



XXIV

This timepiece-focused luxury publication has been a huge success, reaching the city's most affluent and discerning consumers.

Through in-depth interviews and insightful features, XXIV tracks the lifestyles of Hong Kong's most influential personalities, profiling their personal successes and particular choices of luxury wristwatches. XXIV caters directly to both Hong Kong's top consumers as well as upscale mainland visitors, including business travellers.

- Distribution: South China Morning Post print subscription and selected VIP database including entrepreneurs, executive management of HK-listed companies and professionals. Also available at selected membership clubs, high-end residential clubhouses and private jets.
- Annually - November

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