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Luxury Insider Integrated Media rebrands to WhiteWave Media Group

Singapore, 4 May 2012 - Luxury Insider Integrated Media, Asia's leading integrated luxury media group, announced today its corporate rebranding to WhiteWave Media Group.

The Group, previously named after its flagship website Luxury-Insider.com, will operate under the new corporate brand name with immediate effect. A new corporate website at [www.WW-MG.com](http://www.WW-MG.com) has also been launched.

Speaking on the rebranding, Group CEO Julian Peh notes, "Since our founding with a single website 7 years ago, we have built a compelling and growing portfolio of luxury media products in different mediums. Many of these products are now the undisputed leaders in their verticals."

"Our new corporate brand denotes both dynamism and relentlessness, and perfectly encapsulates our identity as a highly innovative media group. It reflects our unrelenting efforts to launch wave after wave of cutting-edge products targeted at affluent and sophisticated consumers."

WhiteWave Media Group, or WWMG for short, currently owns and manages 8 luxury magazines and websites including Luxury-Insider.com, InLuxe.cn, BACCARAT Magazine etc.

The Group plans to launch several new products this year in the digital and mobile spaces. Among the Group's planned launches this year are retail-boosting mobile apps and websites targeting new verticals.

"The past few years have been exciting ones both for WWMG, and for the luxury media industry at large." Peh adds, "Media consumption habits among affluent and sophisticated readers have evolved and will continue to evolve. Being Asia's pioneering digital luxury publisher, WWMG has always been at the forefront of harnessing technological developments to better serve our readers and clients."

"As a company, we have always been fanatically focused on products. This year, our clients and advertisers can expect to see more innovative products that reach affluent customers in new ways. We are confident luxury brands will be able to use these new products to fulfill their strategic and tactical marketing needs in ground-breaking ways."

WWMG is Asia's pioneer in digital luxury media, as well as the first truly integrated luxury media group in Asia. WWMG owns websites read by the most affluent individuals in Asia, publishes established and well-loved print magazines, and has delivered hundreds of online campaigns for the most prestigious luxury brands.

WWMG is an associate company of the SPH Magazines group.

**[www.WW-MG.com](http://www.WW-MG.com)**

45A Kampong Bahru Road, Singapore (169360)

Tel: (+65) 6842 4896 Fax: (+65) 6842 4956

**An Associate Company of SPH Magazines**



For all press related enquiries, please contact:

Katherine Ong-Froggatt

Associate Marketing Director

Tel: (+852) 2581 0275

Fax: (+852) 2581 0177

Email: [Katherine.ong@ww-mg.com](mailto:Katherine.ong@ww-mg.com)

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#### About WhiteWave Media Group

Launched with a single website [Luxury-Insider.com](http://Luxury-Insider.com) in 2006, WhiteWave Media Group is now Asia's no 1 integrated luxury media group. We publish leading luxury magazines, websites and mobile apps, with offices in Singapore, Hong Kong and Shanghai.

The Group was a global pioneer in online luxury publishing, with its flagship product [Luxury-Insider.com](http://Luxury-Insider.com) being Asia's leading luxury website today, and [InLuxe.cn](http://InLuxe.cn) growing fast in its Chinese readership. Together with our partner SPH Magazines, we also run [China-Boating.com](http://China-Boating.com), [JETAsiaPacific.com](http://JETAsiaPacific.com), [LPdibiao.com](http://LPdibiao.com), [Asia-PacificBoating.com](http://Asia-PacificBoating.com).

Combining high quality editorial with deep technical knowhow in digital delivery, the group's websites constantly raise the standards of luxury content published online.

Through its early start, the Group is the most trusted online media team in the luxury industry, with a long and proven track record, delivering hundreds of successful online campaigns for the most prestigious luxury houses.

Constant focus on editorial quality enabled the Group to make waves in the print medium as well. Building on its early success in supplying content to other publishers, the Group owns and publishes BACCARAT Magazine, a vibrant luxury lifestyle title with more than 10 years of history in Hong Kong. The group's editorial credentials were further affirmed by its winning of the Citibank contract to publish Ultima Magazine, a controlled circulation title for Citibank's ultra-affluent Ultima clients.

The Group's portfolio of media products, including websites, print magazines and mobile apps targeting affluent luxury buyers across the region, gives it the largest and most powerful integrated media platform for luxury marketers in Asia.

As the luxury publisher combining innovation & technology with Media, WWMG is in a prime position to assist luxury companies with innovative and effective marketing solutions to reach the sophisticated Asian luxury buyer of today.

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Visit [www.WW-MG.com](http://www.WW-MG.com) for more details.

#### About SPH Magazines

A leading publisher in Singapore and the region, SPH Magazines Pte Ltd is a wholly owned subsidiary of media organisation Singapore Press Holdings Limited.

With a proven track record for sterling editorial content, award-winning designs and creative solutions, SPH Magazines raises the bar as a dynamic publisher. In its stable are about 100 titles in the region, in English, Chinese and other languages, covering lifestyle, fashion, beauty, society, bridal, health, men's lifestyle, automobile, parenting, decor, new media and business. All the newsstand publications, including flagship title Her World, and other titles such as Female, Cleo, The Women's Weekly, The Peak, Home & Decor, Nuyou, Torque and HWM are among the highest-circulating titles and best-read in their respective lifestyle categories. It also publishes Harper's BAZAAR and Cosmopolitan in Singapore and Malaysia with Hearst Magazines International.

In addition, websites such as [herworldPLUS.com](http://herworldPLUS.com) and [HardwareZone.com](http://HardwareZone.com) have extended its reach online, engaging readers with interactive content, capturing audience beyond print.

SPH Magazines' established editorial unit provides excellent custom publishing services to major corporate clients by producing custom lifestyle magazines, newsletters and other collaterals to meet their business needs. clickTRUE Pte Ltd, an associate company of SPH Magazines, is a Pay Per Performance online marketing company specialising in Online Media Planning, Search Engine Marketing and Optimisation, Web Analytics Consultancy and Landing Page Optimisation.

With a vision to continue regional growth, SPH Magazines is set to hold a leading position in publishing in Asia, with a presence in China, Hong Kong, India, Indonesia, Thailand, Malaysia, The Philippines and Vietnam.

In line with this vision, SPH Magazines acquired 34% of WhiteWave Media Group (formally known as Antarctica Interactive Private Limited). It is an integrated luxury media company which owns online publications [Luxury-Insider.com](http://Luxury-Insider.com), [Inluxe.cn](http://Inluxe.cn), as well as the luxury print [BACCARAT Magazine](http://BACCARAT Magazine) in Hong Kong. Other titles include Luxury Properties, Action Asia, Asia-Pacific Boating, China Boating, JET Asia Pacific and Asia-Pacific Spa published through wholly owned subsidiary, Blu Inc Media, in China and Hong Kong.

As a Publisher of Choice, SPH Magazines aims to deliver the best to meet the diverse needs and interests of readers and advertisers.

Visit [www.sphmagazines.com.sg](http://www.sphmagazines.com.sg) for more information.

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