

CRYSTAL
MEDIA KIT 2012

it's all yours to
LIVE
EXPLORE
REIGN



CRYSTAL



CRYSTAL

Live · Discover · Indulge

publisher

THE PUBLISHER

Edge is a true custom content company, which means we produce branded content for our clients in any platform – digital, print, video, audio, events – based on what best reaches their target audience.

Whether the focus is luxury, fashion, lifestyle, travel, business or motoring, we look at our clients' marketing goals and put our collective, creative energy into the task of achieving them.

As experienced content producers in the luxury market, Edge's expertise lies in delivering top-tier communication to high net worth individuals and C-suites. Working with some of the world's largest known brands, our clients include AUSTAR, BMW Group, National Australia Bank, St George, Volkswagen, Australia Post, Best Western, Jetset Travelworld, Regional Express airlines, d'Albora Marinas, Cunard Line, Carnival Australia and Suzuki. Edge produces vibrant, thought-provoking, inspiring, entertaining and award-winning content and designs.

For further information, visit edgecustom.com.au

title

THE TITLE

Taking an aspirational and authoritative tone, CRYSTAL celebrates the world's most opulent lifestyles with pages of international fashion, travel and design. This inspiring magazine is devoted to marketing luxury brands and experiences directly to Crown's ultra-wealthy consumers and CRYSTAL's lucrative audience base has the ability and desire to spend freely on luxury items and services.

Warm and engaging, CRYSTAL features insightful editorial about a myriad of topics that are designed to capture the mind and engage the interest of the most sophisticated and enviable reader.

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audience

THE AUDIENCE

High rollers, big-time players, international sophisticates, prestige seekers and well-travelled entrepreneurs all make up the pre-qualified social elite of Crown's VIP list. An exclusive combination of the highest-limit, Platinum Status, Signature Club, Heritage and Statement members all represent the most valued hotel guests of Crown's international properties and are recipients of CRYSTAL magazine.

CRYSTAL's readers represent a coveted and exclusive audience with a taste for the finest things in life. This select group takes advantage of the most expensive amenities that money can buy, with most opting to travel the globe via private jet*, entertain on private yachts and relax in presidential suites. With a thirst for luxury and the financial means to attain it, this select group of individuals demand brand heritage and authenticity with a lot of showmanship and sparkle!

* The majority of CRYSTAL's international audience travelled to Crown properties by either business class, first class or private jet, according to a 2008 survey.

TARGET AUDIENCE

Forty eight per cent of CRYSTAL's audience are males aged 29 to 59, and 25 per cent are females aged 29 to 59.

PRIMARY SEGMENT

Predominantly aged 30 plus males, with high ethnicity (Asian). It's widely known that the high-end Asian market is captivated by recognisable brands and logos and enjoy the highest visitation of all the target markets.

SECONDARY SEGMENT

Predominantly aged 30 plus males with high disposable income, white collar, higher education and socially active. Status is important to them and they like to be rewarded and recognised with exclusive options that make them feel special. They are recommenders, who enjoy sharing their experiences with friends. They like to dine out at premium restaurants and discuss their extensive knowledge of premium food, wine and lifestyle.

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editorial

EDITORIAL

CONTENT OVERVIEW

CRYSTAL's editorial content is written by world-class journalists who are hand-picked to impart knowledge within their area of expertise. Content is carefully crafted to encourage readers to engage with, and to desire luxury products and experiences. Regular features include high-end restaurant reviews; interviews with some of the world's iconic and best-loved celebrities; well-known sport star and fashion designer profiles; a showcase of some of the world's most desirable property; travel features, and luxury product and gadget information.

design

DESIGN

FASHION

CRYSTAL magazine captures the essence of haute couture, with international fashion houses and renowned designers represented throughout the magazine. Utilising original photography styled by A-list stylists, CRYSTAL's fashion pages represent the best-of-the-best in fashion, sophistication and glamour.

ACCESSORIES

CRYSTAL celebrates the most exciting new designs and product developments – from opulent timepiece and jewellery creations, dazzling bags and shoes, to innovations in luggage and pens, and limited-edition must-haves.

CRYSTAL BESPOKE DESIGN

CRYSTAL has a unique approach to creative advertising. Its 'bespoke service' produces original, tailor-made features that offer fresh and beautiful designs and content. Whatever the category, bespoke concepts are developed by the CRYSTAL editorial and art teams, and bring together A-list stylists, writers and photographers to create a brand or product proposition more powerful than advertising. Each concept combines visual appeal with authoritative editorial to maximise reader engagement and offer genuine value. It is designed to be a creative draw in its own right.

