



Millionaireasia®

IT'S ABOUT LIVING LIFE TO THE FULLEST



International Rate Card

2021

CONNECT WITH MILLIONAIRES

We have one of the largest databases of Millionaires in Asia.

Take your pick from various localised editions to signature private events.



Millionaireasia

MillionaireAsia is a regional multi-channel platform targeted at High Net Worth Individuals (HNWIs) in Asia. Over the years, we have built an extensive and fast-growing database of 130,000 millionaires present in Singapore, Malaysia, Indonesia, Thailand, Hong Kong, China, Japan, India, United Arab Emirates, Monaco, Russia and Australia.

MillionaireAsia magazine currently publishes four localised editions covering Singapore, Malaysia, Indonesia and India. We have a combined circulation of 20,000 and a readership of 80,000 of the richest people in Asia.

With an evolved conceptual model, our presence in Asia has been further augmented by our Signature private events, including The Millionaire's Summit, held over 50 times in 9 countries, the award-

winning MillionaireAsia Private Aviation & Luxury Lifestyle Show, held 6 times till date, and a range of themed large-scale business conferences, including the award-winning MillionaireAsia Blockchain & Cryptocurrency Summit.

We aim to promote the exclusive products and services of our partners through the use of print, online media and events to capture the full attention of this coveted and hard-to-access HNW segment.

MillionaireAsia is currently trademark registered in 18 territories, including Singapore, Malaysia, Indonesia, India, Vietnam, Cambodia, China, Hong Kong, Macau, Taiwan, Thailand, Japan, Philippines, South Korea, Australia, New Zealand, Russia and UK.



Singapore & Malaysia



Indonesia



India



PRIVATE VAULT (POWERED BY MILLIONAIREASIA)

Lifestyle & Business Super App.



Millionaireasia

Private Vault is an e-commerce mobile platform offering convenient and curated access to luxury products and VIP services.

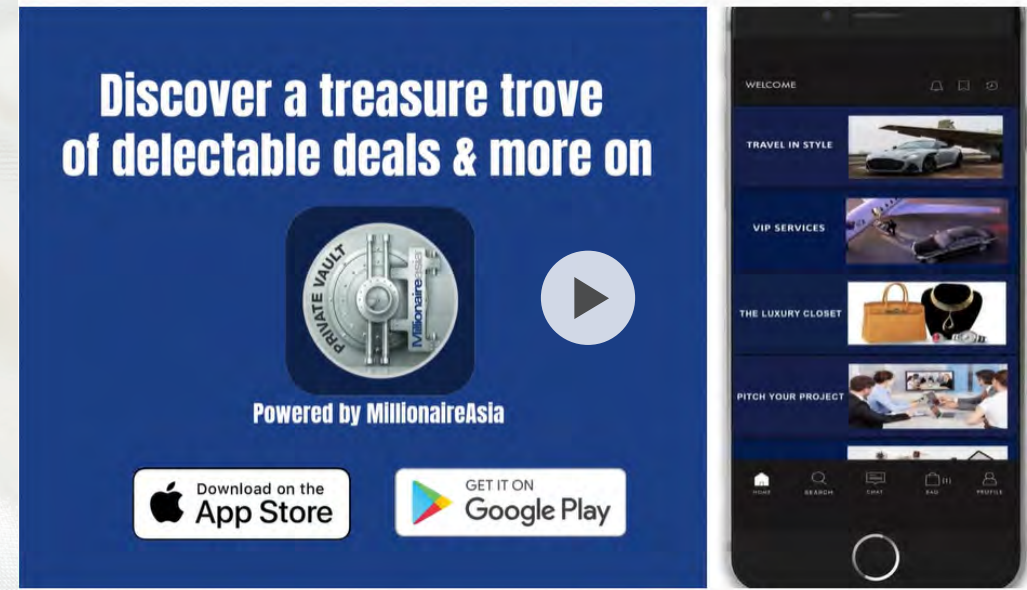
Some of the notable features include allowing users to

- Connect with High Net Worth Individuals (HNWIs) and investors under **Pitch Your Project**;
- Shop from **The Luxury Closet**, which features a rich catalogue of pre-loved and brand new Branded Bags, Jewellery, Timepieces, and Arts & Collectibles at up to 80% off;
- Rent a private jet, supercar, yacht in real-time under **Travel In Style**; and
- Book executive protection services in multiple destinations in Asia and beyond under **VIP Services**.

