

# LFP

LUXURY PROPERTIES **地标**

Hong Kong	HK\$80
Singapore	S\$10
Malaysia	M\$18
Thailand	B300
China	RMB100
Indonesia	RP40,000
Philippines	P300
South Korea	W7,000
Taiwan	NT\$300
Japan	¥800
India	Rs. 300
Dubai (UAE)	DHS15
Australia	AU\$8
New Zealand	NZ\$8
Europe	€10
USA	US\$12

WINTER ISSUE 2006

SPECIAL ISSUE

150

PROPERTIES LISTED

BILINGUAL

ENGLISH-CHINESE

# WHITE GOLD

INVESTING IN THE WORLD'S  
MOST PRESTIGIOUS SKI RESORTS

Gstaad | **Jet Set's favorite**  
Whistler | **High mountain ski**  
Megeve | **Luxury getaway**  
Cortina | **Italian chic**





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## Why a special issue on investing in the world's top luxury ski resorts?

The global ski industry is experiencing tremendous change. New challenges and new opportunities abound in an industry that is simultaneously growing rapidly in certain sectors and becoming increasingly competitive globally.

New resorts and fractional ownership clubs are springing up everywhere in order to capitalise on the ski boom. HNWI are looking at luxury accommodation, ski-in/ski-out access to the mountains and the services of a host of staff members, including ski valets who warm your boots, ski boot masters who fit your boots, ski nannies and a personal concierge who plans the entire vacation.

The largest ski resort sale in history was announced last month, when the Starwood Capital Group, parent company to Starwood Hotels & Resorts Worldwide, paid a reported \$365 million to acquire Mammoth Mountain in California. According to published reports, the group plans to introduce a more luxurious ski experience at Mammoth – something along the lines of Vail or Aspen – even though the area has long been known for its down-to-earth, modest style.

The ski lifestyle is becoming increasingly popular among the local elite, and there is no doubt that an increasing number of wealthy Asian and Chinese people will be interested in investing in the world's most sought after ski resorts.

In anticipation of the approaching ski season, Luxury Properties will take a look at 10 of the most exclusive ski resorts around the world.



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## What are the objectives of this special issue?

This issue will focus on a selection of 10 – the best of the best – ski resorts and analyse in detail the market conditions and the opportunities offered to Asian and Chinese buyers.

We've set aside destination clubs that aren't really resorts (you must be a member to go) and chosen the luxury chalets and new resorts, perched high in the mountains or nestled by their bases, where world-class skiing and world-class service meet – sometimes defying convention in the process.

The editorial section will focus on the four major factors sustaining the growth of the ski resort:

- The safety of the assets and people;
- The climate and benefits that buyers can expect;
- The fiscal system;
- The social and cultural environment that positions the resort as one of the very few exclusive places on earth.

This special issue will be:

**Informative**, with precise market data as well as analysis by recognised experts

**Exclusive**, with the presentation of very unique properties for sale

**Comprehensive**, with global market coverage

**Entertaining and elegant**, with a distinct touch that makes LP a very unique publication for unique readers



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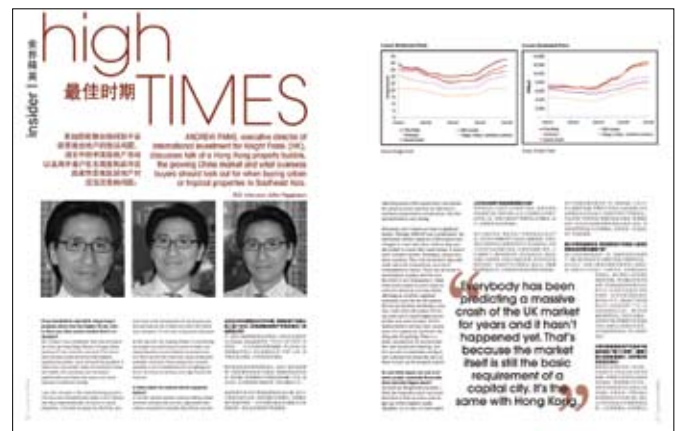
## Content of the issue

Special feature on a selection of the best properties for sale in each of the selected resorts

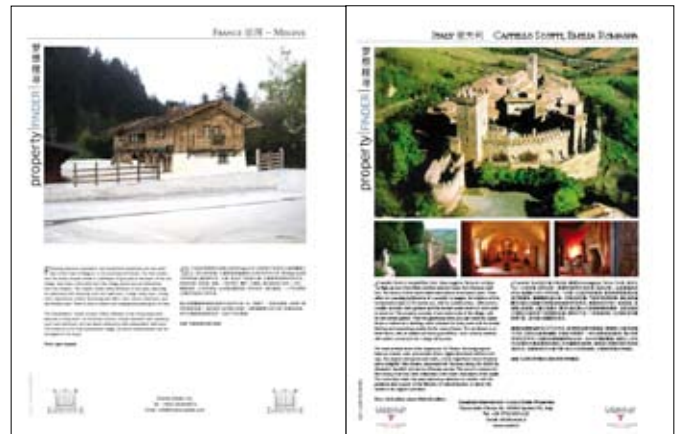
Interviews with leading local property agents



Portraits of Asian buyers



Ski resorts listing in our "Property Finder" section





FRANCE 法国 - MILEVY

property FINDER | 寻找理想居所

Property details, location, and contact information in both English and Chinese.

