

# THE VOICE OF LUXURY

MEDIA KIT 2024



CONNECTING PEOPLE TO THE WORLD  
OF LUXURY AND FASHION BY DRIVING  
CONVERSATIONS. THE ONLY  
PUBLICATION THAT PROVIDES  
CURATED AND RATED CONTENT.

# ABOUT US

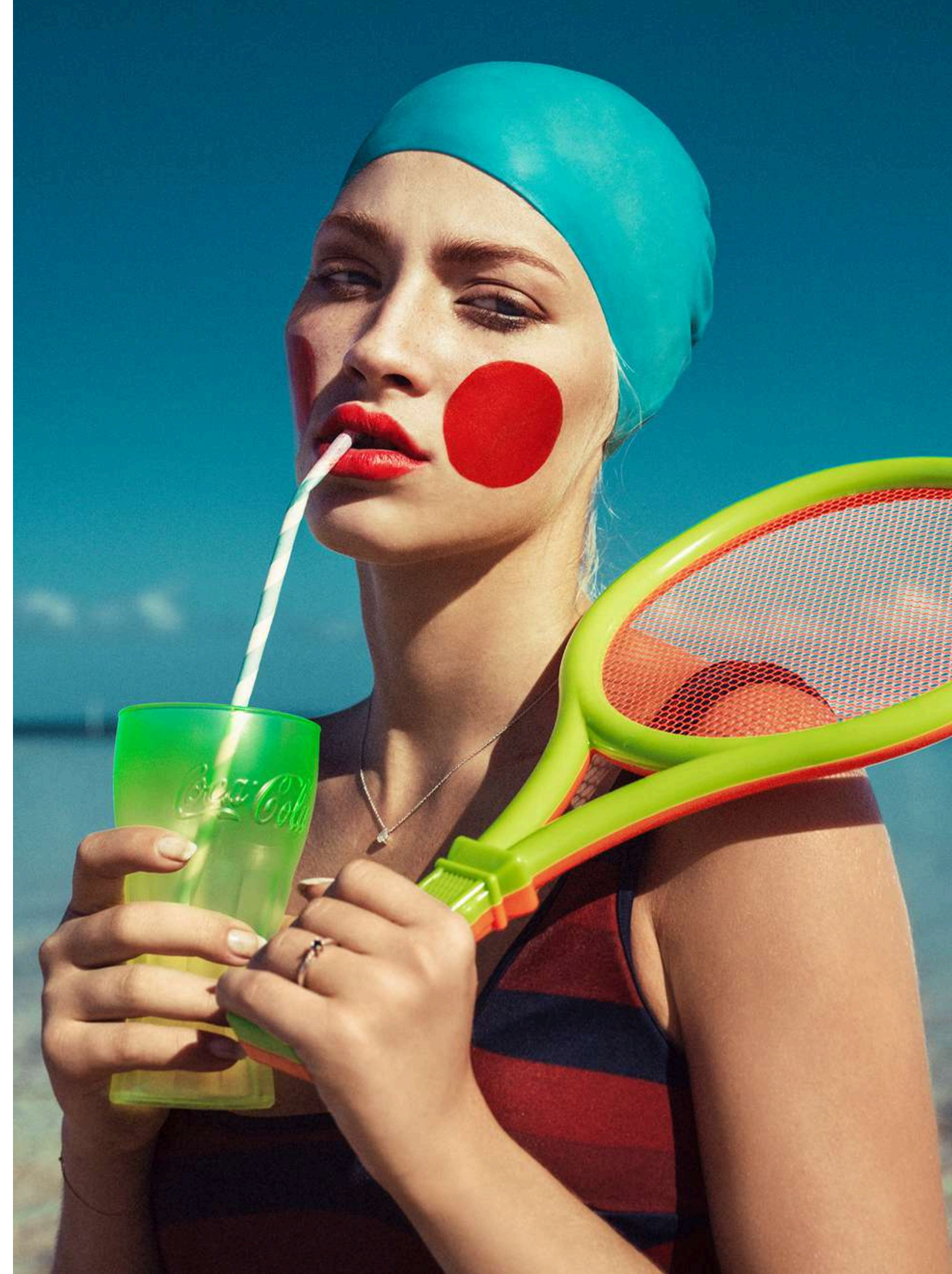
## AUTHORITATIVE NEW MAGAZINE FOR ALL THINGS LUXURY

Exquisitely crafted, the Magazine showcases an unparalleled fusion of captivating content and insightful analysis, presenting the crème de la crème of luxury brands, illustrious events, and unforgettable experiences delivered quarterly. We curate our rankings through a meticulous analysis, encompassing diverse factors including year-over-year profitability, popularity, integrity, and eco-conscious initiatives. This essential data is then transmuted into a comprehensible ranking, shared within our magazine's lustrous pages.