The mobile app also includes digital access to

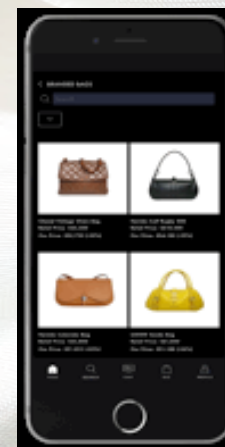
- **News Bytes**: the latest in business and luxury lifestyle news covering events, trends, reviews and more.
- **The Millionaire Mindset**: an archive of MillionaireAsia's top feature articles and interviews with billionaires, tycoons, royalty, heads of state and those with exceptional achievements.

Users can shop confidently on Private Vault as we are recognised as a registered dealer of Precious Stones and Precious Metals under the Ministry of Law in Singapore (Registration No: PS20200002060).



Bronze	Silver	Gold	Platinum
2 HNWI Intros 2-Week Listing	5 HNWI Intros 3-Week Listing	8 HNWI Intros 1-month Listing	12 HNWI Intros 1-month Listing
US\$3,000	US\$6,000	US\$9,000	US\$12,000

Pitch Your Project Packages



Branded Bags



Book A Private Jet

Download Private Vault on Apple App Store and Google Play Store.



STRIKING GOLD

MILLIONAIREASIA BLOCKCHAIN & CRYPTOCURRENCY SUMMIT WINS 2018 EXHIBITION / CONFERENCE OF THE YEAR GOLD AWARD

In November 2018, the MillionaireAsia Blockchain & Cryptocurrency Summit was conferred the Conference / Exhibition of the Year Gold Award by the Media Publishers Association of Singapore (MPAS).

The summit, themed "The Future of Money", hosted a global roster of illustrious speakers, with keynotes by investment legend Jim Rogers and former US Congressman Dennis Kucinich.

The event attracted over 200 delegates from around the world, including Singapore, USA, Malaysia, Thailand, Vietnam, Poland, Belgium, Serbia, Africa and UK, culminating with a VIP networking dinner at fine dining restaurant Forlino.

MillionaireAsia thanks all sponsors, speakers and guests for your support and participation.



AWARD-WINNING SIGNATURE EVENTS

MillionaireAsia organises numerous private events that are attended by HNWI clientele. Our signature events include Private Investor Presentations, The Millionaire's Summit held over 50 times around the world and the award-winning MillionaireAsia Private Aviation & Luxury Lifestyle Show, which was also honoured the 2016 MPAS Exhibition of the Year Award.



Scan for Summit video

MILLIONAIREASIA'S SIGNATURE EVENT WINS 2016
'EXHIBITION OF THE YEAR' AWARD



In September 2016, the Media Publishers Association of Singapore (MPAS) honoured MillionaireAsia with the 'Exhibition of the Year' Award for our signature MillionaireAsia 6th Private Aviation & Luxury Lifestyle Show.

Thank you for your support and participation.

Thank You

Held in Singapore, MillionaireAsia's 6th Private Aviation & Luxury Lifestyle Show saw an exclusive turnout of about 170 of some of Asia's most affluent and influential High Net Worth Individuals.

Coinciding with MillionaireAsia's 10th anniversary celebrations, the dazzling showcase included private and business jets by Blue Lines Aviation, Dassault Falcon, Comlux and Luxaviation, high-end and supercar displays by Touring Superleggera, Bentley and Lexus, exquisite jewellery and watches by Tiffany & Co, and a fashion show by Breathin' Brand. Other exhibitors included luxury property developers such as The Rice Miller, Penang and Tropicana the Residences, Kuala Lumpur, as well as a real estate company from Australia. While sampling the festivities, guests also experienced test drives in the luxury automobiles and had the chance to indulge in premium spirits from the legendary William Grant & Sons (Glenfiddich, Balvenie, Hendrick's Gin).