Paris demeure

## What are the opportunities for real estate specialists?

This issue offers a very unique opportunity for leading real estate agencies specialising in ski resorts or covering ski regions.

We are offering a special package including the following benefits:

### Editorial benefits

- Interview of one your specialists included in a region's report
- Listing of your company name in the contact list of agencies

### Advertorial benefits

Listing of properties in our "Property Finder" section

### Advertising benefits

Corporate display advertising

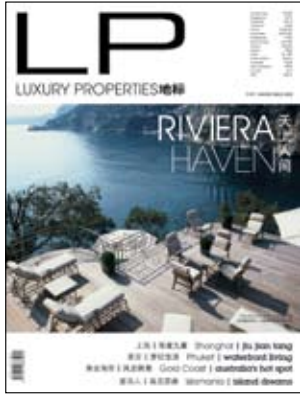
### Contact

Lynda de La Marandais  
 Unit 604 Shanghai Taipan Business Centre, 20 Dong Hu Road,  
 Xu Hui District Shanghai 200031 China  
 Tel: (8621) 5403 8692 ext 606 Mobile: (86) 138 178 06773  
 Email: lynda@adkom.cn

VILLA QUASSA, LAKE MAGGIORE

Property details, location, and contact information in both English and Chinese.

Paris demeure



## LP Luxury Properties

LP Luxury Properties, is Asia's leading magazine introducing exclusive properties for sale published by Adkom Media Group. LP is an upscale bilingual magazine (English / Chinese) for wealthy active HNWI based in Asia and China looking for outstanding properties for sale in the Asia-Pacific region as well as in the most attractive real estate markets worldwide (French Riviera, Paris, London, Miami, Dubai, New York, Las Vegas, Australia, etc.). LP has a substantial print-run of 106,000 copies and is distributed from selected newsstands across Asia.

## Adkom Media Group

Established in 2000 with headquarters in Europe and offices throughout Asia, ADKOM brings international standards to Asian-based print and digital media. As one of Asia's fastest-growing media groups, ADKOM is responsible for producing a selection of leading titles.



**ASIA-PACIFIC BOATING** With a heritage that spans 30 years, Asia-Pacific Boating is an essential reading tool for the region's luxury boat and yacht owners. This ultimate lifestyle magazine provides direct access to the most affluent and influential elite.

**CHINA BOATING** China's first luxury yachting magazine. Strongly established as the official publication of the China International Boat Show, China Boating reaches the wealthiest Chinese entrepreneurs and established tycoons.



**PINNACLE MAGAZINE** Published on behalf of Rolls-Royce Motor Cars, Pinnacle magazine represents the ultimate luxury lifestyle magazine. Sent quarterly to Rolls-Royce owners and VIPs in Hong Kong and mainland China, this bilingual magazine allows you to associate your company with the ultimate luxury brand and influence the decisions of Greater China's most affluent and influential individuals.

**ACTION ASIA** The region's leading travel and lifestyle magazine for more than 12 years. Winner of the Society of Publishers in Asia (SOPA) awards for editorial excellence for three years running, and with a readership of more than 110,000, Action Asia prides itself on raising the standards of publishing in Asia.



**ASIASPA** Asia's only magazine totally dedicated to the pursuit of complete well-being. From the latest spa destinations and treatments to health, cuisine, fashion and cosmetics, AsiaSpa provides over 10,000 of today's wealthiest, brand-conscious urban females with an essential guide to pampering and inner tranquillity.

**JET ASIA-PACIFIC** The bilingual magazine for Asia's and mainland China's high flyers. This bilingual magazine keeps the region's high net worth individuals informed of the very latest developments and options available to them in the extremely dynamic world of private aviation.

LP LUXURY PROPERTIES – “INVESTING IN THE WORLD’S MOST PRESTIGIOUS SKI RESORTS”

**Package A**

Property Finder

The "Property Finder" section is placed in the second half of LP magazine. Each pages contains a description, in both english and simplified chinese, of the property for sales with 3 to 4 photos and the full contacts details of your agency (tel / fax / address / email / website / logo). The layout is done by the design team of LP to ensure a maximum cohenreny in the section and clear reading.

- 1 PF : USD2,500
- 2 PF : USD1,800
- 4 PF : USD1,100
- 5 PF and above : USD900

**Package B : USD10,000**

Property Finder

3 Full Page PF (rate card USD2,300 / unit)

Display Advertising

1 Full page corporate advertising (rate card USD8,500)

Editorial Benefit

1 zoom article (2 pages, fist half of the magazine) on a very exclusive ski home estate.

All material (CD with 15 high-resolutions photos minimum 300 pdi + 400 words description of the property) should be received before October, 25 to the following address:

**Package C : USD16,000**

Property Finder

- 4 PF Winter issue “investing in the world’s most prestigious ski resorts”
- 3 PF Spring issue

## Display Advertising

1 Full page advertising Winter issue

1 Full page advertising Spring issue

## Editorial Benefit

1 zoom article (2 pages, fist half of the magazine) on a very exclusive ski home estate.

All material (CD with 15 high-resolutions photos minimum 300 ppi + 400 words description of the property) should be send before October, 20 to the following address:

## Additional Benefits

1 Full page corporate advertising in Jet Asia Pacific – Winter issue