As an authority on the finer things in life, The Voice of Luxury is the ultimate specialist, offering informative and engaging content on a range of subjects, including:

- ◇ Restaurants
- ◇ Hotels
- ◇ Airlines
- ◇ Brands
- ◇ Trends
- ◇ Travel destinations
- ◇ Spas
- ◇ Wellness and beauty
- ◇ Fashion
- ◇ Art

We are trendsetters, and our pages are filled with the latest hotel and restaurant openings, the most sought-after fashion accessories, and an exclusive Ranking System that elevates us above the competition. Brands are defined by the relationships they build and the experiences they create, and we excel at both.



A close-up photograph of a woman's face, partially obscured by a large, vibrant red rose held in her mouth. She is wearing a crown of green, leafy foliage. The background is dark, making the red and green colors stand out. The text 'THE LUXURY LEDGER' is overlaid in a white, serif font.

THE LUXURY  
LEDGER

# MAGAZINE OUT OF THE ORDINARY

This magazine is designed as a luxurious coffee table piece, combining the elegance of art with the refinement of curation. With a focus on quality over frequency, each edition is carefully crafted to stand out as a beautiful, collectible object. Our goal is to create a magazine that not only captures attention but also becomes a part of your décor—something you'll proudly display and treasure over time,



# EDITORIAL DIRECTION



**LOOK GOOD, FEEL GOOD, FEEL GOOD**

WITH THESE SEASON'S MUST-HAVES IN **RED**:

- 1 SECTANT ION**  
quia voler upte  
A sin nonsectiant odition sendit exp ella dus idestorrum facea nobitat lorrit voliore pra solarit voliorectur.
- 2 SECTANT ION**  
quia voler upte  
A sin nonsectiant odition sendit exp ella dus idestorrum facea nobitat lorrit voliore
- 3 SECTANT ION**  
quia voler upte  
A sin nonsectiant odition sendit exp ella dus idestorrum facea nobitat lorrit voliore pra solarit voliorectur.

NO MAN is  
an island  
and SOME  
THINGS  
just go better  
together.

#BFF  
BEST FRIENDS FOREVER



*Aperitivo Hour*  
Dress to every part

By *Isabella Rossellini*

At an aperitivo, you're not just drinking, you're socializing. It's a time to relax and enjoy the company of friends. The key is to choose a drink that's both refreshing and sophisticated. Here are some ideas to get you started.




*Diamonds are a Girl's Best friend*



gettyimages  
Credit: Shutterstock

**LOOK GOOD, FEEL GOOD**

WITH THESE SEASON'S MUST-HAVES IN **RED**:

- 1** SECTANT ION
- 2** SECTANT ION
- 3** SECTANT ION
- 4** SECTANT ION
- 5** SECTANT ION
- 6** SECTANT ION
- 7** SECTANT ION

**GET THE BLOOD RUSHING**

WITH THESE RED HOT SPEED MACHINES



4.0 liter V8  
2.5 sec 0-100 mph  
1800+ 211+ mph

Auton Motors E-ROD  
Lexus RC F  
Porsche GT3 RS  
Lamborghini Aventador

**LA DOLCE VITA**

BRICKING, GETTING LAME AND COOKING THE ITALIAN WAY OF LIFE

**1** DOLCE FAR NIENTE

**2** APERITIVO HOUR

**3** SPREZZATURA

**4** PASTA AL DENTE

**5** LET YOUR HANDS SPEAK

**6** VENI, VIDI, VICI

**10 WINES TO INVEST IN NOW TO ENJOY IN 5 YEARS' TIME**



- 1** Cabernet Sauvignon
- 2** Pinot Noir
- 3** Merlot
- 4** Syrah
- 5** Chardonnay
- 6** Sauvignon Blanc
- 7** Riesling
- 8** Pinot Grigio
- 9** Prosecco
- 10** Champagne

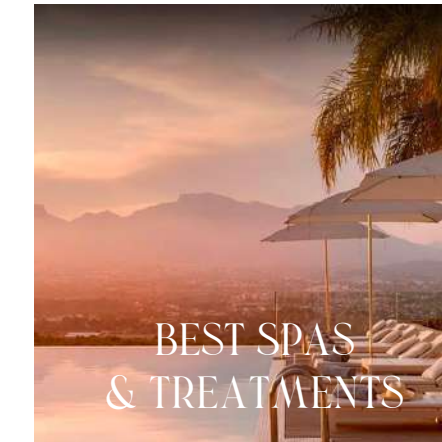
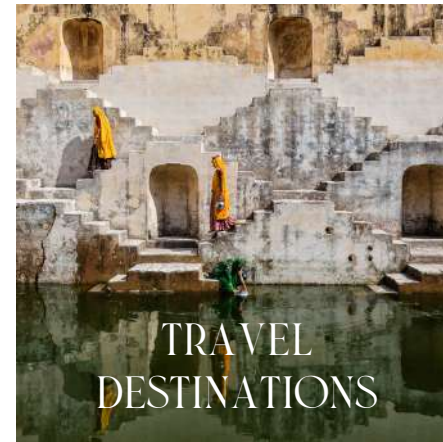
**MAN'S BEST FRIEND**