OUR SIGNATURE EVENTS

By-Invite-Only Exclusive HNWI Events



Millionaireasia

MillionaireAsia organises numerous private events that are attended by our invitation-only HNWI clientele. The Millionaire's Summit, our signature event, has been held over 50 times across 9 countries in the region. An investment and wealth management seminar for HNWIs, The Millionaire's Summit has become one of the most highly-anticipated events for investors.

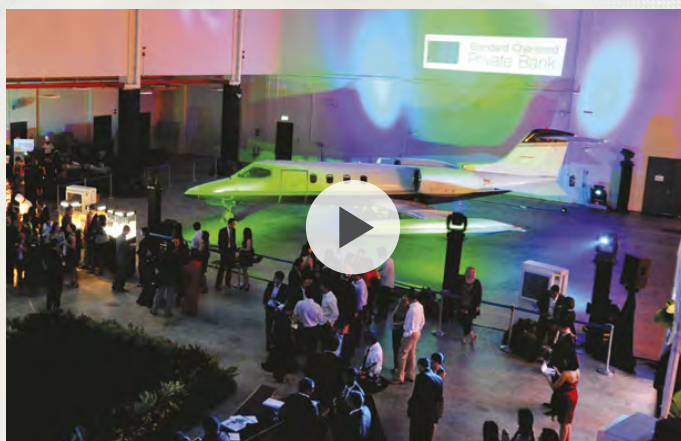
The 2017 MillionaireAsia Blockchain & Cryptocurrency Summit, was headlined by investment legend Jim Rogers and Former US Congressman Dennis Kucinich as keynote speakers, and saw close to 200 attendees from Singapore, Malaysia, Thailand, Vietnam, Poland, Belgium, Serbia, Africa, the USA, Canada and the UK. In 2018, the Summit was awarded the prestigious Media Publishers Association of Singapore (MPAS) 'Conference/Exhibition of the Year' Gold Award.

Another signature event is the award-winning MillionaireAsia Private Aviation & Luxury Lifestyle Show, which has garnered the attention of local and overseas ultra-high net worth individuals. Featuring leading private aviation companies and luxury automobile, jewellery, fashion and lifestyle brands, this signature event has become a much-anticipated aviation and luxury lifestyle showcase held bi-annually in Singapore or Malaysia. In 2016, the 6th Private Aviation & Luxury Lifestyle Show was also awarded the MPAS 'Exhibition of the Year' Award.

Apart from our signature events, MillionaireAsia also hosts exclusive and curated private events that generate business leads from institutional, private equity and corporate or accredited HNWIs for property developers, high-end consumer brands and businesses at various growth stages – be it startups, mature businesses or even pre IPO stage.



The MillionaireAsia Blockchain & Cryptocurrency Summit 2017



The MillionaireAsia 6th Private Aviation & Luxury Lifestyle Show Highlight Video



VIP Private Investor Events

ADVERTISING WITH MILLIONAIREASIA

Editorial Coverage and Event Support



MillionaireAsia has an audience of up to 130,000 High Net Worth Individuals. Our readers typically qualify for private banking services or own a company with a turnover of > USD 3 million annually.

We effectively connect you to the largest database of millionaires in Asia.

Benefits include:

- A Call-to-Action Programme – We work with Advertisers to create a specific call to action opportunity, such as creating an event to promote a sale or to gather millionaires to attend a private function or product launch. We aim to deliver measurable results for our Advertisers.
- Editorial Support – With focused attention for series/double spread colour advertisement bookings.
- Private Events – We have one of the largest and most comprehensive databases of millionaires across Asia. Work with us if you would like to bring our readers to your event or participate in our MillionaireAsia events as a sponsor.