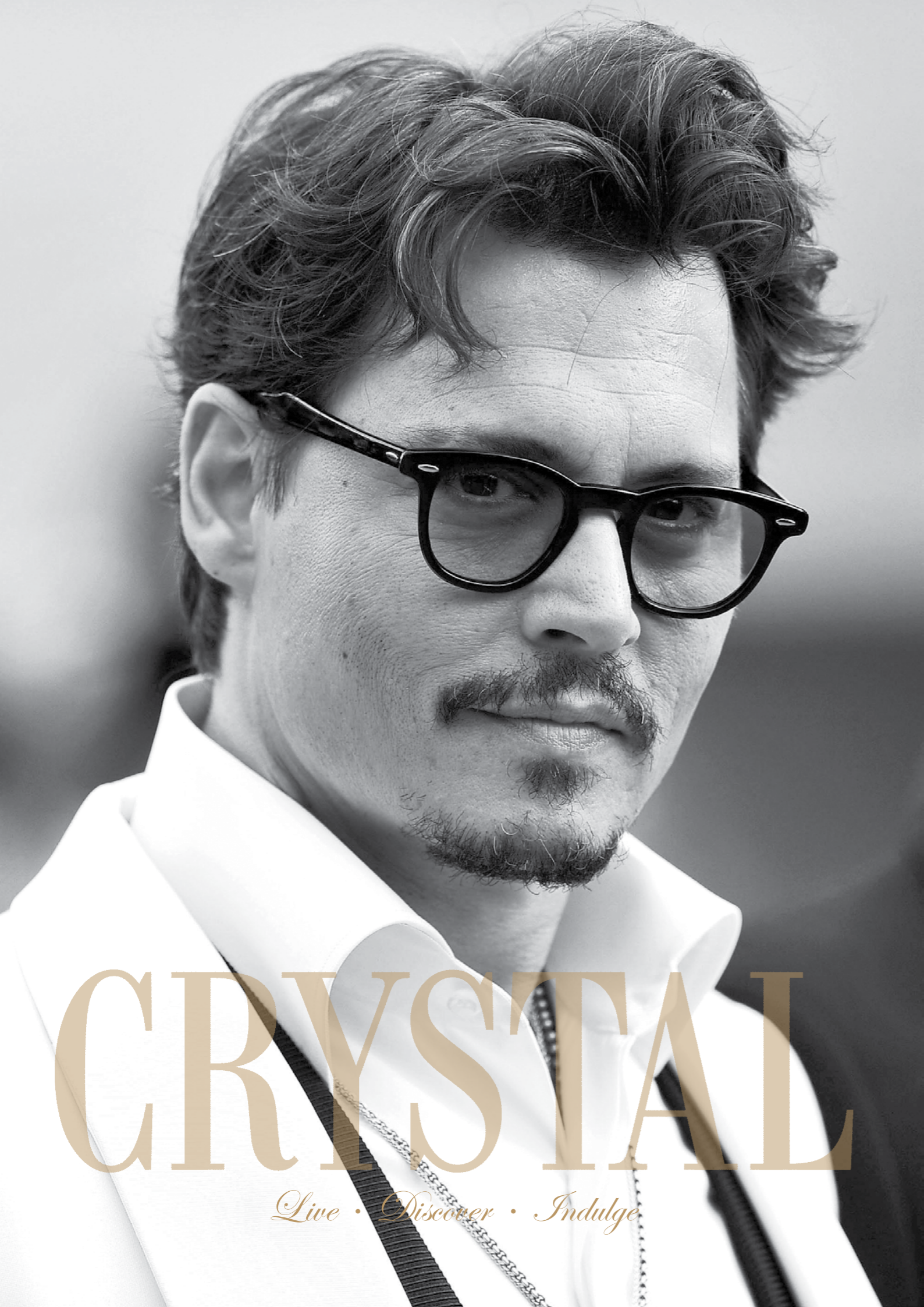
distribution
DISTRIBUTION

Crown offices and VIP mailing list	Circulation	Readership *
Australia	3,000	8,940
Hong Kong	1,800	5,364
Singapore	1,500	2,980
Malaysia	500	1,490
Jakarta Indonesia	500	1,490
Taipai Taiwan	600	1,788
Bangkok Thailand	100	298
	7,500	22,350

In-room placement for 6 months	Circulation	Readership **
Crown Towers in Melbourne	3,000	53,640
City of Dreams in Macau	1,500	35,760
Burswood Intercontinental in Perth	800	14,304
Aspinalls Club in London	1,000	17,880
	6,800	121,584
TOTAL VIP & in-room copies	14,300	143,934

Additional copies	Circulation	Readership
VIP lounges, private jets, golf courses & VIP events	500	8,940

*based on RMR standard 2.98 copies per reader
**based on RMR standard 2.98 readers for 6 months



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specifications

ADVERTISING SPECIFICATIONS



DOUBLE PAGE SPREAD

- Image area / 500w x 310h
- Trim / 520w x 330h
- Bleed / 530w x 340h



FULL PAGE

- Image area / 240w x 310h
- Trim / 260w x 330h
- Bleed / 270w x 340h

- We would prefer all advertising artwork to be supplied through www.quickcut.com.au, or email advertising@edgecustom.com.au
- Artwork must be supplied as a high resolution PDF. Ensure all colours are specified and set to CMYK format. Fonts are to be embedded in the PDF.
- Supply artwork with trim or registration marks for bleed advert type.
- Phone numbers featured within advertising artwork should cater to an international audience and include relevant area and/or country codes.
- A colour proof or print in actual size must be provided as a guide to the final appearance of the advertisement (No responsibility for colour accuracy).
- Avoid running type across the gutter on double-page spreads. Type must be designed to clear the gutter edge by a minimum of 8mm each side (total 16mm).

Disclaimer: While every step is taken to ensure files match the proof supplied, the onus is firmly with the supplier of material to ensure files are correct. If material is supplied without a contract proof, there will be no responsibility taken for any colour variation in the printing process.

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deadlines

THE RATE CARD &
DEADLINES 2011

Rate Card

Full page	\$10,000
Double page spread	\$17,500
Inside front cover	\$24,500
Outside back cover	\$18,500
Inside back cover	\$14,500
Guaranteed position	15% loading
Multiple bookings (two issues)	5% discount

Material Deadlines

Issue	Booking	Material	Release date
July 2012	12th March	30th March	July 2012
December 2012	30th August	10th September	December 2012

contact

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