*La Dolce Vita*

# EDITORIAL DIRECTION

- Luxury News
- Events report /calendar
- Hotels (Rating)
- Medical Spa (Rating)
- Jet & Aviation (Rating best service)
- Luxury tours
- City guide 1 city a magazine (rating)
- Passports (Henley rating)
- Interviews
- Jewellery
- Watches (Rating)
- Fashion & Accessories (Rating)
- Luxury brands & Boutiques
- Real estate
- Restaurants (Rating)
- Members Clubs (Rating)
- Wine, Cheese, Caviar, Cigars (Rating)
- Luxury Gadgets and Tech news
- Luxury nominations



A woman with voluminous, curly blonde hair and bright red lipstick is lying on her side on a red, rectangular platform. She is wearing a dark, form-fitting, one-piece swimsuit with thin white straps. Her eyes are closed, and she has a serene expression. The background is a deep teal color with a subtle, shimmering texture. The lighting is dramatic, highlighting the contours of her body and the texture of her hair.

OUR LUXURY  
BOARD



# LUXURY BOARD

## ARCHITECTURE



**DaeWha Kang**  
*Architect*

## FASHION



**Debra Langley**  
*Fashion and  
Innovation Expert*

## SUSTAINABILITY



**Marie Claire Davau**  
*Chief Sustainability  
Officer*

## FINE DINING



**Andy Hayler**  
*Food Critic*

## FASHION



**Anna Della Russo**  
*Fashion Journalist*

## COSMETICS



**Roja Dove**  
*Perfumer*

## FOOD



**Peter Chuong Franklin**  
*Michelin Starred Chef*

## ART



**Philip Colbert**  
*British Artist*

## FASHION



**Jenna Lyons**  
*Fashion Designer*

## TRENDY DINING



**Aiste Miseviciute**  
*World-Food Ambassador*

## FASHION



**Alessandro Michele**  
*Creative Director*

## LIFESTYLE



**Edward Enninful**  
*Editor*



# PUBLISHER

# MEDIA PUBLISHARES

Media Publishares is home to Singapore's leading titles which include **Vogue Singapore, Robb Report, Luxury Guide and Buro.**

Since its inception in 2010, Media Publishares has focussed on pushing the boundaries of storytelling and delivering thought-provoking content to their readers. Staying ahead of the curve, Media Publishares' team of colleagues, creators and collaborators aim to tell stories that influence, spark conversations and inspire change for good.



