

high life 云尚



EDITOR'S LETTER

High Life is an award-winning, established British title, that commissions some of the best writers and photographers to produce editorial that is engaging and innovative.

The bespoke China edition is published quarterly in simplified Chinese for Mandarin-speakers. It targets a growing segment of affluent, stylish Chinese who are travelling with British Airways from Beijing, Shanghai and Chengdu directly into London – and it's designed to be taken off the planes by the passengers. High Life China represents a unique opportunity to showcase your brand to a cultured and influential audience within a premium environment.

Kerry Smith

READERSHIP

85% of upper middle class Chinese citizens who plan to take a trip abroad

27% of Chinese travellers account for in global spending on tax free shopping

25% The total amount of passenger numbers departing China to the UK has increased in the last year by 25%



An increasing number of Chinese prefer buying luxury products in overseas countries making up 41% of the entire Chinese luxury purchase population

£ Chinese visitors are among the highest spenders, with their holidays costing £1,775 per person (exc flights) in 2013

🛍️ In 2015, Chinese visitors spent roughly £585 million in the UK

👤 The number of visitors from China to the UK increased 46% in 2015 to nearly 270,000



READERSHIP



By 2030 one in six international travellers are forecast to be Chinese



88% read half or more of High Life China, spending an average of 26 minutes with the magazine



93% of readers agree that High Life China taught them something new about the UK



90% readers rate the content and design of High Life China as very good/good



98% of readers have taken at least one positive action as a direct result of reading the magazine



Shopping constitutes nearly half of Chinese travel spending



China now spends more on international tourism than any other country



The Chinese account for 50% of global luxury purchases. Approximately 75% of these are made while travelling



RATE CARD

ISSUE	COPY DEADLINE
MARCH	1 February 2017
JUNE	3 May 2017
SEPTEMBER	3 August 2017
DECEMBER	4 November 2017

ADVERT	RATE
PAGE - RUN OF MAG	\$19,898.45
PAGE - RIGHT HAND	\$21,886.72
FIRST RIGHT HAND PAGE	\$25,010.70
PAGE FACING CONTENTS	\$26,741.00
OUTSIDE BACK	\$32,523.35
INSIDE FRONT COVER	\$29,021.85
INSIDE BACK COVER	\$27,952.21
DPS	\$38,884.56
DPS - INSIDE FRONT COVER	\$49,911.29

DISTRIBUTION	
PRINT RUN	70,000 copies



Sources: High Life China Reader Survey 2015, Mintel – Inbound Tourism UK, November 2014, IATA 2014, UNWTO 2013, BCG 2011, Taking Off: Travel and tourism in China and Beyond, Global Blue 2013, Cedar Research 2013, Mintel – Inbound Tourism 2014, Agiuity – HK Based research group, Luxury hospitality think tank, Skift 2016, gov.uk

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