

A POWERFUL READERSHIP

(magazines and online)

After **20+** years of publishing *Around DB*, *Life on Lantau* and *Best of Lantau* in this highly influential community, our numerous surveys show that our typical readers are:

44%

**PET OWNERS,
ESPECIALLY DOGS**

80%

**CHILDREN ENROLLED IN INTERNATIONAL SCHOOLS
AND EDUCATION ENRICHMENT ACTIVITIES**

70%

**ACTIVE FAMILIES:
INDOOR AND OUTDOOR ACTIVITIES**

78%

**INTERNATIONAL COMMUNITY
(35 COUNTRIES REPRESENTED)**



82%

**EAT OUT MORE THAN 3 TIMES A WEEK
(1/2 OF THE TIME OUTSIDE DB)**

82%

**YOUNG FAMILIES WITH KIDS
(LESS THAN 10 YEARS OLD)**

65%

**TRAVEL OVERSEAS AT LEAST
4 TIMES A YEAR**

80%

**HAVE HIGH SPENDING POWER
(EARNING MORE THAN HK\$1M A YEAR)**

60%

**SENIOR EXECUTIVES PROFESSIONALS
AND A LARGE PILOT COMMUNITY (20% HOUSEWIVES)**

75%

**ARE HOOKED ON SHOPPING,
FITNESS AND ALTRUISTIC CAUSES**