# EDITORS



EDITOR IN CHIEF

Karmun Ng



MANAGING EDITOR

Michael von Schlippe



EDITORIAL CONSULTANT

Karina Mulgan



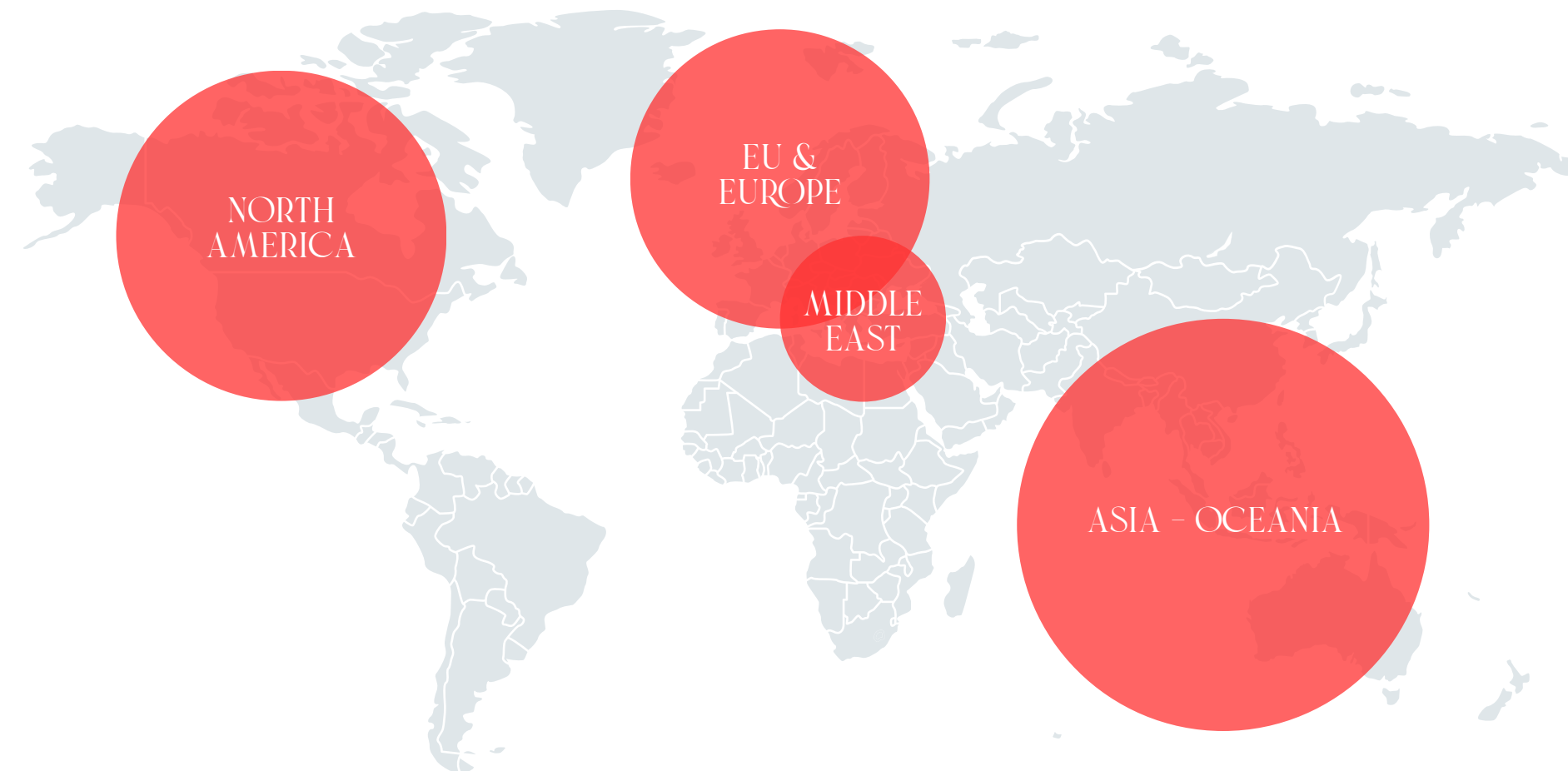
# DISTRIBUTION

WHEN & WHERE TO FIND US

# DISTRIBUTION & LOCATIONS

## THE TOTAL CIRCULATION – 20,000 COPIES QUARTERLY

- Individual approach to the subscribers
- A permanent presence of the magazine at the premium segment



## DISTRIBUTED THROUGH PREMIUM PARTNERS

- Insignia Members
- Luxury Hotels (Bulgari, Four Seasons etc)
- Spa and Wellness Centres
- Private members clubs (Arts Club etc.)
- Luxury Residencies
- Luxury brands and showrooms/malls
- VIP Airports & Lounges
- Private Jets
- Private Airports and Heliports
- Yachts & luxury charter agencies
- Private banks & firms
- Insignia Members

# THE VOL UNIVERSE



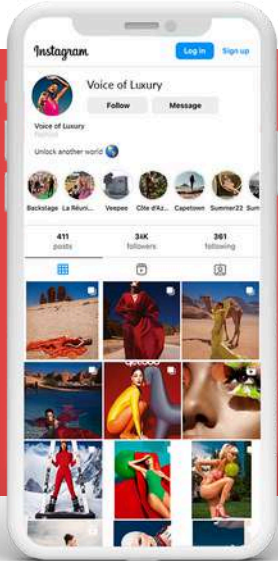
PRINT



THEVOICEOFLUXURY.COM



MOBILE



INSTAGRAM

A woman is lying on her back on a sandy beach, wearing a red one-piece swimsuit, a pink swim cap with a white pattern, and sunglasses. She is propped up on her left arm, leaning against a large green exercise ball. Her right hand is resting on her hip, which is adorned with a colorful beaded bracelet. The background shows the ocean and a clear sky. The text "TARGET AUDIENCE" is overlaid in the center in a white, serif font.

