

WILD WILD WEST

PUBLISHERS BALL 2005

In support of The Society for the Relief of Disabled Children



SOPA

Friday, 4th November,
Grand Hyatt, Hong Kong



Problems keeping
on top of the
global economy?

Forbes delivers predictive information and fresh perspective
to business leaders looking for a competitive edge.
Because if you want to get a handle on the market,
you need to think fast.

Enjoy the Wild, Wild West.
And don't forget to harness the power of Forbes.

Forbes
CAPITALIST TOOL

To advertise: Contact Joyce Lim (jlim@forbesasia.com.sg)

WILD WILD WEST

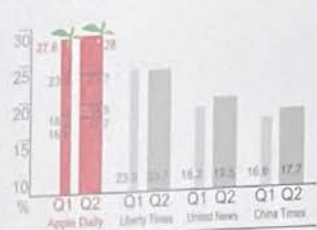
- WILD WILD WEST BALL 2005
- 5 THE SHERIFF'S REPORT
MESSAGE FROM THE CHAIRPERSON OF THE SOCIETY OF PUBLISHERS IN ASIA
- 7 THE GOOD, THE BAD AND THE UGLY
THE EXECUTIVE BOARD OF THE SOCIETY OF PUBLISHERS IN ASIA
- 9 THE JOLLY COWBOY'S TALE
MESSAGE FROM THE CHAIRPERSON OF THE BALL COMMITTEE
- 11 COWBOYS GETTING UP AND THE BUFFALO SKINNERS
PROGRAMME OF EVENTS AND THE PUBLISHERS BALL 2005 COMMITTEE
- 13 TURKEY IN THE STRAW
MENU
- 15 DUELING BANJOES
THE ANDY BAUTISTA BAND
- 17 BOOTS SCOOTIN' BOOGIE
THE HONG KONG LINE DANCING ASSOCIATION
- 21 HOME ON THE RANGE
MESSAGE FROM THE SOCIETY FOR THE RELIEF OF DISABLED CHILDREN
- 23 OUR HATS OFF TO...
OUR SPONSORS
- 25 BONANZA
THE PRIZES
- 27 THE BEVERLY HILLBILLIES
THE MEMBERS OF THE SOCIETY OF PUBLISHERS IN ASIA
- 33 HAPPY TRAILS
PHOTOS FROM PUBLISHERS BALL 2004

APPLE DAILY

Taiwan's number one paper in more ways than you know



Readership (past 7 days) **28.0%**
Apple Daily, National No.1



Source: ACNielsen Media Research 2005 Q1 (Jan-Mar), Q2 (Apr-Jun)

Readership (yesterday) **16.5%**
Apple Daily, National No.1



Source: ACNielsen Media Research 2005 Q1 (Jan-Mar), Q2 (Apr-Jun)

Apple Daily is more than the number one newspaper in Taiwan in terms of readership and circulation.

Apple Daily is the number one selling retail newspaper, outselling our closest rival by nearly 4 times.

And we outsell them while holding the title as the highest priced mass daily in Taiwan.

Active consumers who pay a premium for their newspaper are active consumers who are more likely to pay a premium for your products and services.

For more advertising information contact

Taiwan Apple Daily Limited
Gordon Tsang (866-2) 6001-3308 / Eric Tse (866-2) 6601-6137
gordon@appledaily.com.tw / erictse@appledaily.com.tw
<http://www.appledaily.com.tw>

Hong Kong Apple Daily Limited
Mark Simon (852) 2752-3838
msimon@appledaily.com
<http://appledaily.atnext.com>

WILD WILD WEST



THE SHERIFF'S REPORT MESSAGE FROM THE CHAIRPERSON OF THE SOCIETY OF PUBLISHERS IN ASIA

Welcome to the Wild Wild West, our 2005 Publishers Ball! This is our chance to kick back as an industry and enjoy ourselves after another tough year. On behalf of the SOPA Board, I would like to extend our gratitude to Alan Lammin, for his hard working and creativity in organizing the 2005 Ball.

The Society of Publishers in Asia has always been best known for this annual industry function and, for anyone who is in doubt, we SOPA folks do like to have fun! But we are extremely proud that SOPA's activities now extend far beyond social occasions and networking opportunities.

SOPA is dedicated to cultivating an environment in Asia where media organizations maintain the highest standards in all aspects of their operations, and where they can thrive by doing so.

The SOPA Awards for Editorial Excellence is Asia's premier event showcasing the region's finest journalism. This year, we received a record 303 entries from seven countries, in Chinese and English.

SOPA has also played a lead role in funding and coordinating a groundbreaking research study about the unique qualities of the print medium. "The Power of Print" study represents a real and lasting contribution to our knowledge about the industry in Asia.

SOPA has maintained a full calendar of industry training and best-practice sharing related to both the editorial and business sides of publishing.

And even tonight, as we relax and enjoy ourselves, it is worth remembering that most of the proceeds from the Ball will go to Hong Kong's Society for the Relief of Disabled Children.

I hope all of you will have a wonderful time!

FRANK

Frank Proctor

THE WILD WILD WEST

ELLE
CAR AND DRIVER

ELLE
家L居L廊
DECORATION

BMW Magazine
寶馬雜誌

Mercedesmagazine

HongKongEcho

HACHETTE
FILIPACCHI
MEDIA

WILD WILD WEST

THE GOOD, THE BAD AND THE UGLY
THE EXECUTIVE BOARD OF THE SOCIETY OF PUBLISHERS IN ASIA
CHAIRMAN / GOVERNMENT RELATIONS AND SOPA POLICY STATEMENTS
SUB-COMMITTEE CHAIRMAN
FRANK PROCTOR
EAST SLOPE PUBLISHING

DEPUTY CHAIRMAN
BARRIE GOODRIDGE
EDIPRESSE ASIA LIMITED

HONORARY SECRETARY
TERENCE TUNG
MING PAO ENTERPRISE CORPORATION LIMITED

HONORARY TREASURER / HKABC LIAISON SUB-COMMITTEE CHAIRMAN
GREGORY YIM
READER'S DIGEST ASSOCIATION FAR EAST LIMITED

EDITORIAL AWARDS SUB-COMMITTEE CHAIRMAN
SIMONE WHEELER
FACTIVA

PROFESSIONAL TRAINING SUB-COMMITTEE CHAIRMAN
CYRIL PEREIRA
TELESIS CONSULTING LIMITED

ANNUAL BALL SUB-COMMITTEE CHAIRMAN
ALAN LAMMIN
TIME

BOARD MEMBERS

THOMAS MASTERTSON, BUSINESSWEEK INTERNATIONAL / ANDREW ALTMANN, CFO ASIA /
WINNIE WONG, DOW JONES PUBLISHING COMPANY (ASIA) INC. / JOHN RIDDING, FINANCIAL
TIMES / WINNIE LAU, HACHETTE FILIPACCHI MEDIA ASIA PACIFIC / RANDY WEDDLE,
INTERNATIONAL HERALD TRIBUNE / THERESA YEUNG, NEWSWEEK INTERNATIONAL /
ROSEMARIE WALLACE, READER'S DIGEST ASSOCIATION FE LIMITED / RONALD YANG,
SING TAO GROUP / NANCY VALIENTE, SOUTH CHINA MORNING POST /
MARK CLIFFORD, THE STANDARD

Airline of the Year 2005

Made in
HONG
KONG



Why fly when you can soar? We are pleased to announce that Cathay Pacific, Hong Kong's airline, was named Airline of the Year in the Skytrax survey of over 12 million passengers worldwide. And our home, Hong Kong International Airport, was named Airport of the Year. What's more, we were ranked #1 for our First Class, #1 for our First Class and Business Class lounges at Hong Kong International Airport, and the #1 airline in Asia. We would like to thank everyone who voted for us and every one of our staff who gave them a reason. It's an honour we can all take pride in.