DATABASE

COUNTRY	DATABASE	COUNTRY	DATABASE
Singapore	10,000	China (Beijing)	6,000
Malaysia	10,000	China (Shanghai)	6,000
India	10,000	China (Guangdong)	5,000
Indonesia	10,000	Hong Kong/Macau	25,000
Japan	10,000	United Arab Emirates	6,000
Vietnam	10,000	Monaco	5,000
Thailand	4,000	Russia	5,000
Australia	8,000	TOTAL	130,000

PRINT CIRCULATION

COUNTRY	CIRCULATION
Singapore and Malaysia	5,000
India	10,000
Indonesia	5,000
TOTAL	20,000

DIGITAL CIRCULATION

COUNTRY	CIRCULATION
Singapore and Malaysia E-Mag Highlights	80,000

EDITORIAL SECTIONS

HNWI WEALTH MANAGEMENT	FINE WATCHES
INVESTMENTS & BUSINESS OPPORTUNITIES	FINE JEWELLERY
INFLUENTIAL PERSONALITIES	PRIME HEALTH & WELLNESS
PRIVATE JETS	LUXURY TRAVEL
LUXURY HOMES	TECHNOLOGY & GADGETS
LUXURY MOTORING	FINE FOOD & BEVERAGES
BOATING & YACHTS	HNW EVENTS

READERSHIP PROFILE

Some of Asia's most influential movers and shakers



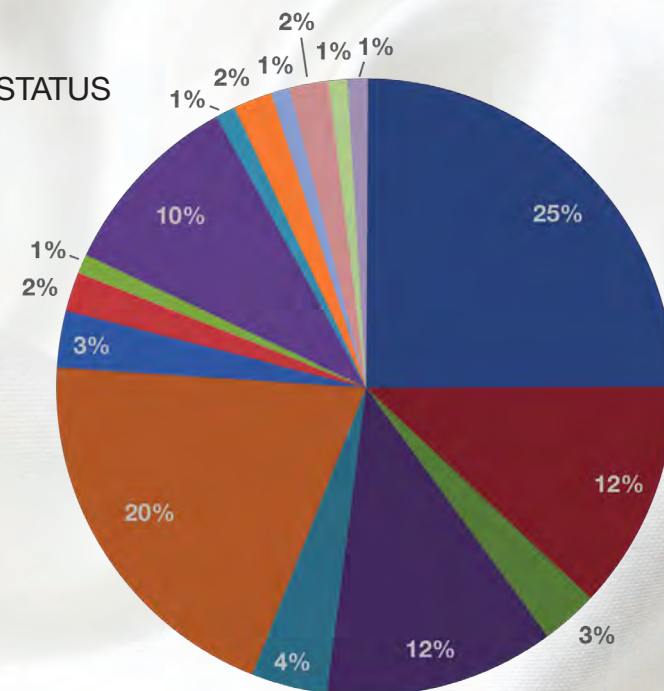
Millionaireasia

Our readership primarily consists of:

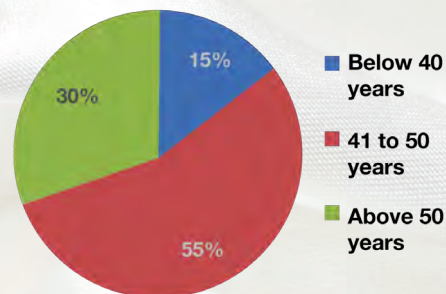
- Chairmen/Owners/Founders/CEOs of Top Companies
- Entrepreneurs who own privately-owned Companies (min annual turnover of USD 3 million)
- Top Professionals (Medical Specialists, Lawyers, Architects, Accountants, etc)
- Private Banking Clients
- Individuals with LIQUID assets of at least USD 2 million, excluding their primary residence
- Children from wealthy families who acquired wealth through inheritance
- The Millionaire's Summit Delegates
- Top individuals in Government and Diplomatic Services
- Individual Country's Who's Who List



