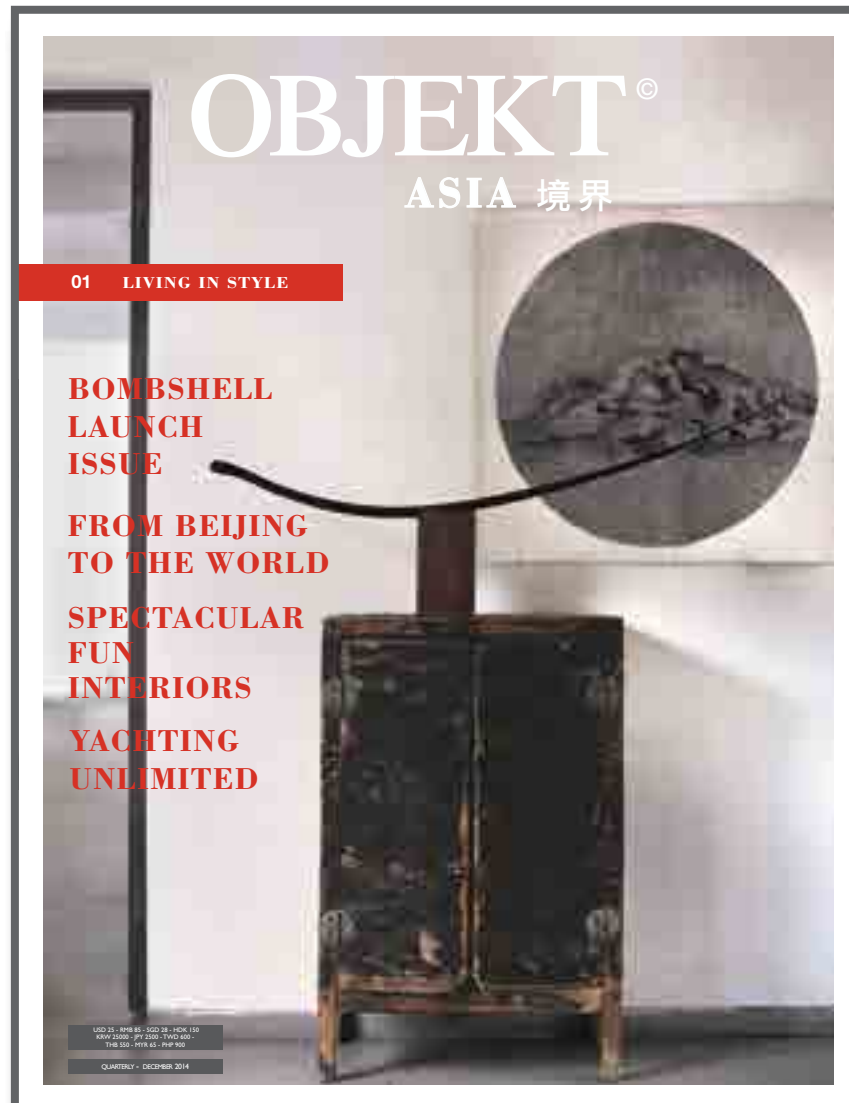


NEW

# OBJEKT<sup>©</sup>

International  
China | Asia



MEDIA KIT 2016

**OBJEKT**<sup>©</sup>  
International  
China | Asia

is...  
about art, design,  
(supercool) lifestyle,  
a bespoke read for  
discerning  
individuals

### A few words from the founder

Thank you for taking the time to read our 2016 media kit of new China | Asia edition.

As founder and Editor-at-large of OBJEKT©International, the original inspiration of all the other editions, I am proud to represent this amazing NEW China | Asia edition ( in English language). I started OBJEKT©International 25 years ago and thanks to the team's professional insights, often unexpected but brilliant angle and topics, choice of designers, carefully organized distribution around the world and, last but not least, stunning photos, OBJEKT©International has gained the highest authority and admiration all over the world in the field of art, design and luxurious lifestyle.

In the recent years, as a frequent "flying Dutchman" (traveling around the world) I have witnessed the rise of China and other Asian countries, it made me believe that this new China | Asia edition is not only necessary but also will be a big success. More importantly, I was also lucky enough to find the right people in China to make this edition happen and also meet the highest standard humanly possible.

So buckle up, hope you can get on board and enjoy the OBJEKT exciting yet smooth ride with us.



HANS FONK  
FOUNDER, EDITOR-AT-LARGE, PHOTOGRAPHER

### PAST COVERS



### OTHER EDITIONS



OBJEKT® Russia  
SINCE 2009

OBJEKT®South Africa  
SINCE 2012

OBJEKT®China ( in Chinese)  
stopped in 2015



YOU  
LIVE  
ONLY  
ONCE,  
YOU  
MIGHT  
AS WELL  
BE  
AMUSING.