Now you're really flying.

 CATHAY PACIFIC

WILD WILD WEST

THE JOLLY COWBOY'S TALE MESSAGE FROM THE CHAIRPERSON OF THE BALL COMMITTEE



On behalf of the Board and Ball Sub-Committee of SOPA, I want to welcome you to the 2006 Annual Ball. This year's theme - "The Wild, Wild West" - is a time-honored one, as we attempt to recreate the rough and tumble and raw grit of the old American pioneer West. As you move around this evening you are sure to bump into legends like Wild Bill Hickock, Jesse James, Buffalo Bill and others of the cowboy past. You might also come across Calamity Jane and Annie Oakley, though be sure to doff your hats like true gentlemen, lest you get them shot off for lack of manners! Don't be surprised to meet some genuine native Indians and one or two stray buffalo along the way. And is that a John Wayne look-alike I see over there?

In planning this evening's Ball, Executive Chef Mario Avitabile of the Grand Hyatt was able to piece together a remarkable menu based on true Old West dishes. Apparently his mother had in her possession an old book that listed some of them. Of particular delight is the cobbler and pecan ice cream dessert, which I hope you'll savour, though other items are sure to tickle the taste buds. Our band will regale us with some lively renditions of Western music, so twirl your partners. Or, suck in the ambience of the Old Western saloon we have recreated in the foyer area - gunfights optional! And be sure to ride that bucking bull, pard'na.

Based on comments received about recent SOPA Balls, we have taken the decision to hold it on a Friday instead of the customary Saturday night. This may pose difficulties for the fancy dress crowd, but don't tell me you're not suitably fired up and ready for a good time at the end of the working week! And because the SOPA Ball traditionally gives to charity, we do hope you will break open your check books and buy lots of those raffle tickets from one of those lovely cowgirls who will be approaching your table during the course of the evening. This year, cowgirls will go to The Society for the Relief of Disabled Children, a Hong Kong charity located in Pokfulam with which we are proud to be associated.

As always, in wishing everyone a fun and enjoyable evening, I would like to salute our sponsors for the Ball, namely our Diamond Sponsors Nielsen Media Research and Papyrus, our Gold Sponsors Aquent, Synovate and TNS, as well as our Grand Prize Sponsors Cathay Pacific and DragonAir and all those other companies who gave generously and provided excellent floor prizes for this year's draw. You will not be disappointed.

I would like in addition to acknowledge the hard work, enthusiasm and can-do spirit of my fellow committee members, whose ingenuity and creativity have come to the fore on more than one occasion in the lead-up to this year's Ball. It might not be the biggest or the flashiest in Hong Kong, but we media and advertising folk certainly do know how to enjoy a party.

Hi ho, Silver!

Alan Tam
Chairman
2005 Publishers' Committee



www.cathaypacific.com



"All over China" by renowned Modern Chinese oil painter, Song Hai Zeng

We're all over China.

With an extensive network of over 20 cities in China, Dragonair seamlessly connects the land of the dragon with the rest of the world via Hong Kong. That's why we have been awarded "Best Airline - China" for the 4th consecutive year by Skytrax.



DRAGONAIR

The Beauty of Flying

dragonair.com

WILD WILD WEST

COWBOYS GETTIN' UP
PROGRAMME OF EVENTS

7:00PM SHOWDOWN!
COCKTAILS AND CHAMPAGNE IN THE GRAND ROOMS

8:00PM FEAST
DINNER IN THE GRAND BALLROOM

8:15PM HOWDY EVERYBODY!
OPENING ADDRESS

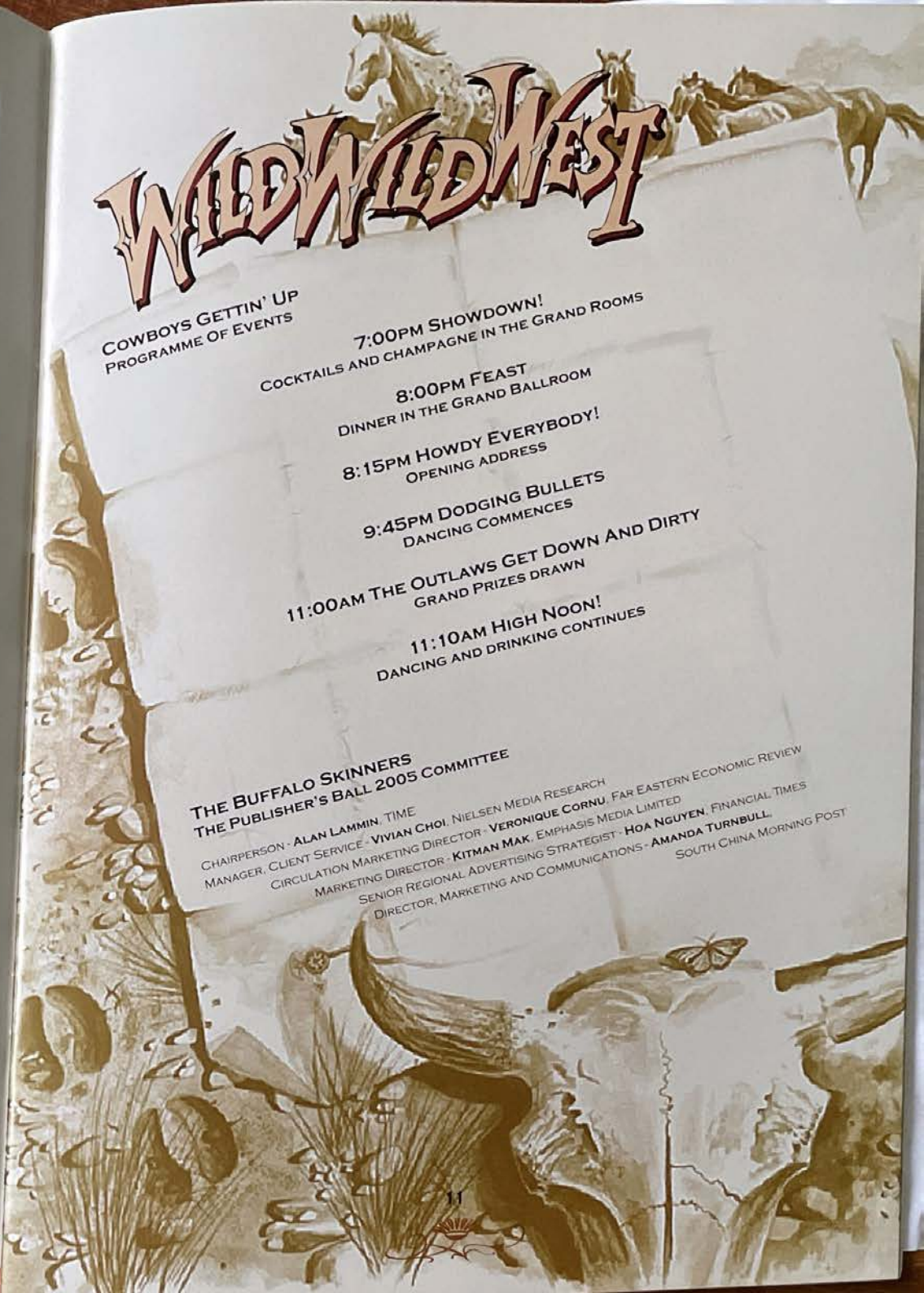
9:45PM DODGING BULLETS
DANCING COMMENCES

