

ideale



It takes and shaping the Jaeger-LeCoultre spirit, with its century of expertise. Following a century of tradition, the brand has a long history of creating watches, and continues to create watches that enhance the pleasure of life.

The commitment to excellence is the hallmark of the watch, while at the same time ensuring the reliability of the timepiece. Jaeger-LeCoultre watches are made with a high level of precision, in gold and stainless steel, as well as leather and rubber straps.

So from these collections of timepieces, you will find the perfect watch for you, in the 400 series collection.

For more information, visit [www.jaeger-lecoultre.com](http://www.jaeger-lecoultre.com) or contact your nearest Jaeger-LeCoultre boutique.



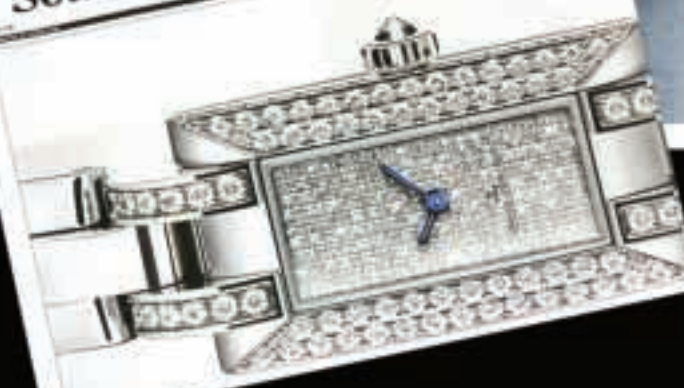
## South China Morning Post



*This impressive six-page panorama wrap around advertising campaign for Jaeger-LeCoultre watches is one of the new creative display advertising solutions launched during the year*




## South China Morning Post



# Adding Value

When it comes to the biggest names in luxury goods, financial services, property and business, the SCMP is the advertising vehicle of choice in Hong Kong. An affluent and influential readership with a high disposable income makes the SCMP a must buy for advertisers and agencies. The SCMP combines this impressive readership with creative advertising solutions, top of the line production quality and new products to better serve its customers.



**JAEGER-LECOULTRE**

le style

The combination of exceptional and exclusive watch materials with more than 200 diamonds in various configurations and their exceptional technical complexity are among the reasons for the exceptional success of the brand.

Manufacture Jaeger-LeCoultre, Vallée de Joux, Switzerland since 1833.

100% of the watch production is made in Switzerland.



**JAEGER-LECOULTRE**

**MASTER COMPRESSOR CHRONOGRAPH**

First automatic chronograph with a 28,800 vibrations per hour movement and patented anti-shock function. Professional sports chronometer (FIS, made in France).

Manufacture Jaeger-LeCoultre, Vallée de Joux, Switzerland since 1833.

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**MASTER COMPRESSOR EXTREME WORLD CHRONOGRAPH**

The Master Compressor Extreme World Chronograph represents a new technological path for the master watchmaker Jaeger-LeCoultre. Having overcome some of the most complex technical problems in watchmaking, its design is distinguished by its use of contrasting colours and styles in perfectly new combinations - Jaeger-LeCoultre first ever combination of black and white.

Coming as close to the whole world as ever! Master time in each of its time zones on a dial controlled by a two coloured hand which completes a rotation every 24 hours.

The patented anti-shocking system protects every other vibration and shock received by the plate and shaft and consequently ensures that after the first shock of the watch mechanism there is a high standard of precision and under the most extreme and diverse situations.

Thanks to its patented anti-shocking system, the watch is able to withstand the most extreme situations. The watch comes with 2 straps and leather and steel rubber strap.

**JAEGER-LECOULTRE**



Display advertising posted a strong year in 2005, with increases across all product lines and a 13% rise in revenues over 2004. Against the backdrop of a solid economy and expansion in most sectors, advertisers increased spending to take advantage of the unique SCMP platform. Faced with rising newsprint costs, the focus of the sales team was on yield improvement through more color ads, rate increases for prime positions and creative executions that carry a premium. This strategy produced an ad yield rise of 13% year-on-year.

**Revenue Drivers**

The newspaper remained the most important revenue source, although Post Magazine recorded the largest percentage growth in advertising revenues. The performance of the glossy magazines improved in terms of revenue, yield and profit margin. Creative formats were expanded and special executions launched to show the effectiveness and flexibility of newspapers as an advertising medium. The launch of wrapper advertising aroused interest and stimulated activity. New revenue streams were created with customized publishing services for select clients.

Fashion, jewelry, telecom, property and financial services were the strongest ad categories. The property category recorded the highest growth as a result of customized products and the first ever wrapper execution. Two categories showed reduced ad spend. Airline advertising fell as a result of budget cuts from regional airlines suffering from higher oil prices and education ads decreased due to competition from other publications.

Other revenue drivers included industry focused supplements published to satisfy the demand for content associated with particular goods and services. The distribution network was leveraged to offer targeted reach to specific channels or geographic areas.

**Operational Changes**

During the year, more experienced sales people were hired and a new commission scheme introduced to focus the sales effort on categories with the highest growth potential. In addition, the sales team was supported by better market intelligence. These changes have won acceptance from



**Wrapper**



**Belly Belt**



**Envelope**



*Special magazine supplements inserted into the South China Morning Post – like Glow, Property and Style – are proving to be an attractive way for advertisers to promote their brand*

clients, with positive feedback received from advertisers about the proactive and collaborative approach of the sales team. Meanwhile, marketing campaigns were launched for brand awareness.

On the operations side of the business, systems and procedures were enhanced to effectively manage pricing and ad ratios. New business and revenue generating ideas were developed through collaboration with the classified, scmp.com, marketing and editorial teams.

### Outlook

In the coming year, display advertising will benefit from the ongoing expansion of the economy. Resources will be focused on high yield products and new ad categories will be explored. Rates for prime positions in high demand have been raised. Ad yields will be enhanced through creative executions. New printing technology will allow for innovative advertising products and integrated solutions will be offered through print, digital and outdoor media platforms. Further investments will be made in market research and readership surveys to build overall competitiveness.



### Insert

*With special advertising executions the SCMP offers advertisers even more ways to make an impact. Advertising campaigns can be more creative and more targeted and advertisers can get more mileage from their advertising and marketing budgets*



### Cover Wrapper