TARGET  
AUDIENCE

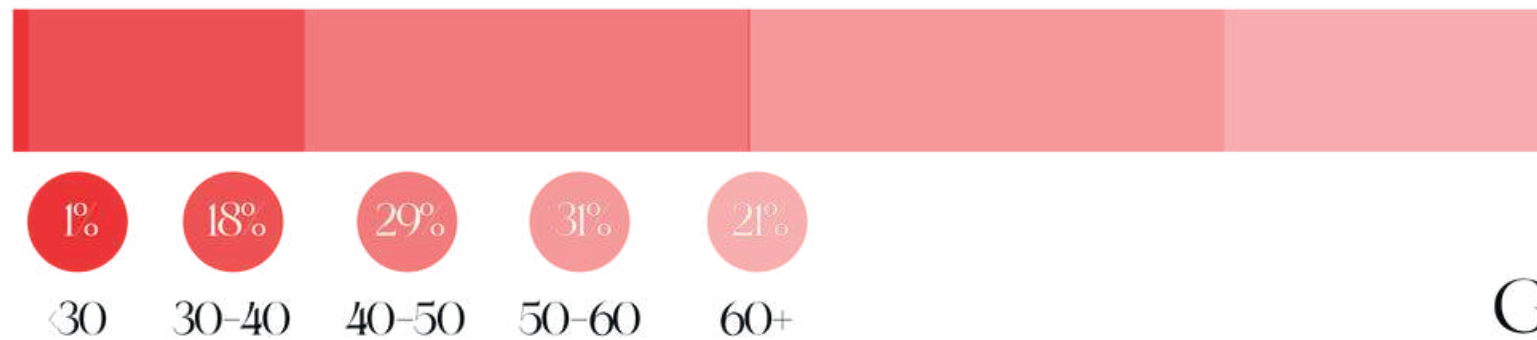


# OWNERSHIP COMPANY

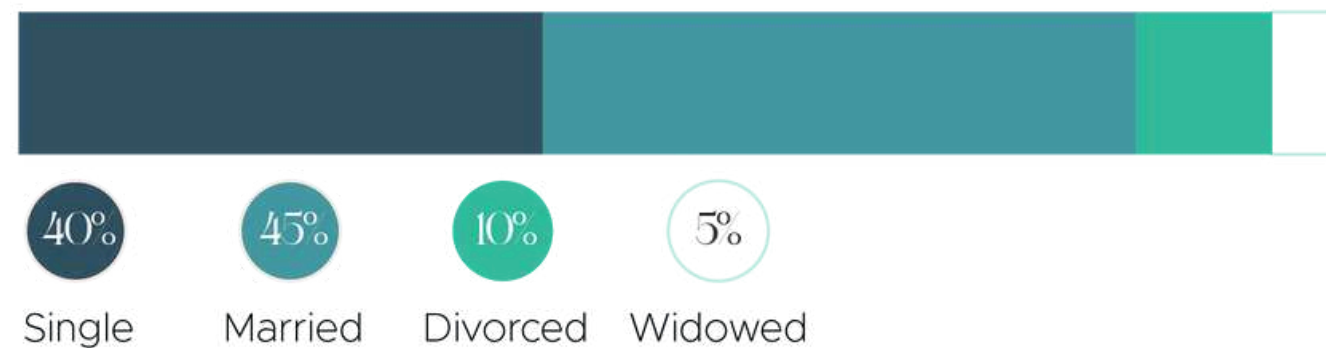
L'Odyssee under Insignia Group of Companies, a company known for delivering world-class lifestyle management and payment services to High and Ultra High-Net Worth Individuals for over nearly three decades.

## AVERAGE CLIENT AGE

Across All Products (% based on number of clients)

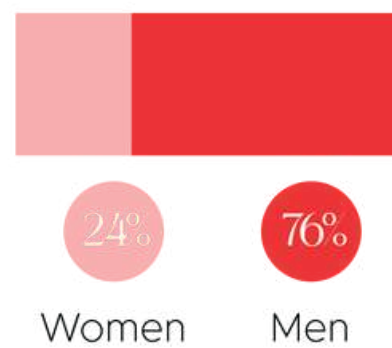


Across All Products (% based on number of clients)