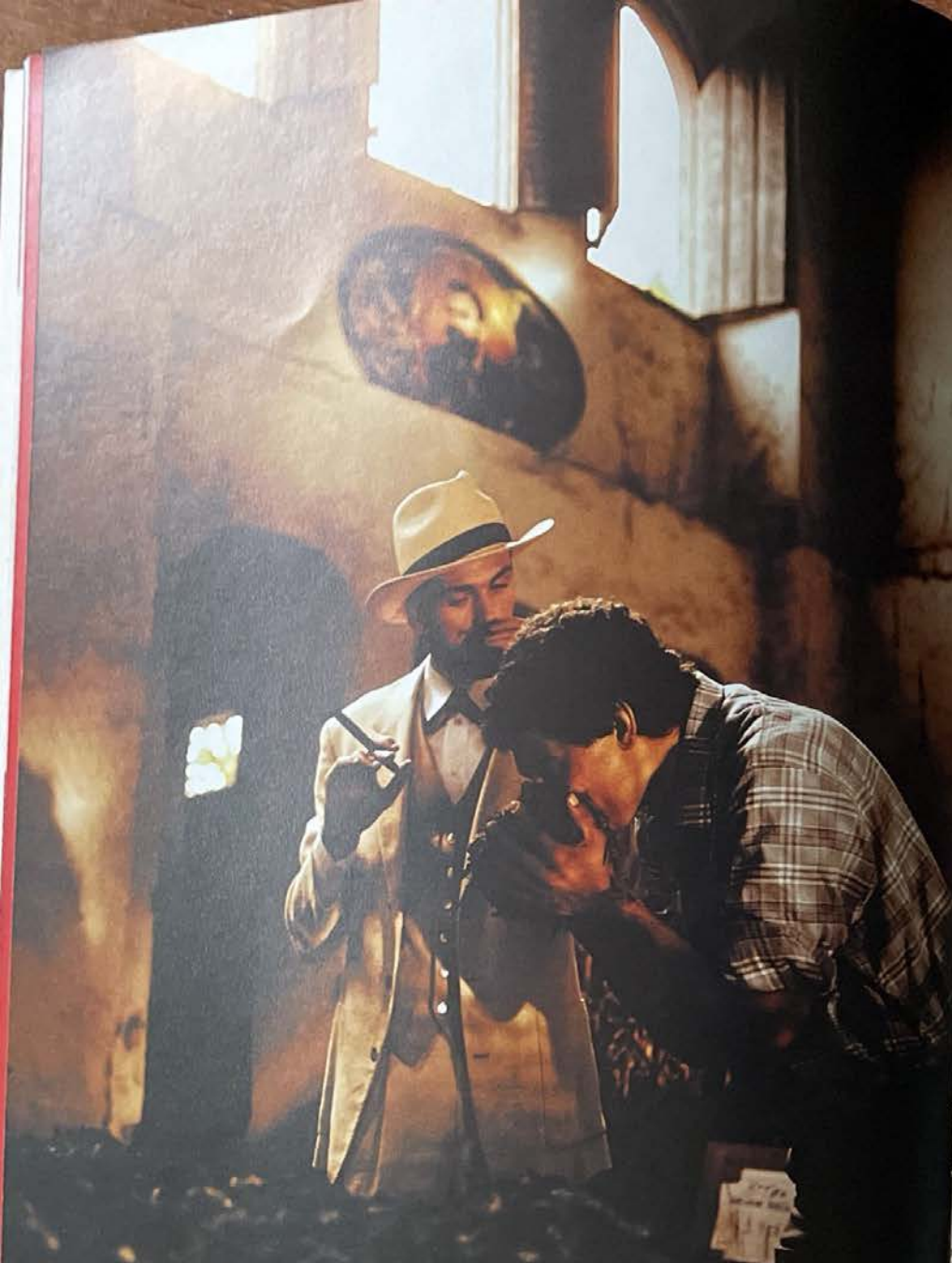
11:00AM THE OUTLAWS GET DOWN AND DIRTY
GRAND PRIZES DRAWN

11:10AM HIGH NOON!
DANCING AND DRINKING CONTINUES

THE BUFFALO SKINNERS
THE PUBLISHER'S BALL 2005 COMMITTEE

- CHAIRPERSON - ALAN LAMMIN, TIME
- MANAGER, CLIENT SERVICE - VIVIAN CHOI, NIELSEN MEDIA RESEARCH
- CIRCULATION MARKETING DIRECTOR - VERONIQUE CORNU, FAR EASTERN ECONOMIC REVIEW
- MARKETING DIRECTOR - KITMAN MAK, EMPHASIS MEDIA LIMITED
- SENIOR REGIONAL ADVERTISING STRATEGIST - HOA NGUYEN, FINANCIAL TIMES
- DIRECTOR, MARKETING AND COMMUNICATIONS - AMANDA TURNBULL, SOUTH CHINA MORNING POST





亞太區辦事處
香港九龍尖沙咀東部麼地道77號華懋廣場十樓1003室
電話：(852) 2537-5857 傳真：(852) 2537-5865

Regional Office
Suite 1003, 10th Floor, Chinachem Golden Plaza,
77 Mody Road, Tsimshatsui East, Kowloon, Hong Kong.
Telephone : (852) 2537-5857 Facsimile : (852) 2537-5865



