

22 December 2008 – Luxury Insider Network websites release 2008 readership report, details 2009 expansion plans.

Online luxury magazines Luxury-Insider.com and InLuxe.cn, both part of the Luxury Insider Network, released today audit reports of their 2008 traffic figures and detail their 2009 offerings and Asia-Pacific expansion plans.

Luxury-Insider.com reported a 40% growth in readership this year, with over 80,000 regional unique visitors now accessing its website monthly. Combined with its international traffic, Luxury-Insider.com boasts over 120,000 unique visitors monthly, with the number expected to double next year.

Chinese-language sister site InLuxe.cn, beta launched in September to cater to the Greater China market, posted a formidable first audit report in November showing over 47,000 unique visitors. Tipped to exceed 90,000 unique visitors this December, InLuxe.cn is rapidly on track to become the Chinese-speaking community's most trusted resource for luxury news and reviews.

Strengthening its position as the most exclusive and effective environment for online luxury advertising, Luxury-Insider.com has unveiled a complete suite of services for 2009 encompassing display advertising, sponsored content, direct mailers, and direct sales promotion via [Selections](#), its brand new dedicated luxury shopping guide.

"2009 will be a very exciting year for us," said group publisher and CEO, Julian Peh. "Online marketing offers unrivalled accountability and effectiveness for luxury marketers, and despite the current economic climate, our websites are still growing strongly in both readership and revenue. In 2009, we shall continue our regional expansion into key Asian markets, as part of our consistent strategy to get closer to our readers and our clients."

News and reviews on Luxury-Insider.com and InLuxe.cn consistently rank highly on Google and Baidu search engines, rendering the editorial support extended to advertisers highly valuable and ever more essential in ensuring brand visibility and a leading online competitive edge.

About The Luxury Insider Network

Founded in 2005, Luxury Insider is a premier luxury content company. It is headquartered in Singapore with offices in China and Switzerland.

It owns Luxury-Insider.com, Asia's leading online luxury magazine with expert editorial and the highest production standards on the Internet.

Luxury-Insider.com is part of the Luxury Insider Network, along with its Chinese-language sister site InLuxe.cn.

www.luxury-insider.com
www.inluxe.cn

LUXURY-INSIDER.COM

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