## GENDER

% based on number of clients



## ULTRA AND HIGH NET WORTH MEMBERS



4,768  
in Portfolio



\$300K  
Avg Spend Per Year



\$30M  
Net Assets

## CORPORATE MEMBERS



3,975  
in Portfolio

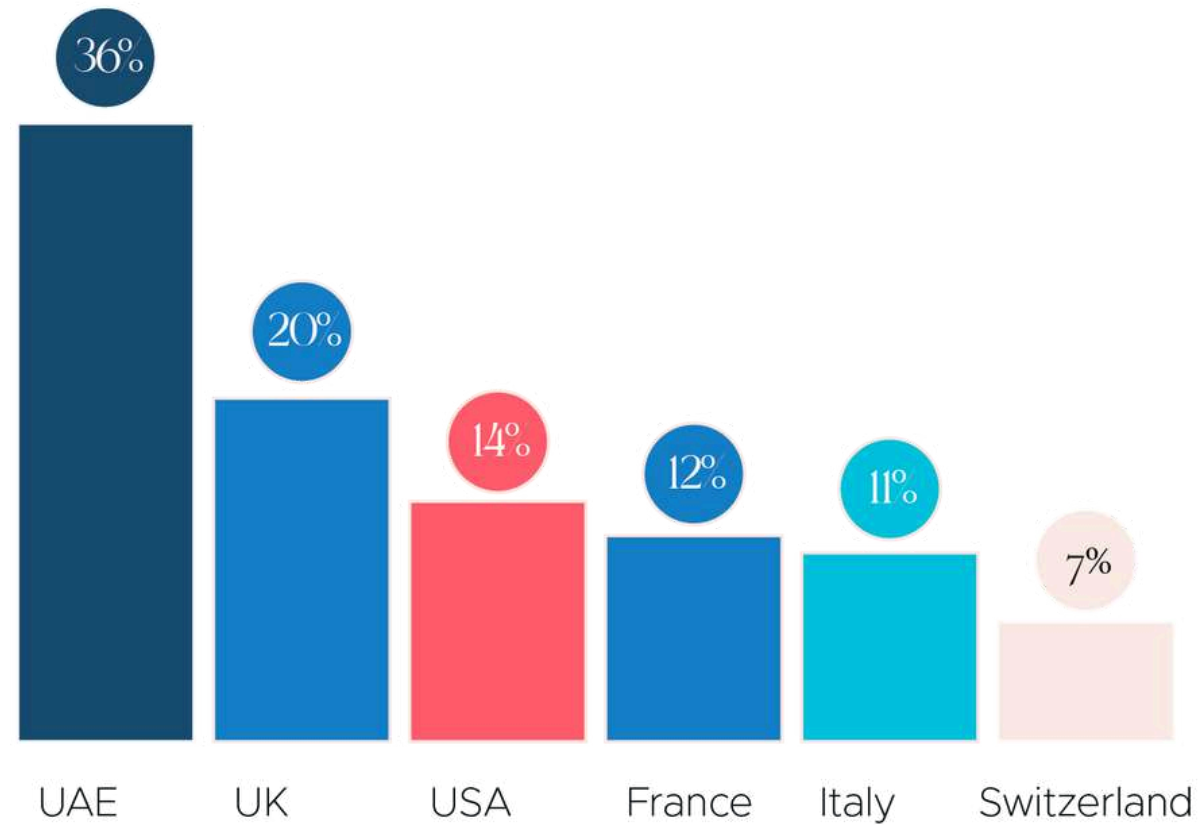


\$80K  
Avg Spend Per Year

# MEMBER SPENDING

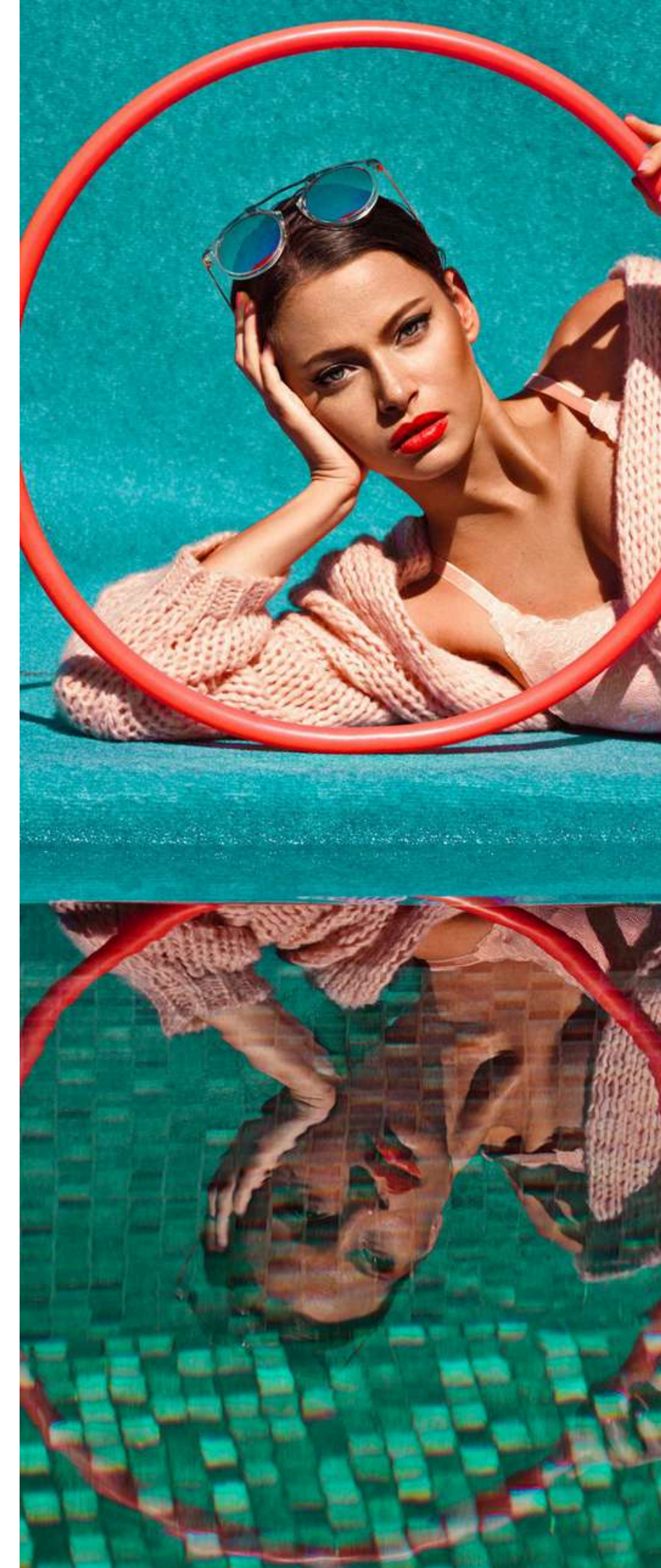
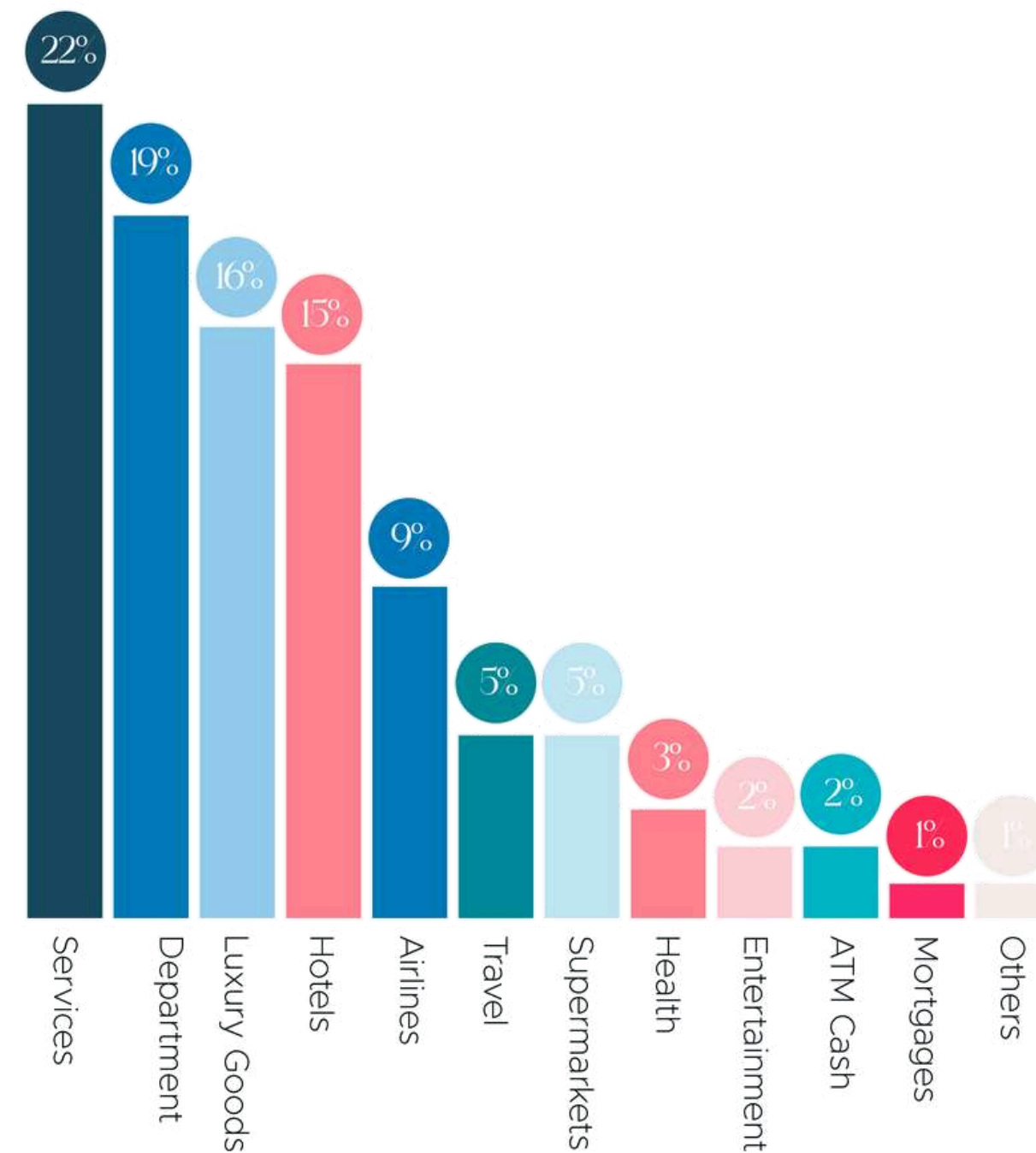
## TOP SHOPPING DESTINATIONS