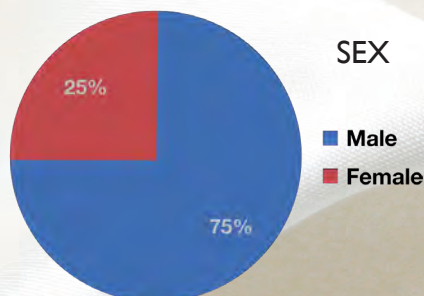
OCCUPATION STATUS



AGE



SEX



- Chairmen/Owners/Founders
- Privately-owned company owners / entrepreneurs-business turnover of at least \$3 million annually
- Property Developers
- Top Professionals (CEOs & Managing Director)
- Top Financial Executives
- Top Medical Specialists & Surgeons
- Top Lawyers
- Top Architects
- Top Accountants
- HNI/Private Banking clients
- Children from wealthy families who acquired wealth through inheritance
- Sophisticated Private Investors
- Wealthy Retirees
- The Millionaire's Summit Delegates
- Top Government & Diplomatic Officials
- Who's-who list



Millionaireasia

PUBLICATION MONTHS

MONTH	SINGAPORE	MALAYSIA	INDONESIA	INDIA
JAN				•
FEB				
MAR	•	•	•	•
APR				
MAY				•
JUN	•	•		
JUL				•
AUG				
SEP	•	•	•	•
OCT				
NOV				•
DEC	•	•		

PUBLICATION NOTES

- Magazine is distributed in the 4th week of publication month
- Paper: Cover – 260 gsm art card
Content – 128 gsm art paper
- Finishing: Perfect bound and trimmed to size
- Ink: 4C x 4C
- Artwork submission: Films not accepted.
Only softcopy in high resolution PDF (CMYK) accepted

PUBLICATION SPECIFICATIONS

COUNTRIES	UNIT (W x H)	TEXT AREA	TRIM SIZE	BLEED
Singapore & Malaysia	Double Page Spread	374mm x 251mm	410mm x 287mm	416mm x 293mm
	Full Page	169mm x 251mm	205mm x 287mm	211mm x 293mm
India	Double Page Spread	428mm x 293mm	442mm x 300mm	448mm x 306mm
	Full Page	214mm x 293mm	221mm x 300mm	227mm x 306mm
Indonesia	Double Page Spread	378mm x 259mm	450mm x 300mm	460mm x 305mm
	Full Page	189mm x 259mm	225mm x 300mm	235mm x 305mm



Electronic Direct Marketing

Targeting High Net Worth Individuals



MillionaireAsia is an integrated media company dedicated to the celebration of the Millionaire Lifestyle where money is no object. Readers of the MillionaireAsia magazine are typically high net worth individuals with liquid assets exceeding USD 2 million excluding their primary residence.

With our Electronic Direct Mailing & Direct Marketing service to our Millionaire Database, clients have the flexibility to enjoy coverage across the entire database or just selected target markets. Please contact us for full database figures.

Country	No. Of Millionaires	Charges (USD)
Singapore	Per 3,000 Per 4,000 Per 5,000	9,000 11,000 12,500
Malaysia	Per 3,000 Per 6,000	9,000 15,000
Indonesia	Per 3,000 Per 4,000 Per 5,000	9,000 11,000 12,500
Thailand	Per 2,500	7,500
Hong Kong	Per 4,000	12,000*
Macau	Per 2,000	6,000
China	Per 3,000 Per 4,000 Per 5,000	9,000 11,000 12,500

Country	No. Of Millionaires	Charges (USD)
Vietnam	Per 2,500	7,500
Taiwan	Per 5,000	15,000
Japan	Per 3,000	9,000
India (New Delhi & Mumbai)	Per 5,000	15,000
United Arab Emirates	Per 3,000	9,000
Australia	Per 3,000	9,000
Monaco	Per 3,000	9,000
Russia	Per 3,000	9,000
Any Two (2) Countries Combination	4,000 6,000 8,000 10,000	10,000 15,000 20,000 25,000
Any Six (6) Countries Combination	40,000	38,888


Value-added:

- 1 FPFC Advertisement for insertion in 2 editions: Singapore & Malaysia editions (worth USD5,000 x 2 = USD10,000)
- Total media value: USD10,000