WILD WILD WEST

TURKEY IN THE STRAW

DINNER MENU

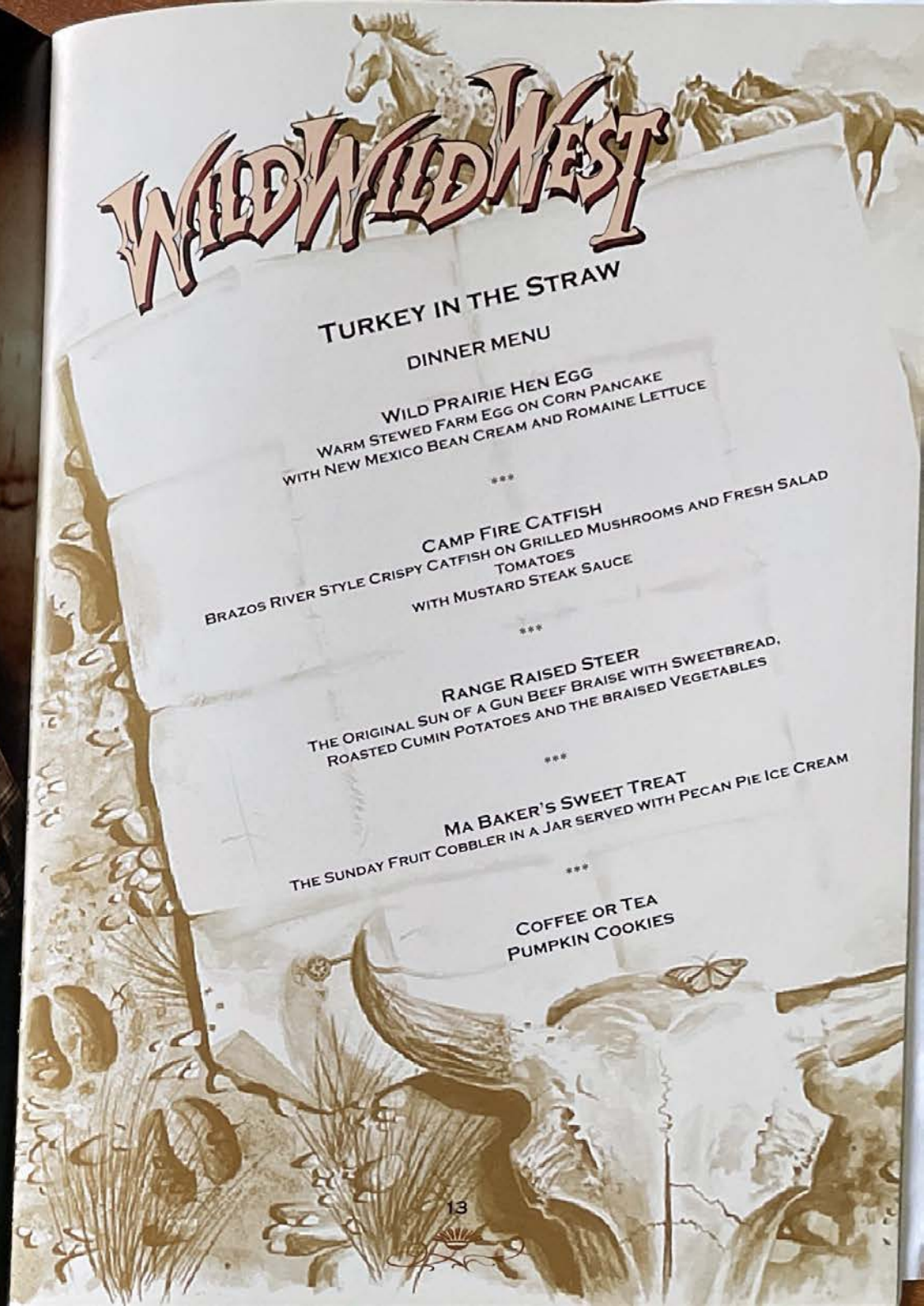
WILD PRAIRIE HEN EGG
WARM STEWED FARM EGG ON CORN PANCAKE
WITH NEW MEXICO BEAN CREAM AND ROMAINE LETTUCE

CAMP FIRE CATFISH
BRAZOS RIVER STYLE CRISPY CATFISH ON GRILLED MUSHROOMS AND FRESH SALAD
TOMATOES
WITH MUSTARD STEAK SAUCE

RANGE RAISED STEER
THE ORIGINAL SUN OF A GUN BEEF BRAISE WITH SWEETBREAD,
ROASTED CUMIN POTATOES AND THE BRAISED VEGETABLES

MA BAKER'S SWEET TREAT
THE SUNDAY FRUIT COBBLER IN A JAR SERVED WITH PECAN PIE ICE CREAM

COFFEE OR TEA
PUMPKIN COOKIES



"TWO CREAKS AND HE'S GOING TO HIS OFFICE.
THREE, AND HE'S COMING TO MINE."

BEEN THERE TOO LONG?

AQUENT

Total Staffing Solutions for Marketing, Communications and Creative

AGU PERKIC : ASHLEYA - CHINA - JAPAN - KOREA - MALAYSIA - NEW ZEALAND - SINGAPORE
CREATIVE MARKETING ADVERTISING MEDIA PUBLIC RELATIONS - WWW.AQUENT.COM
DUNGAN CUNNINGHAM TEL: 6521 6248 9268
SIL: 653 2321 3749 - BANGLAHA
ASIA PACIFIC

WILD WILD WEST

DUELING BANJOES
THE ANDY BAUTISTA BAND

THE ANDY BAUTISTA BAND ROLLS INTO TOWN, SPURS JINGLING, GUNS
SLINGING AND TUNES A'SINGING.
SO PREPARE YOURSELF FOR A NIGHT TO REMEMBER!

MR. ANDY BAUTISTA HAS SPECIFICALLY HIRED A GROUP OF OUTLAW
MUSICIANS THAT WILL TAKE YOU ACROSS THE PRAIRIE OF THE WILD WEST
AND PROVIDE YOU WITH A SALON FULL OF TUNES FOR YOUR DANCING
PLEASURE. THE ANDY BAUTISTA BAND IS KNOWN FOR HAVING PERFORMED
AT ALMOST ALL THE PRESTIGIOUS EVENTS IN HONG KONG.

SO, POLISH YOUR BOOTS, LOAD YOUR 6-SHOOTERS AND
YOU ARE READY FOR ONE
HECK OF A HOEDOWN!



targeting hong kong's
key readers...
what's your plan?



unravel it

new

Nielsen Media Readership

With the imminent launch of IMS print software into the Nielsen Media Readership Service, targeting Hong Kong's key readers is about to get a whole lot easier.

