303mm
Half Page Vertical	1,450	1,525	1,600	90mm x 268mm	-
Half Page Horizontal	2,250	2,350	1,450	186mm x 130mm	-
Strip	1,050	1,100	1,150	186mm x 60mm	-
Quarter Page	600	650	700	90mm x 130mm	-
<i>DIRECTORY</i>					
Full Page (6 issues only)	1,600	1,600	1,600	186mm x 268mm	-
Half Page Horizontal	900	950	1,000	186mm x 130mm	-
Quarter Page	450	470	500	90mm x 130mm	-

DEADLINES

ISSUE

June
July
August
September
October
November
December
January
February
March
April
May

BOOKING

30 Apr 2010
30 May 2010
30 Jun 2010
30 Jul 2010
30 Aug 2010
30 Sep 2010
30 Oct 2010
30 Nov 2010
30 Dec 2010
30 Jan 2011
28 Feb 2011
30 Mar 2011

ARTWORK

05 May 2010
05 Jun 2010
05 Jul 2010
05 Aug 2010
05 Sep 2010
05 Oct 2010
05 Nov 2010
05 Dec 2010
05 Jan 2011
05 Feb 2011
05 Mar 2011
05 Apr 2011

EXTRA OPTIONS (for advertisers only)

PARTIAL COVER WRAP

Total print run = US\$4,000

ADVERTORIAL

Full page, one issue = US\$3,500
(includes copywriting, not photography)

INSERTS*

Total print run = US\$3,000
By Country = US\$2,000/
country

* Brochures to be provided to publisher's specifications.

Reprints, false covers, Property Report branded special issues are also available. Contact us for more details.

ISSUE PLAN

ISSUE

June
July
August
September
October
November
December
January
February
March
April

SPECIAL REPORT

Resort Property
Sustainable Development
Legal and Financial
Luxury Property
Urban Living
Branded Properties
Year in Review
New Frontiers
Design
Island Property
Marine Property

ADDITIONAL DISTRIBUTION*

SMART Hong Kong
iProperty Kuala Lumpur
-
Living In Style Singapore
iProperty Singapore
MIPIIM Hong Kong
Phuket King's Cup Regatta
Phuket International Boat Show
-
SMART Singapore
Boat Asia Singapore

* More special distribution opportunities will continue to be added throughout the year. Please contact us for latest details.

ASIA PROPERTY REPORT

ONLINE

Daily news updates and incisive opinion and analysis from leading real estate industry players.

Reach Asia's top real estate decision makers and real estate professionals and investors around the world with banner and button advertising.

List unlimited properties for sale with the Automated Property Listing Programme – photos, full description, direct leads, auto update.

Target users directly with eDM's.

Showcase video with Property Report TV.

AUTOMATED PROPERTY LISTING PROGRAMME

A fully integrated software solution. Our web technicians will work your IT team to install the APLP system on your website. This will automatically add all your listings on Property-Report.com and as you change listings on your own website they will update in real time. Works with XML, HTML, PHP and all other web database languages. Upload up to 10 photos for each property. Detailed property descriptions. Feature on Properties of the Week on homepage. Logo display. Property List shopping basket for visitors ease of use.

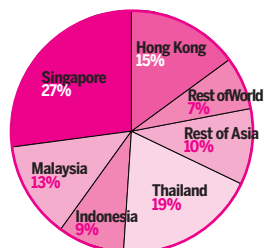
Price:
US\$1,500 per year for a single office (unlimited listings)
US\$3,000 per year for 2-10 offices*(unlimited listings)
US\$10,000 per year for 10-100 offices*(unlimited listings)
Bespoke pricing for 100 + offices*

**All properties must feed from a single web directory/database*

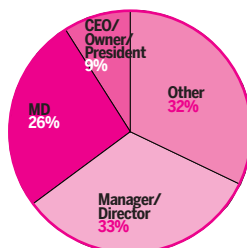
EDM's

Reach our database of 19,000* registered users of Property-Report.com directly via email with your marketing message.

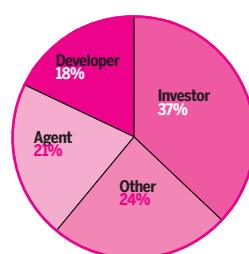
Breakdown by Country



Breakdown by Profession



Breakdown by Sector



**as of December 2009*

Price: US\$2,000 per mailshot. Bespoke options are available.

PROPERTY REPORT TV

Reach 28,000 monthly viewers. Hosted directly from Property-Report.com's homepage.

Video Exposure

Feature your real estate video on Property Report TV for US\$1,000 per week.

Video Production

Ensign offers a full video production and post production service in conjunction with Nomadic Multimedia. We can create everything from custom 30 sec ads to full length corporate videos. The ideal option for creating a vertically integrated campaign with print, online and video. Prices from US\$2,000.

BANNER ADVERTISING

468 x 60px (static or animated/flash artwork,
maximum 100kb) **US\$1,000 per week**

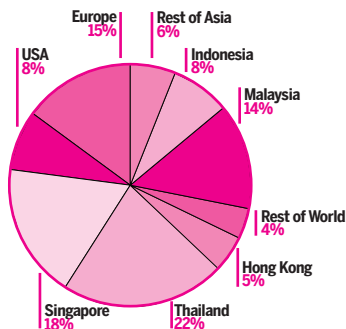
300 x 250px
(static gif or jpeg, maximum 500kb)

US \$800 per week

120 x 600px
(static gif
or jpeg,
maximum
500kb)

**US \$500
per week**

VISITOR GEOGRAPHY



TRAFFIC STATISTICS

Average monthly traffic in 2009*

Page Impressions: 55,000
Unique visitors: 28,000

** Source: Google Analytics*

www.property-report.com

HELM

Superyacht Asia Pacific

www.superyachtasiamagazine.com

Helm, Superyacht Asia Pacific is the region's only dedicated superyacht magazine.

Features essential news, features and interviews from around the region for superyacht owners, captains, crew, charterers, HNWI's and marine industry professionals.

Distributed to marinas, 5 star hotels, private clubs and airline business lounges throughout Asia.

Major newsstand distribution throughout South East Asia and Hong Kong.

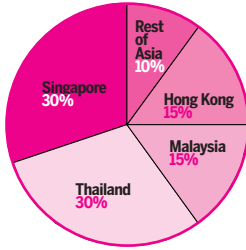
DISTRIBUTION

Throughout South East Asia and Hong Kong.

Circulation: 15,000 copies per issue.

Readership: 60,000

6 issues per year.

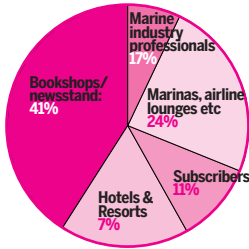


PAID DISTRIBUTION

Shops, newsstands and airports in Singapore, Malaysia, Indonesia, Thailand and Hong Kong.

COMPLIMENTARY DISTRIBUTION

Marinas, 5 star hotels, private clubs and airline business lounges throughout South East Asia and Hong Kong. Additional distribution at leading lifestyle and yachting events worldwide including European and Asia boat shows.



DEADLINES

ISSUE	BOOKING	ARTWORK
June-July	30 Apr 2010	10 May 2010
August-September	30 Jun 2010	10 Jul 2010
October-November	30 Aug 2010	10 Sep 2010
December-January	30 Oct 2010	10 Nov 2010

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