



Immediate Release
October 04, 2010

LP-Luxury Properties Goes Bi-Monthly

Blu Inc Media is pleased to announce that *LP-Luxury Properties* magazine will increase to six issues annually starting in 2011.

Over the past five years, *LP-Luxury Properties* magazine has witnessed the rapid development of high-end properties across the region and has cultivated an interest in exclusive properties all over the world.

In response to a growing market and to solidify its place as an important industry leader, the magazine is moving from a quarterly to a bi-monthly publication schedule.

“This is an exciting opportunity to take *LP – Luxury Properties* to the next level, particularly in terms of the expanded content and editorial coverage that a bi-monthly print schedule allows,” said Sophie Kalkreuth, Editor-in-Chief of *LP-Luxury Properties*.

The first issue to be published on the new print schedule will be the January /February issue 2011. Subsequent issues will follow a March/April, May/June, July/August, September/October and November/December print calendar.

LP-Luxury Properties is a bilingual magazine from Blu Inc Media, targeted at high net worth individuals in Asia looking to enjoy the ultimate in lifestyle residences. With articles written in both English and Chinese, the magazine contains the latest news about architecture, design and outstanding, high-end properties for sale in Asia and around the world.

About Blu Inc Media

Blu Inc Media, a fully owned subsidiary of SPH magazines, is a leading publisher of high-end leisure and industry magazines, including English-language, Chinese-language and bilingual titles. Distributed around Asia and the globe, the company's titles include *Asia-Pacific Boating*, *China Boating*, *JET Asia-Pacific*, *AsiaSpa*, *Action Asia*, *LP-Luxury Properties* and *POLO*

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