

# AcePerkins

T H E M A G A Z I N E

#allaboutluxury



An Introduction

AcePerkins

THE MAGAZINE

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# Understanding Indian Luxury Market

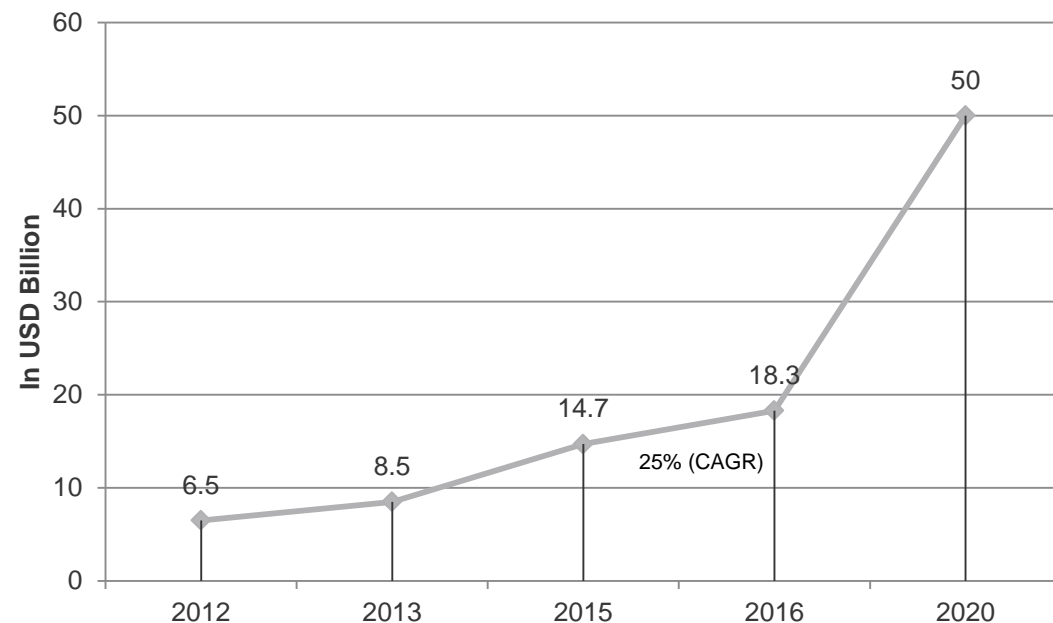




## Luxury in a Globalised India

- ❖ India is a rising global superpower, with a thriving ecosystem of brands and buyers at all levels.
- ❖ The Indian luxury market grew to reach USD 8.5 billion in 2013.
- ❖ By end of 2015, it grew to USD 14.7 billion and is expected to grow to USD 18.3 billion in 2016.
- ❖ It is projected to reach USD 50 billion in 2020.
- ❖ This growth was driven by lifestyle segments such as fine dining, gadgets, hotels, jewellery, personal care and wines; all growing at 30 to 35 per cent annually.

**Indian Luxury Market Size**  
**Growth Trend Projection**



Source: ASSOCHAM 14 January 2014, ASSOCHAM 7 January 2016, and NITI Aayog  
CEO Amitabh Kant at the Mint Luxury Conference - 25 March 2016

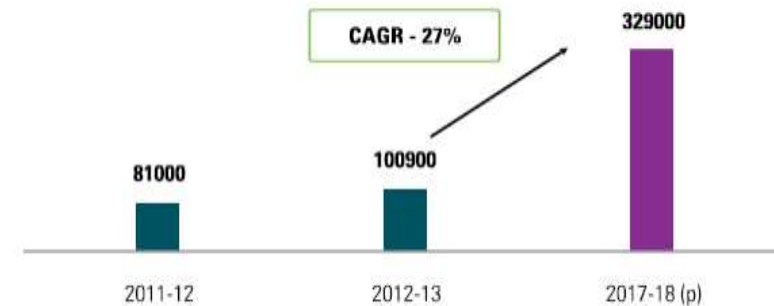




## Luxury in a Globalised India

- ❖ The growth of the Indian luxury market is driven by an ever-increasing base of ultra high-net worth households.
- ❖ More than half of the country's ultra HNIs are currently from Tier-I & II cities - Delhi, Mumbai, Bangalore, Chennai, Ahmedabad and Pune.
- ❖ The size of the High Income group (HIG) consumers continue to enlarge and spend over 40% of their monthly income on some of the world's largest luxury brands, as per ASSOCHAM latest survey.

Number of ultra high net households



Source: Kotak Wealth Management Report 2013





## Indian Publications and Luxury

- ❖ India has a rich and varied ecosystem of publications and magazines. These are, however, fragmented either on the basis of industry (auto, fashion, technology, travel) or target audience (age, gender), and are more about lifestyle than pure global luxury.
- ❖ The major challenge in this yet rising luxury sector is the absence of credible, dedicated and quality channels to spread awareness, guide the buying patterns, and to create brand-consumer connects.





## Indian Publications and Luxury

- ❖ Almost all these magazines follow a news stand/subscription sales approach to increase their reader base – losing out on the quality of content in order to please a larger cross-section of readers.
- ❖ The demanded ad-revenue is also on the basis of the quantity of the reader base, not the quality of the reader. For luxury brands, this mass over class approach makes for a poor consumer connect.
- ❖ This is the premise where we come in.