(% based on card turnover)



## SPEND BY MERCHANT PRODUCT

(% based on card turnover)



A woman is shown in profile, facing left, blowing a bright yellow balloon. She has a large, dark, rounded hair bun on her head, secured with a yellow and black headband. The background is a vibrant blue with large, stylized red circular patterns. The text "AD SPECS" is written in a white, elegant serif font across the center of the image.

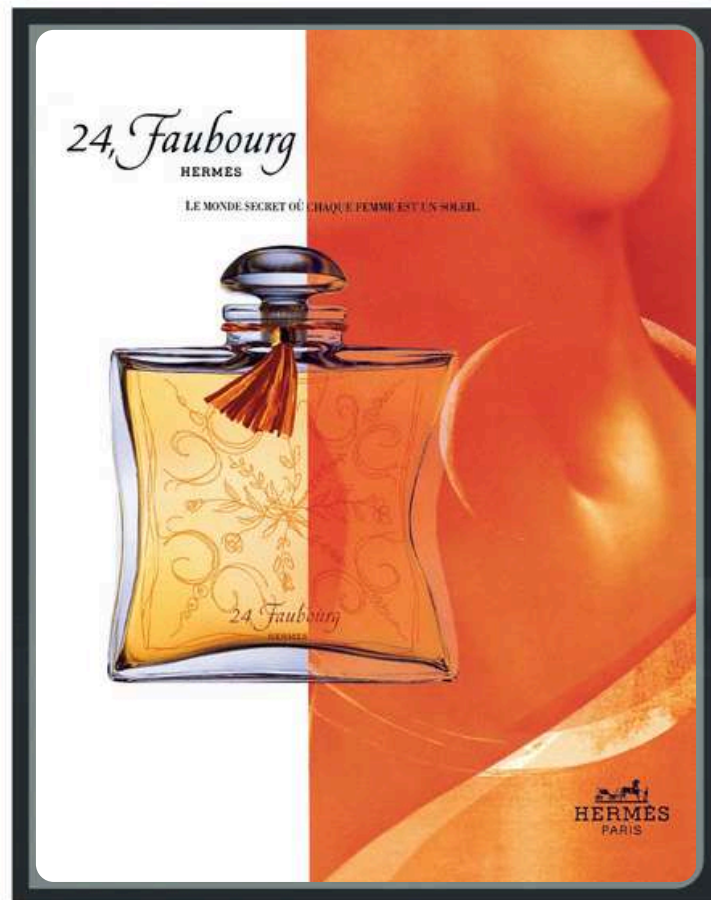
AD SPECS

# PRINT SPECS

**Trim Size:** 220mm x 285mm

**Bleed Size:** 230mm x 295mm (5mm for bleed each side)

**Text area (live area):** 208mm x 273mm, and rounded corners R=9.5mm



## Colour Profile

ISO Coated v2 (ECI) or Coated FOGRA39 ICC

## Line Screen

175lpi

## Total Area Coverage(TAC)

300%

## Colour Mode

Strictly CMYK

## Submitted Materials

High-Resolution (300DPI) PDF file

**Trim Size:** 440mm x 285mm

**Bleed Size:** 450mm x 295mm (5mm for bleed each side; no gutter needed)

**Text area (live area):** 428mm x 273mm, and rounded corners R=9.5mm





ADVERTISING  
RATECARD 2024

STANDARD DPS' \$45,000  
SINGLE PAGE: \$30,000

AS A PREFERRED PARTNER WE ARE OFFERING  
COMPLIMENTARY ADVERTISING FOR THE 1ST ISSUE.





# ADVERTISING CONTACTS

Please send links of final advertising materials for further downloading to:

**Anna Tsirelnikova**

*Production Director*

[a.tsirelnikova@imv.com.sg](mailto:a.tsirelnikova@imv.com.sg)

**Ha Thu Dao**

*Client Services Coordinator*

[h.dao@indochinamedia.com](mailto:h.dao@indochinamedia.com)

Please send digital proofs and hard copies to:

**Tetyana Babina**

Media Publishares

Pte Ltd, 1 Syed Alwi Road,

Unit 02-02,

Singapore 207628,

tel: +65 6225 4045.

Vol. 1

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OF LUXURY

THANK YOU