For more information, contact the Nielsen Media Helpdesk at (852) 6235 6888 / email: hkmediahelpdesk@acnielsen.com.hk



Nielsen
Media Research

WILD WILD WEST

BOOTS SCOOTIN' BOOGIE
THE HONG KONG LINE DANCING ASSOCIATION

LINA CHOI, FELLOW I.D.T.A. (C.W.) (HIGHLY COMMENDED) (U.K.) FOUNDER, CHOREOGRAPHER, HEAD INSTRUCTOR, CHAIRMAN OF THE HONG KONG LINE DANCING ASSOCIATION, RECEIVED HER TRAINING IN LINE DANCING IN AUCKLAND, NEW ZEALAND. RETURNING TO HONG KONG IN EARLY 1998, LINA BEGAN TEACHING AND PROMOTING TRADITIONAL LINE DANCING TO THE LOCAL COMMUNITY.

FOUNDED IN EARLY 1998 BY LINA, THE HONG KONG LINE DANCING ASSOCIATION WAS THE FIRST ORGANIZATION IN HONG KONG TO PROMOTE AND INSTRUCT TRADITIONAL LINE DANCING CLASSES. WHEN THE ASSOCIATION WAS FIRST ESTABLISHED, THERE WERE ONLY A FEW CLASSES WITH A SMALL NUMBER OF STUDENTS. UNDER LINA'S PROFESSIONAL DIRECTION, THE ASSOCIATION HAS GROWN IN SIZE AND POPULARITY. TODAY, OVER 30 CLASSES OF DIFFERENT LEVELS ARE OFFERED EACH WEEK AT 5 VENUES, AND MORE THAN 400 STUDENTS FROM ALL AGE GROUPS AND DIVERSE BACKGROUNDS ARE CURRENTLY ENROLLED.

SO PUT ON THOSE DANCING BOOTS AND GRAB ON TO YOUR HATS, BECAUSE LINA AND HER DANCE TROUPE ARE GOING TO GET YOU TO DANCE THE NIGHT AWAY!

Please visit www.linachoi.com for more information.

Founded in 1998, Paperview S.A. is a leading provider of full-service promotional and marketing solutions to and for the press in Europe and the Americas.

⇒ Benefits to Newspapers

Paperview's mission is to develop, together with its partners, promotions that:

- Increase single copy sales
- Increase reader loyalty and retention
- Create alternative revenue streams for the newspaper

Paperview's clients include an international array of Newspaper titles, including the likes of *Nice Matin*, *New York Post*, *Le Soir*, *Het Laaste Nieuws*, *De Morgen*, *Le Republicain Lorrain*, *Sud Presse*, *Birmingham Evening Mail*, *La Dépêche du Midi*, etc.



⇒ Conceptual premise

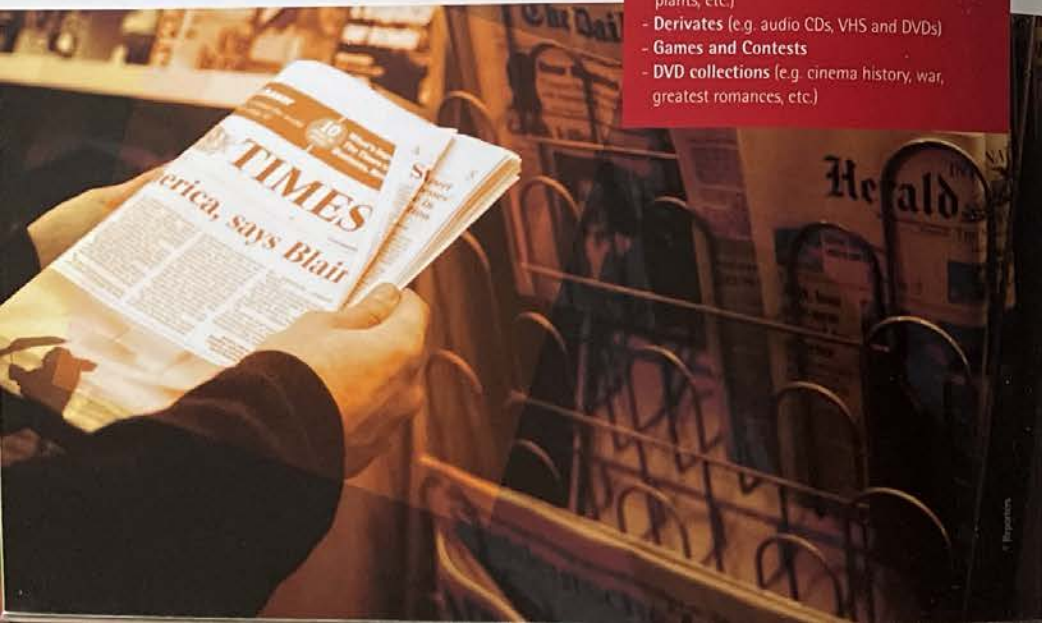
If a newspaper's core asset is its editorial content, then Paperview identifies and leverages what we like to call the newspaper's "non-editorial assets": namely:

- **Brand:** Newspapers have unparalleled brand awareness, credibility and good-will within their communities
 - **Media:** Newspapers have an extraordinary capacity to self-promote by leveraging their position as a mass media. Not only in-paper, but by exchange, barter and co-operation. They are therefore able to conduct large-scale promotions at a limited financial cost.
 - **Distribution:** Newspapers are unique in that they put a new product into a vast distribution network every 24 hours, making them among the fastest-moving commercial goods on the market!
- It is in carefully associating and leveraging these "non-editorial" assets with our promotions that we are able to drive their success and achieve remarkable results for our partners.

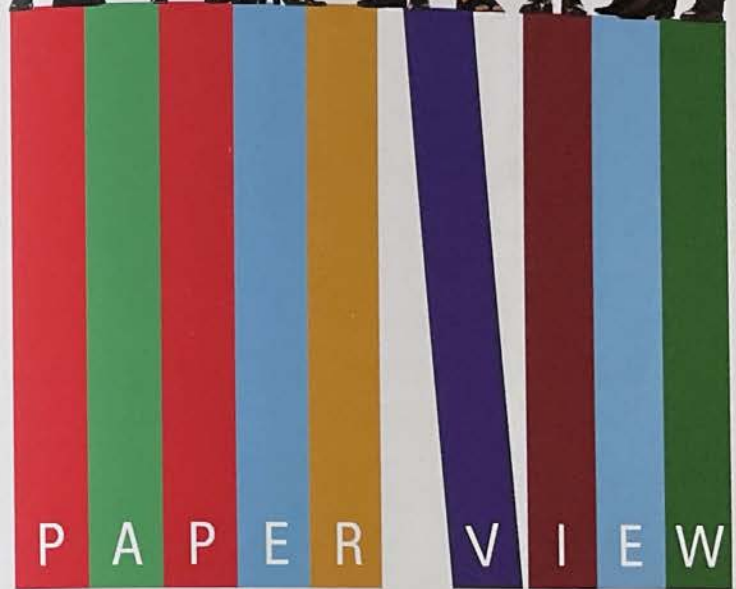
Types of projects

Paperview develops value added promotions that leverage collection mechanics. These products include, but are not limited to, the following:

- **Literature collections** (e.g. classics, best-sellers, Nobel prize winners, etc.)
- **Thematic book collections** (e.g. health, well-being, cinema, cooking, gardening, sport, etc.)
- **Special Editions:** Special branded issues sold in magazine form (eg: World Cup Guide, Guide to the Olympics)
- **Inserts/Part Works** (e.g. multimedia, cinema, sport, plants, etc.)
- **Derivates** (e.g. audio CDs, VHS and DVDs)
- **Games and Contests**
- **DVD collections** (e.g. cinema history, war, greatest romances, etc.)