--Coco Chanel

OBJEKT® International is the authoritative and bespoke title for the upscale urban modernist with a passion for interiors, art & antiques, modern design and outstanding architecture.

- AVAILABILITY, in both print and digitally, including interactive website and new media
- PRINT, 4 issue a year, March, June, September, December
- CIRCULATION, 16,000 copies, distributed in most Asian pacific countries and regions, including China, Hong Kong, Taiwan, Japan, South Korea, Singapore, Thailand, Malaysia, Indonesia, Philippines, Macau Vietnam
- READERSHIP, Number 1 high-end magazine for architects, interior designers, artists, collectors, hospitality management, gallery owners, antiquarians, trend setters, high-end consumers, in a word, anyone who interested in art and design
- COVERAGE of all major architecture, design and lifestyle events as well as our own OBJEKT® Asia party with selected guests

Display and purchase channel

- design bookstores, i.e Eslite
- high-end hotels and restaurants, i.e Waldorf&Astoria hotel
- international airport and first class flights
- online shops, i.e JD, Tmall, Dangdang, Amazon China
- subscription:

Long-term partner with major exhibitions, bringing you the latest news and presenting your products/project to the world





The stars who made these great projects, they are not just a name to us. They are a unique individual, a friend... Sitting in their home and they tell us their intimate stories in life and work. Together we share the interests in art, music, the beautiful things in life.



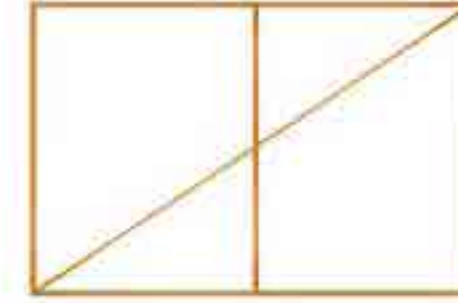


# Advertising with OBJEKT<sup>©</sup> Asia



ONE page (single)

€ 11,900



DOUBLEpage(spread)

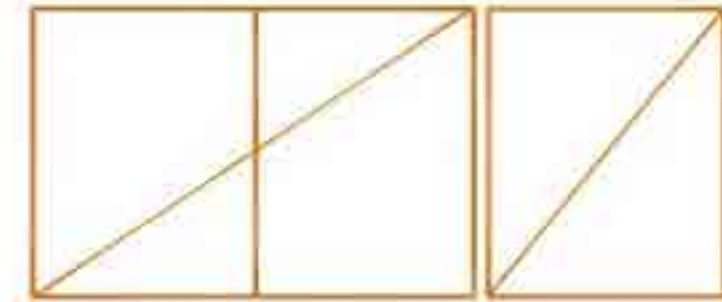
€ 17,300

Above prices are for each issue with a minimum of 4 ads for a year single, in combination with OBJEKT<sup>©</sup>International, additional € 8900 spread, in combination with OBJEKT<sup>©</sup>International, additional € 6900



HALF page

€ 8,100



GATE- FOLD

€ 25,500

## Technical requirements

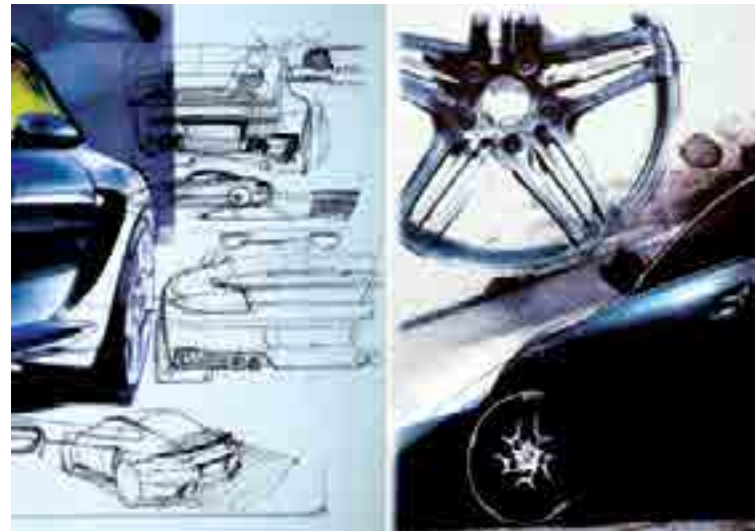
- Certified PDF format
- Colour CMYK
- 300 dpi
- All fonts embedded
- Single: 230 x 300 mm (with bleed 235 x 310)
- Spread: 260 x 300 mm (with bleed 470 x 310)
- Crop marks

## Additional charges

- Cover 1: additional 100%
- Cover 2: additional 15%
- Cover 3: additional 15%
- Cover 4: additional 25%
- Preferred pages: additional 10%



# All in the name of Serious Fun



## New media

OBJEKT©International|Asia is proudly at the frontlines of new media, working with and through an interactive website, Facebook, Twitter, Pinterest, Instagram and Wechat maintaining a dialogue with professionals expressing opinions and ideas that matter.

