

## GMT comes to Asia



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**Edipresse's Asian subsidiary Edipresse Asia together with the Group's multimedia luxury and watch making entity, Edipresse Luxe, are proud to announce the first Asian issues of GMT XXL magazine, which will be launched in June 2008 in Singapore, in July in Hong Kong and in August in Malaysia.**

The beautifully photographed large-format magazine (420mm by 299mm) covers the best Swiss and European watches and watchmakers, combined with especially tailored insights and advice for watch collectors in Asia. According to Marco Cattaneo, Managing Director of Edipresse Luxe, *GMT*, which was founded in Switzerland and is also published in several key markets such as Russia, Ukraine, the United States and Spain, is successfully pursuing its fast paced internationalization strategy. Asia represents the natural expansion for this title and we are confident that the magazine will be well received by both advertisers and watch enthusiasts.

Barrie C. Goodridge, Edipresse Asia's Chief Executive Officer, is equally optimistic: "Since 1998, watch collectors have relied on Swiss-based *GMT/ GMT XXL* magazines for the latest developments and in-depth reports on the best Swiss and European watchmakers. The Asian editions of *GMT XXL* will feature the best of this reportage integrating it with articles and know-how from the Asia watch collecting scene to provide readers with the best from both worlds."

Key editorial sections of *GMT XXL* will include Watchmaker's Choice, New Releases, Testing Bench, Unique Creations, Technical Innovations, Strategy and Interviews. Detailed profiles on exceptional models from selected luxury brands will give the watch lovers plenty of eye candy. The magazine will also have a column on collecting timepieces authored by Bernard Cheong, one of Asia's most respected luxury watch making experts.

Mr Goodridge adds: "Switzerland is without doubt the major centre of luxury timepieces and watch making innovations. Asia, and particularly China and Hong Kong, is a driving force of demand.

*GMT XXL* highlights the intersection of these very vibrant worlds, thereby providing exceptional opportunities for advertisers to capture a premium audience who actively collect unique

timepieces. Plus the large format allows us to show the artistry and technology of these extraordinary timepieces.?

*GMT XXL Hong Kong* and *GMT XXL Singapore* will be published twice a year, *GMT XXL Malaysia* once. They will be available through the finest retailers, leading auction houses, selected five-star hotels and cultural venues in Hong Kong, Singapore, Southeast Asia and Macau, and by special subscription.

### **About Edipresse Group**

Edipresse Group is an international media and communications company headquartered in Switzerland. The Group is active in newspapers, magazines and electronic publishing. It publishes over 200 titles and websites, and employs 3,400 people. Edipresse is present in 15 countries and territories; the company has operations in Switzerland, Spain, Portugal, France, Poland, Ukraine, Russia and Romania. In Asia the Group is present in China, Hong Kong & Macau, Taiwan, Singapore, Philippines, Malaysia and Thailand. It also licenses its products in Indonesia and Korea.

### **About Edipresse Asia**

Edipresse Asia is part of the Edipresse Group. Headquartered in Hong Kong, Edipresse Asia employs more than 200 people in Asia (Hong Kong, Singapore, Malaysia, the Philippines, China, Macau, Thailand and Korea). Edipresse Asia is the publisher of the Asia Tatler Group brand, the leading high society and luxury lifestyle magazines.

### **About Edipresse Luxe**

Based in Geneva, Edipresse Luxe is an international multimedia entity, dedicated to the world of luxury and high-end watch making, offering advertisers and consumers a range of complementary products and services including magazines (*Tribune des Arts*, *Citizen K*, *Revolution* and *GMT*), custom publishing, events (Grand Prix d'Horlogerie de Genève) and online activities ([www.worldtempus.com](http://www.worldtempus.com)).

For further information, **contact directly** [Edipresse Asia](#)

Barrie C. Goodridge

Publisher and CEO Edipresse Asia

Tel +852 2547 7117

Gilbert Cheah

Managing Director, Edipresse Singapore

Tel +65 6323 1606

Marco Cattaneo

Managing Director, Edipresse Luxe

Tel +41 22 322 34 39

Gregory Blatt

Managing Director Marketing, Communications and Strategy, Edipresse Group

Tel +41 21 349 45 02