Increase
Retain
Revitalise



PARTNERS TO THE PRESS

Headquarters

127 rue Marconi
1190 Brussels - Belgium
T +32-2-550-1040
F +32-2-550-1041
office@paperviewgroup.com

France & Benelux

Cédric van den Abeele
cedric.vda@paperviewgroup.com

UK & Scandinavia

Gabor Weiner
gabor@paperviewgroup.com

USA & Asia

Maximilian Weiner
maximilian@paperviewgroup.com

paperviewgroup.com



Ipsos Media

ABRS 9

Launching March 2006

The only survey measuring media consumption and business decision making exclusively amongst Asia's business elite

ABRS 2006 includes:

Print

TV

Online

Attitudes and opinions towards media, work and life

Hong Kong Singapore Indonesia Malaysia
Philippines South Korea Taiwan Thailand



For more info e-mail abrs@ipsos.com

WILD WILD WEST

HOME ON THE RANGE
MESSAGE FROM THE SOCIETY FOR THE RELIEF OF DISABLED CHILDREN

This year the Society for the Relief of Disabled Children celebrates its 50th birthday.

Our Society was formed 50 years ago with the aim of helping disabled children in Hong Kong. They established a convalescent home at Sandy Bay, Hong Kong Island, for children stricken with tuberculosis and poliomyelitis. The home was funded by the generosity and goodwill of the business community. The convalescent home gradually expanded to become the Duchess of Kent Children's Hospital and, with the staff of the Department of Orthopaedics at the University of Hong Kong, was very much on the frontline in the fight against tuberculosis and poliomyelitis. And in the process, the Sandy Bay Hospital has gained international recognition for this work.

Those battles are now over and the Society with the Hospital has continued to provide relief for sick children, especially in areas of child health that are not fully-supported or readily available in the public health system. Besides orthopaedic surgery, the Hospital has the Children's Rehabilitation Institute, which deals with all types of special neurological and physical problems. Our Society supports these children in various ways, including sending children with muscular disease who cannot breathe properly to attend school.

We have also in recent years provided special mother-with-child rooms at the Hospital and have made Sandy Bay the first hospital in Hong Kong to have their X-rays digitalized. We sponsor the Kids On the Block Puppetry programme that travels around Hong Kong schools teaching children to understand and appreciate the disabled. We also provide scholarships and research funds for health workers.

Your Society has been very generous in the past in supporting us to help disabled children. On behalf of them, let me thank you all again.

I wish you all a very pleasant evening.

Dr. Louis Hsu
Chairman



Local Asian publications: wondering what the real figures are?

Synovate Media Atlas already gives you accurate readership figures for newspapers and magazines in Thailand and Malaysia. This definitive survey is now about to launch in Hong Kong, Singapore and the Philippines.

Media Atlas is accurate because it combines both face-to-face and telephone sampling. If your business involves print media, shouldn't you be getting the true picture?

To learn more, email Steve Garton on steve.garton@synovate.com or call +852 2830 2506.



synovate

Research reinvented

WILD WILD WEST

OUR HATS OFF TO ...
OUR SPONSORS

SOPA WOULD LIKE TO THANK
DIAMOND SPONSORS

Nielsen
Media Research



GOLD SPONSORS

AQUENT

synovate
Research reinvented

tns
the sixth sense of business™

GRAND PRIZE SPONSORS

CATHAY PACIFIC

DRAGONAIR

The Fastest Draw in the East...

For ultra-fast and pin-point accurate delivery of consumer insights,
nothing beats TNS Access Panels.

TNS Access Panels offer robust consumer samples and innovative online research tools, turned around in a fraction of the time required with conventional interviewing methods.

Access panels can be used for any consumer study where face-to-face or telephone would traditionally be utilised, but are especially suitable for time-critical applications such as concept testing, advertising tests and flash polling.

TNS is a world leader in interactive research and access panels, offering a fully integrated network of online access panels in Australia, China, Hong Kong, Korea, New Zealand, Singapore and Taiwan, and shortly, Japan.

Contact TNS today to learn how access panels can bring to you speedy and reliable information for effective business decision-making.

tns

t: +852 2891 1176 f: +852 2834 2261 e: office.hk@tns-global.com www.tns-global.com.hk

WILD WILD WEST

BONANZA- THE PRIZES
GRAND PRIZES SPONSORED BY



TWO ROUND-TRIP BUSINESS CLASS
TICKETS FROM HONG KONG TO
ANY CX DESTINATION



DRAGONAIR

TWO ROUND-TRIP BUSINESS CLASS
TICKETS FROM HONG KONG TO
ANY DRAGONAIR DESTINATION

OTHER PRIZES SPONSORED BY

Amway 安利

CONRAD
HONG KONG



JIA

JW MARRIOTT
HONG KONG
香港 JW 萬豪酒店

INTERCONTINENTAL
HONG KONG

THE PENINSULA
HOTELS

LINKS
LINKS

LUXE



REFRESHED LOOK
 REFINED CHINESE CUISINE
 ONE HARBOUR ROAD

RESERVATIONS: 2584 7938



ONE HARBOUR ROAD, HONG KONG
hongkong.grand.hyatt.com

THE WILD WEST

THE BEVERLY HILLBILLIES
 THE MEMBERS OF THE SOCIETY OF PUBLISHERS IN ASIA

ASIA INFLIGHT
 MR PATRICK RAGUE
 ROOM 401-405 NEW VICTORY HOUSE
 93-103 WING LOK STREET
 SHEUNG WAN, HONG KONG

BUSINESSWEEK INTERNATIONAL
 MR THOMAS MASTERSON
 30/F EDINBURGH TOWER, THE LANDMARK,
 15 QUEEN'S ROAD
 CENTRAL, HONG KONG

APPLE DAILY LIMITED
 MR PETER HUI
 NO 8 CHUN YING STREET
 TKO INDUSTRIAL ESTATE WEST
 TSEUNG KWAN O, HONG KONG

APPLE DAILY PUBLICATION DEVELOPMENT LIMITED
 MR ALVIS LOO
 NO 3B LANE 141, SING AI ROAD,
 NEIHU TAIPEI,
 TAIWAN 114, R.O.C