Recently, OBJEKT©International has partnered with Zinio, Magazine Cloner and Publiccenter, the largest digital publishing companies. Through these channels our advertisers have:

- Multiplatform digital access to a huge audience (Apple Newsstand through iPad, iPhone, PC and Mac)
- Unlimited media display
- Dynamic advertising space (hyperlinks, videos, image galleries, splash pages, banners)

Digital advertising rates are:

- Full page - 3 months € 5,800 - banner and splash page included
- Half page - 3 months € 4,200 - banner and splash page included

If required tailored combinations with printed advertising are possible, including but not limited to digital presence on the Objekt website, Zinio, Publiccenter and Magazine Cloner.

- Banner on OBJEKT©International homepage:  
Medium: 600 x 200 pixels - 1 month € 400

New!  
Wechat ID: OBJEKTasia



ID : OBJEKT.International



ID : objekt\_int



ID : objektinternational



ID : objekt\_int

Fine art/Architecture/Interior/Food/Fashion/Furniture/Fast cars/Super yacht and much more ... What life entails, we do it in style!

# Additional publications and photography services

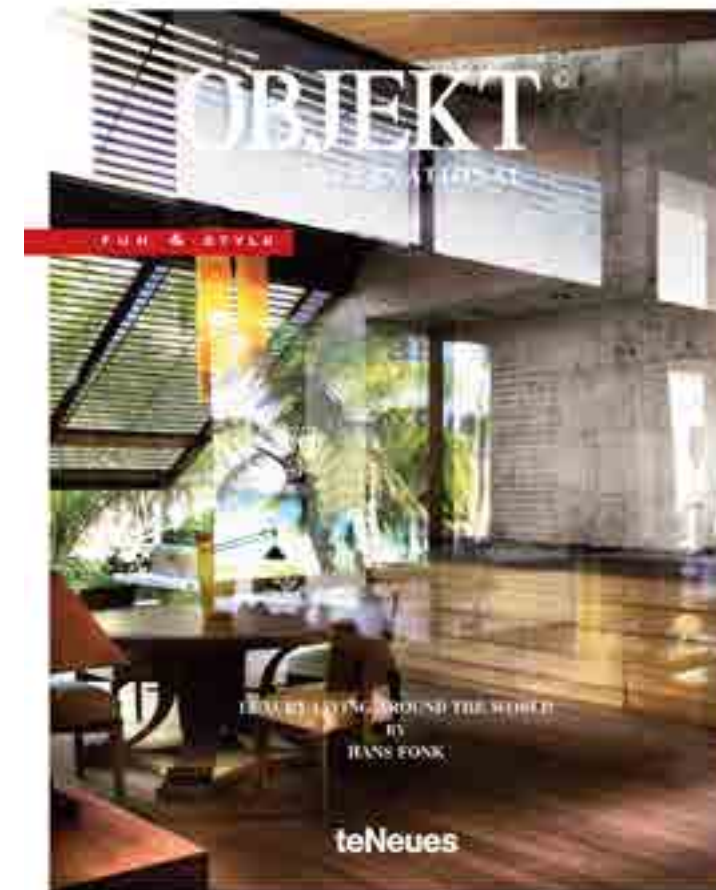
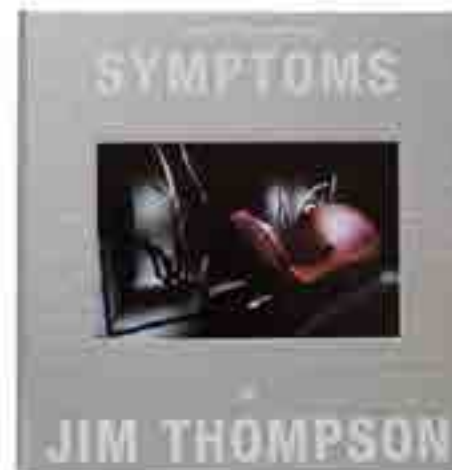
KARL LAGERVELD



PORSCHE



JIM THOMPSON



NEW BOOK by our founder, the artistic Hans Fonk!  
OBJEKT BOOK - Living in style around the world



