



Sands 金光时尚
STYLE

A NEW CLASS OF INSPIRED LIVING

South China Morning Post



THE LUXURY LIFESTYLE MAGAZINE OF SANDS RESORTS MACAO

Sands Style magazine unlocks all the potential of Macao through the unique Sands experience.

And now you can access everything Sands Style has to offer online, at **Sands-Style.com**

Sands-Style.com enables you to keep up to date with news, events and special offers at Sands' properties all over the city with a freshly designed, mobile-optimized experience.

Open up Sands Style in print or on the web to discover a world suffused with fresh ideas, cutting-edge couture and world-class

entertainment. We'll also be chatting to the stars about their takes on living the good life, and to cutting-edge designers, chefs and creatives about what they've got in store for you.

From brand-new store openings and the hottest restaurants, to the best spas to help you unwind, Sands Style delivers inspired living at the heart of Cotai.



Sands-Style.com

ITINERARY

The Sands Style calendar, giving readers an at-a-glance view of everything they can expect to see at Sands properties and across Macao.

Calendar / At the Shoppes



ICONS

We talk to the world's best-known performers and actors about their take on living the good life. Expect to see one or two of the world's most recognisable - and, dare we say it, attractive - faces on the planet.

INDULGE

Sands Style delivers the latest and greatest places to eat, drink and relax at Sands properties throughout Macao. Here you'll also find reviews of the best of the shows staged at Sands.

Food / Drink / Wellbeing / Encore / Macao 101

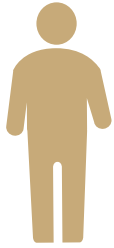


INSPIRED

Sands Style gives you the inspiration to savour Macao at its best. **INSPIRED** is packed with stunning features and fashion shoots, with a quality and depth that set it apart from the competition.

Fashion / The Shoot / Accessories / Tech / Beauty /
A-List Looks / How To Wear It / In Season

SANDS VISITORS PROFILE



Age: over 65% aged 30 - 49



Average Room Nights: 1.6 - 1.8



Travel Companies: over 52% Significant others



Shopped at SANDS: 57% - 74% YES

* Research conducted for the Venetian® Macao, Four Seasons Hotel Macao, Conrad® Macao, Holiday Inn Macao, Sheraton Grand Macao Hotel, The St. Regis Macao. Sands Macao & The Parisian Macao are not included.

Source: Cash Paying Hotel Lodgers Profile Research Insights, Sands China 2015

The Venetian® Macao, Four Seasons Hotel Macao, Conrad® Macao, Holiday Inn Macao, Sheraton Grand Macao Hotel, The St. Regis Macao and Sands Macao welcomed a combined total of **68.1 million** visitors in 2015.

CIRCULATION

Magazine Format

70,000

Language: Bilingual - English / S. Chinese

Magazine size: 277mm H x 230mm W, Perfect binding

Materials: Cover 260gsm / Text 105gsm

No. of pages: 130-140 pp

DISTRIBUTION

Sands China Hotel Properties

The Venetian® Macao

Sands Macao

Four Seasons Hotel Macao

Conrad® Macao

Holiday Inn Macao

Sheraton Grand Macao Hotel

The St. Regis Macao

The Parisian Macao

Casinos

Restaurants

In-room

Concierge

Shopping Mall areas

Convention centres

Spas

Private Jet

VIP Limousines



Sands STYLE gives you the inspiration to savour Macao at its best.

Cotai

Sands Cotai Jet Ferry (all seat pockets)

Private Clubs

Residential Club Houses

Macao

Airport Lounges

Selected Restaurants

Private Clubs

Residential Club Houses

Hong Kong

Airport Lounges

Pacific Coffee

Selected Restaurants

Private Clubs

Residential Club Houses

AD RATES / SIZES

Position	Gross rate RMB	Digital bonus	Campaign period	Trim size (mm) HxW	Bleed size (mm) HxW	2 x Issue	4 x Issue
IFCS	164,255	25% SOV of LREC + Super Leaderboard; Run of Sands-Style.com	3 months	277 x 450	283 x 456	N/A	N/A
OBC	137,619	25% SOV of LREC + Super Leaderboard; Run of Sands-Style.com	3 months	277 x 230	283 x 236	N/A	N/A
IBC	115,422	N/A	N/A	277 x 225	283 x 231	30% off	50% off
TOC1-6	97,665	1 time LREC (300 x 250) on eNewsletter	1 month	277 x 230	283 x 236	20% off	40% off
Masthead	97,665	N/A	N/A	277 x 230	283 x 236	30% off	50% off
President's Letter	97,665	N/A	N/A	277 x 230	283 x 236	30% off	50% off
Editor's note	97,665	N/A	N/A	277 x 230	283 x 236	30% off	50% off
2nd DPS	150,937	50% SOV of Sponsored ad of Sands-Style.com	3 months	277 x 460	283 x 466	20% off	40% off
3rd DPS	146,497	50% SOV of Sponsored ad of Sands-Style.com	3 months	277 x 460	283 x 466	20% off	40% off
DPS	133,179	1 time LREC (300 x 250) on eNewsletter	1 month	277 x 460	283 x 466	30% off	50% off
Full Page	84,347	N/A	N/A	277 x 230	283 x 236	30% off	50% off

Specified Position: 10% loading **Advertising Agency:** 15% commission

Sponsored Features: Rates and specifications are available upon request.

PUBLICATION: ISSUE MAR ISSUE JUN ISSUE SEP ISSUE DEC

BOOKING DEADLINES: 4 WEEKS PRIOR TO THE PUBLICATION DATE
MATERIAL DEADLINES: 2 WEEKS PRIOR TO THE PUBLICATION DATE

MATERIAL SPECIFICATIONS:

All advertisements should be delivered in print-ready, high-resolution PDF files, with all fonts and images embedded. Our staff will provide advertisers with a link to our file server for convenient upload.

Terms and conditions refer to the prevailing SCMP Rate Card. Please find details on website of scmp.com

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