**Special rates available for 25,000 recipients*

SINGAPORE, INDONESIA AND INDIA EDITIONS

	1/2 INSERTIONS	3/4 INSERTIONS	>4 INSERTIONS
Full Page 4 Colour	USD 5,000	USD 4,400	USD 3,900
Full Page 4 Colour before Editorial	USD 5,500	USD 4,800	USD 4,300
Double Page 4 Colour	USD 12,000	USD 10,600	USD 9,300
Double Page 4 Colour before Editorial	USD 13,200	USD 11,600	USD 10,200
Outside Back Cover	USD 8,300	USD 7,300	USD 6,400
Inside Front Cover Double-Page	USD 15,000	USD 13,200	USD 11,600
Inside Back Cover	USD 6,700	USD 5,900	USD 5,200

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- All rates are in US Dollars and apply to Advertising in ONE Edition only
 - Creative buys are available upon request (Gatefolds, bookmarks, belly wraps, etc.)
 - Agency commission of 15% of gross billing will be paid to accredited advertising agencies



Millionaireasia

MALAYSIA EDITION

	1/2 INSERTIONS	3/4 INSERTIONS	>4 INSERTIONS
Full Page 4 Colour	MYR 11,500	MYR 10,120	MYR 8,970
Full Page 4 Colour before Editorial	MYR 12,100	MYR 10,560	MYR 9,460
Double Page 4 Colour	MYR 26,400	MYR 23,320	MYR 20,460
Double Page 4 Colour before Editorial	MYR 29,040	MYR 25,520	MYR 22,440
Outside Back Cover	MYR 18,260	MYR 16,060	MYR 14,080
Inside Front Cover Double-Page	MYR 33,000	MYR 29,040	MYR 25,520
Inside Back Cover	MYR 14,740	MYR 12,980	MYR 11,440



Testimonials From Our Clients And Readers



Millionaireasia

Dean Bornstein

Chairman & Co-Founder
Emerald Wellness



“The quality of the crowd was first-class, and the events could not have been better put together. More events like these would be a great idea.”

Anders Holmgren

Partner & Co-Founder
Atlas Capital Group



“Once again, the event was well-organized by MillionaireAsia. We had a solid group of guests and the number of attendees exceeded our expectations. There were many insightful questions after our presentation which showed that the crowd was engaged. We definitely garnered some interest which we will follow up on.”

Tom Künsch

General Manager
ExecuJet



“We want to send our best wishes and thank you for the wonderful events throughout the region so far.”

Chatri Sityodtong

Founder & Chairman
ONE Championship



“Brian is a world-class entrepreneur who has built a phenomenal brand and publication. He has helped countless entrepreneurs and investors through his publications, events and introductions!”

Bily Ng

Founder & Director
Financial Frontiers Pte Ltd



“Brian and I go back a long way. Intrinsic values, fundamental principles and ethics are our ‘GPS’ to guide us in this fast moving digital world. It is also these yardsticks that enable MillionaireAsia to grow from strength to strength in this challenging world. Brian’s professionalism, determination and passion in his work are vital in adding another successful year in MillionaireAsia’s history book.”

Nawid Habib

Founder & CEO
ICO HeadStart



“We did not expect such a huge attendance and I am amazed by the amount of growing interest in blockchain technology in Singapore. We spoke to many people who understand the possibilities and want to make the next step to enter the market. We think there is a big movement coming up and a lot of market potential in Singapore, with MillionaireAsia right in the thick of it.”

Justin Leong

CEO
Rebel FC



“The events with MillionaireAsia were a good opportunity for us to meet investors and share our vision. In Singapore, we were heartened to know that many share our excitement in bringing the first local MMA sports company to Nasdaq. In Hong Kong, we garnered a lot of interest for potential partnerships with not only investors, but also broadcast media and stock exchange representatives.”

Bhavik Mehta

Founder
Infiniti Jewels by Diastar



“The event was wonderful and apart from a great response, we also received much appreciation for our jewellery. We are pleased with the turnout and quality of the crowd, and look forward to working together in many areas with MillionaireAsia.”

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