CFO ASIA
 MR ANDREW ALTMANN
 RM 6001, 60/F CENTRAL PLAZA
 18 HARBOUR ROAD
 WANCHAI, HONG KONG

EAST SLOPE PUBLISHING LTD
 MR FRANK PROCTOR
 FLAT 103, BOWEN MANSION,
 7C BOWEN ROAD,
 MID-LEVELS, HONG KONG

EMPHASIS MEDIA LTD
 MS MONICA WOO
 6/F SOUTH CORNWALL HOUSE
 TAIKOO PLACE, 979 KING'S ROAD
 QUARRY BAY, HONG KONG

THE ECONOMIST NEWSPAPERS LTD.
 MR TIM PINNEGAR
 NO. 8 CROSS STREET
 #23-01 PWC BUILDING
 SINGAPORE 048424

ECONOMIST NEWSPAPER (ASIA PACIFIC) LTD
 MR RUPERT HARRON
 60/F CENTRAL PLAZA
 18 HARBOUR ROAD
 WANCHAI, HONG KONG

EDIPRESSE ASIA LTD
 MR BARRIE GOODRIDGE
 ROOM 2002 20/F
 HONG KONG PLAZA,
 188 CONNAUGHT ROAD WEST,
 HONG KONG

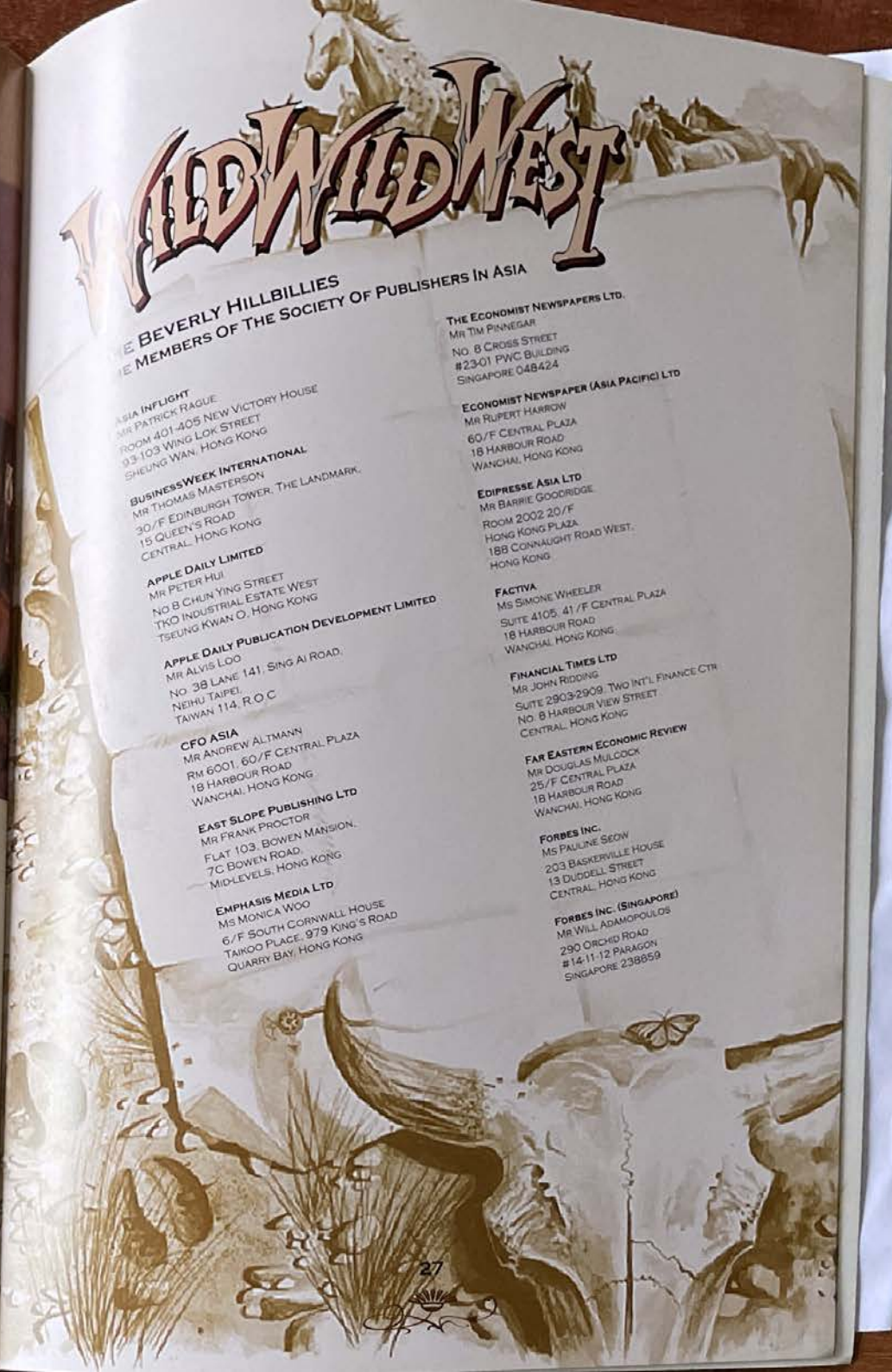
FACTVA
 MS SIMONE WHEELER
 SUITE 4105, 41/F CENTRAL PLAZA
 18 HARBOUR ROAD
 WANCHAI, HONG KONG

FINANCIAL TIMES LTD
 MR JOHN RIDDING
 SUITE 2903-2909, TWO INT'L FINANCE CTR
 NO. 8 HARBOUR VIEW STREET,
 CENTRAL, HONG KONG

FAR EASTERN ECONOMIC REVIEW
 MR DOUGLAS MULLCOCK
 25/F CENTRAL PLAZA
 18 HARBOUR ROAD
 WANCHAI, HONG KONG

FORBES INC.
 MS PAULINE SEOW
 203 BASKERVILLE HOUSE
 13 DUDDELL STREET
 CENTRAL, HONG KONG

FORBES INC. (SINGAPORE)
 MR WILL ADAMOPOULOS
 290 ORCHID ROAD
 #14-11-12 PARAGON
 SINGAPORE 238859





LUXE
CITY GUIDES

SEXY IN THE CITY

WWW.LUXECITYGUIDES.COM



THE WILD WEST

THE BEVERLY HILLBILLIES
THE MEMBERS OF THE SOCIETY OF PUBLISHERS IN ASIA

HACHETTE FILIPACCHI MEDIA ASIA PACIFIC
MR WINNIE LAU
15/F EAST WING WARRICK HSE, TAIKOO PLACE
QUARRY BAY, HONG KONG

HACHETTE FILIPACCHI POST CO. LTD.
MS SIRI UDOMRITTHIRUJ
7/F BANGKOK POST BUILDING
136 SUNTHORNKOSA ROAD, KLONGTOEY,
BANGKOK 10110 THAILAND