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## Magazine Vision



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## Vision

- ❖ **Ace Perkins : The Magazine** has been created with a single-minded mission. To be the most exclusive and elite magazine that talks only about the most enticing hyper-luxury offerings from around the world, tailored only for the highest net-worth individuals.
- ❖ Through the magazine, we aim to fuel the curiosity and passion for all things luxury, and to aid the reader in connecting with this class of products and services. We have tailored the magazine specifically for individuals of only the highest net-worth, and the magazine itself has been conceptualised as a rare luxury product.





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# Circulation Strategy





## Circulation Strategy

- ❖ **Ace Perkins : The Magazine** is about the quality of the reader, not the quantity and circulation figures.
- ❖ The magazine will reach out only to Ultra-High Net worth Individuals (UHNIs), who are the decision makers for their businesses.
- ❖ These readers are globetrotters, and are aware of international luxury brands with a constant curiosity towards what's new. They are impulsive buyers with high expendable income.
- ❖ There is a retainer survey agency which verifies the database of readers on a regular basis to ensure that the magazine reaches only readers of a certain class.





## Circulation Strategy

- ❖ The magazine aims to be a limited-edition, rare luxury product, with a print-run of just 8500 copies - of which 30% will be circulated in Delhi, 30% in Mumbai, 20% in Bangalore and 20% in Pune.
- ❖ These UHNIs are a fast-growing tribe. Adapting to the rising demand, the magazine has increased the print-run from the first issue.
- ❖ The magazine has no cover price and will have no availability on news-stands. Subscription is by invitation only, based on Ace Perkins' database of the ultra-high net-worth individuals from the above mentioned cities.
- ❖ With its luxury appeal and limited circulation, the magazine itself intends to be an aspirational product – having it on the desk would be a proof of distinction for the reader.



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## Design the distinguisher





## Design Strategy

- ❖ We have spent a lot of time, energy and resources in creating a design philosophy that is aimed directly at the rich and famous readers of the magazine.
- ❖ The approach is minimal, plush and elegant, breaking away from the cluttered designs of most news-stand oriented lifestyle magazines.



Summer/Monsoon 2016

Autumn 2016





## Design Strategy

- ❖ The focus is on informing and enticing readers through large, uncluttered photographs of the products, places and people the stories feature.
- ❖ The written content is brief but well-researched, keeping in mind the busy schedules of the target readers.
- ❖ Incorporating the latest design trends from international publications, the design of **Ace Perkins : The Magazine** is in-line with the articles it carries - pure luxury.



Spring 2015

Winter 2015



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Content the soul





## Content Plan

- ❖ The content structure for **Ace Perkins : The Magazine** ensures a wide-range look at luxury products and services around the world.
- ❖ We employ only the most knowledgeable, dedicated and specialized writers for each section instead of hiring a permanent team of payroll writers, who cannot create quality content about everything from automobiles to fashion.
- ❖ The sections ensure that every luxury sub-market is catered to. We incorporate something for every luxury reader in the magazine, and also ensure a great connect between the featured product and the reader, no matter which part of the luxury industry the brand caters to.







## Content Plan

Our list of permanent sections include:

- ❖ Luxury News
- ❖ Art & Design
- ❖ International Fashion
- ❖ Automobiles
- ❖ Iconic Luxury Brands
- ❖ Personalities
- ❖ Jewellery and Watches
- ❖ Technology
- ❖ Travel
- ❖ Homes & Living
- ❖ Food & Beverages
- ❖ Antiques & History



**22 Celebrating**  
**Living on a Jet Plane**  
Four Seasons takes the five-star experience airborne

**23 Personality Profile**  
**An Engineer and a Mogul**  
Elon Musk, and what makes him a real-life Tony Stark

**24 Wheels of Fortune**  
**Sterling Classic Reverie**  
Exploring the vintage auto and fashion fever at the Goodwood Revival

**25 Lifestyle**  
**For your Treasures**  
Ruben Ziering's Treasury is Austria for modernity and luxury

**In every issue**  
From the Boardroom... 1  
Ed-Speak... 1  
News... 1  
StopOver... 10



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# Advertisement Approach



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## Advertisement Approach

- ❖ The magazine accepts a maximum of 20 pages worth of advertisements in every issue. The magazine size for now is 100 pages. This is to ensure that our readers don't get bombarded by the advertisements.
- ❖ Devised as a quarterly magazine for now, there are four scheduled issues planned in each volume of the magazine - Spring, Summer/Monsoon, Autumn and Winter.





## Advertisement Approach

- ❖ **Ace Perkins : The Magazine** invites advertisers to use our channel to showcase only their top-of-the-line, ultra exclusive products, keeping in mind our elite reader base and their buying prowess.
- ❖ The magazine reserves the right to not accept advertisements that do not lie within its guidelines and parameters.





## Advertisement Approach

- ❖ For elite, carefully built products which do not participate in the volumes game, advertising in mass media means paying through the roof to reach a larger reader base, very few of whom are actually interested or capable of buying such products.
- ❖ By reaching out to 8500 select ultra-high net worth individuals currently, and targeting 15000 eventually we are creating the perfect and focused target group to advertise your products to.



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## Thank You

Look forward to your participation in the Indian luxury revolution

