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VANTAGE

MAGAZINE: 2009 MEDIA GUIDE



WHY VANTAGE?



Chinese Americans are rapidly becoming the largest consumer group when it comes to luxury spending. By capturing the attention of over 24 million consumers with disposable income, you position your company's message in front of those who appreciate quality, status, and technology. They are passionate, conscience, educated, and influential when purchasing the finer things that life has to offer. **VANTAGE MAGAZINE** is a centralized location for targeting these consumers worldwide.

MISSION STATEMENT

As the premiere informational source for Chinese Americans, **VANTAGE MAGAZINE** encourages, informs, and sets a standard of excellence for a rapidly growing affluent consumer base.

Our mission is to capture and influence a strong and growing untapped market. Through the highest quality in photography and journalism, our readers will be guided to the world's finest products and services life has to offer.

CAPTIVE, CAPTURE, EDUCATE AND ENTICE A BRAND CONSCIENCE AND SUCCESSFUL CONSUMER

READERSHIP STATS

Circulation	50,000
Readers Per Copy Impressions	5
(including website)	1,200,000
Demographics	
Male Readership	88%
Female Readership	12%
Avg. Household Income	
\$200,000+/YR.	81%
\$500,000+/YR.	24%
Married	71%
Education	
Attended College	89%
Post Graduate Degree	43%

5 REASONS TO TARGET VANTAGE READERS:

- **VANTAGE MAGAZINE** is the **only luxury publication** devoted to showcasing a lifestyle for successful and affluent professionals.
- **VANTAGE MAGAZINE** is the **most cost efficient way** to reach a rapidly growing and untapped market.
- **VANTAGE MAGAZINE** **targets and connects** you to **three of the largest Chinese American markets** in the country (Los Angeles, San Francisco, and New York).
- **VANTAGE MAGAZINE** creates an atmosphere that **establishes your brand's message** to the forefront of "in the market buyers."
- **VANTAGE MAGAZINE** **successfully targets and reaches China's affluent consumer**, through our luxury destination distribution networks in Shanghai and Beijing.

BUYING POWER VERSUS THE NATIONAL AVERAGE

- 4x More** Likely To Own Multiple Luxury Vehicles.
- 7x More** Likely To Purchase Luxury Brand Watches.
- 3x More** Likely To Dine Out Regularly.
- 3x More** Likely To Purchase Real Estate.
- 4x More** Likely To Be an Early-Adopter of Technology.
- 5x More** Likely To Indulge in Luxury Spirits and Fine Wines.
- 3x More** Likely To Travel Overseas at Least Once Per Year.
- 5x More** Likely To Own One or More Investment Properties.

VANTAGE MAGAZINE
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