HACHETTE FILIPACCHI TAIWAN
MS APRIL HSU
5/F NO 67-4 SEC 4
CHUNG HSIAO EAST ROAD
TAIPEI, TAIWAN

USA TODAY INT'L CORP
MR RAYMOND SUEN
RM 522 OCEAN CENTRE
5 CANTON ROAD
TSM SHA TSUI,
KOWLOON, HONG KONG

INTERNATIONAL HERALD TRIBUNE (HK) LTD
MR RANDY WEDDLE
1201 K WAH CENTRE
191 JAVA ROAD
NORTH POINT, HONG KONG

MEDIA & MARKETING LTD
MR TIM WALDRON
2201, 22/F THE CENTRIUM
60 WYNDHAM STREET
CENTRAL, HONG KONG

METRO PUBLISHING HK LTD
MR JACKIE NG
25/F, 148 ELECTRIC ROAD
NORTH POINT
HONG KONG

MING PAO ENTERPRISE CORP. LTD
MR FRANCIS TONG
MING PAO ENTERPRISE CORPORATION LTD
15/F BLOCK A MING PAO HQ CENTRE
18 KA YIP STREET
CHAIWAN, HONG KONG

NEWSWEEK INTERNATIONAL
MS THERESA YELING
RM 3601-2 CHINA RESOURCES BUILDING
26 HARBOUR ROAD
WANCHAI, HONG KONG

NEWSWEEK INTERNATIONAL SINGAPORE
MR RICHARD JOYCE
3 PHILLIP STREET,
#1404 COMMERCE POINT,
SINGAPORE 048693

SOUTH CHINA MORNING POST PUBLISHERS LTD
MS NANCY VALENTE
16/F SOMERSET HOUSE,
TAIKOO PLACE,
979 KING'S ROAD,
QUARRY BAY, HONG KONG

TELESIS CONSULTING LTD.
MR CYRIL D. PEREIRA
15/F VTC TOWER
27 WOOD ROAD
WANCHAI, HONG KONG

PANPACMEDIA.COM LTD
MR RICKY ANG
371 BEACH ROAD
#03-18 KEYPOINT
SINGAPORE 199597

PUBLICITAS SINGAPORE
MR HOO SIEW SAI
20 BIDEFORD ROAD,
#02-01 WELLINGTON BUILDING
SINGAPORE 229921

PUBLICITAS ASIA HOLDINGS LTD
MR DANIEL HOFER
6/F SOUTH CORNWALL HOUSE
TAIKOO PLACE, 979 KING'S ROAD

NEATNESS

ORGANISATION

DISCIPLINE

PRINTING

STANDARDISATION

CLEANING

We are the specialist in providing print and bind one-stop services, which include CTP, web printing, sheet printing, saddle wire stitching and perfect binding. We are the first printing company in Hong Kong achieving the standard of ISO 9001, ISO 14001 and OHSAS 18001 and implementing the standards in one intergrated management system. It is our mission to all customers. Our Shenzhen plant is professional in providing sheet printing, perfect bound and case bound services. We produce hand-made cards and commercial printing as well. The Shenzhen plant has also obtained ISO 9001, which is our commitment to all customers.



TOPPAN

TOPPAN PRINTING CO., LTD.



WILD WILD WEST

THE BEVERLY HILLBILLIES
THE MEMBERS OF THE SOCIETY OF PUBLISHERS IN ASIA

PUBLICITAS HONG KONG
MRS WENDY LIN
6/F SOUTH CORNWALL HOUSE
TAKKOO PLACE, 979 KING'S ROAD
QUARRY BAY, HONG KONG

PUBLICITAS MALAYSIA
MS SHALLIE CHENG
42C JALAN SS 21/35, DAMANSARA UTAMA
47400 PETALING JAYA SELANGOR,
DARUL EHASAN, MALAYSIA

PUBLICITAS TAIWAN
MS CECILIA CHEN
5F, 9, LANE 54, TAI SHUN ST.,
TAIPEI 106
TAIWAN

PUBLICITAS THAILAND
MR STEVEN FONG
6/F, LUMPINI I BUILDING, 239/2 SOI SARASIN,
RAJADAMRI ROAD, LUMPINI PATHUMWAN
BANGKOK 10330, THAILAND

READER'S DIGEST (SINGAPORE)
MS ANGIE SANTA MARIA
10 EUNON ROAD 8
#12-03 SINGAPORE POST CENTRE
SINGAPORE 408600

READER'S DIGEST ASSOCIATION FAR EAST LTD
MS ROSEMARIE WALLACE
19/F CYBER CENTRE
3 TUNG WONG ROAD,
SHAUKIWAN, HONG KONG

SING TAO GROUP
MR RONALD YANG
6/F SING TAO BLDG
NO. 1 WANG KWONG ROAD
KOWLOON BAY,
KOWLOON, HONG KONG

TIME ASIA
MR ALAN LAMBIN
30/F OXFORD HOUSE
TAKKOO PLACE, 979 KING'S ROAD
QUARRY BAY, HONG KONG

TIME (SINGAPORE)
MR LIM YEW NEE
152 BEACH ROAD
#24-05/08 GATEWAY EAST
SINGAPORE 189721

TIME (JAPAN)
MRS YOKO HARADA
34/F ROPPONGI HILLS Mori Tower
6-10-1 ROPPONGI, MINATO-KU,
TOKYO 106-6134, P.O. BOX 58
JAPAN

WILSON PRESS HK LTD.
MS CHRISTINE MCGEE
GPO BOX 11435
HONG KONG

THE ASIAN WALL STREET JOURNAL
MS WINNIE WONG
25/F CENTRAL PLAZA
18 HARBOUR ROAD
HONG KONG

PORTRAITS of PENINSULA



Our staff's children pose as Peninsula Pages, a symbol of our celebrated tradition of graciousness, benevolence and warmth. To view more Portraits of Peninsula and learn about the world's most celebrated hotels, please visit us at peninsula.com.

THE PENINSULA
HOTELS

The Leading Hotels of the World HONG KONG NEW YORK CHICAGO BEVERLY HILLS BANGKOK BEIJING MANILA TOKYO 3007

WILD WILD WEST

HAPPY TRAILS
PHOTOS FROM PUBLISHERS BALL 2004



A
successful
business
needs
ambition.

Ambition Recruitment & Contracting

Contact Richard Broadhurst, Guy Day or Gena Clements on (852) 3101 3066

www.ambition.biz

Others see one bowl of rice...We see 1,389 grains.



It's important to know exactly what you're getting. HKABC is Hong Kong's exclusive provider for accurate audited circulation figures in publications and related data so that advertisers can target their viewers more effectively. To find out more about HKABC, please call (852) 2882 2555 or visit www.hkabc.com.hk.



Audit Bureau of Circulation

RUN!!

HE'S **LOADED WITH KNOWLEDGE!**



Newsweek

FUEL FOR ACTIVE MINDS.