

The Best of Both Worlds

Hubert Burda Media sees Hong Kong as the best location to parallel digital and print publication for luxury media

“It’s well known that Hong Kong people are stylish, sophisticated and attuned to everything that’s new and desirable. It’s also a cosmopolitan and international city that attracts talent from around the world.”

**Sebrina Mak, Publisher and Managing Director
Hubert Burda Media Hong Kong Limited**



Set up in 2011, Hubert Burda Media Hong Kong is the home of *Prestige Hong Kong*, a celebrity, high society and luxury lifestyle monthly magazine. It is a subsidiary company of Burda International, a Germany-based media giant which owns close to 540 titles around the world. In addition to *Prestige*, Hubert Burda Media also runs two annual publications in Hong Kong, which are *Lifestyle* and the watch magazine *Tic Talk*.

In January 2017, the company announced a key strategic development - to acquire Asia’s leading luxury digital platform *LifestyleAsia.com*, which then becomes the second digital platform owned by the company in Hong Kong together with *PrestigeOnline.com*.

Publisher and Managing Director Sebrina Mak claimed that the acquisition of *LifestyleAsia.com* is designed to cement the company’s position as the leading digital and print luxury content platform in East and Southeast Asia. “We are seeing an enlarged role for digital vis-à-vis print media here in Hong Kong,” she commented, adding that the company remains committed to print media which is well-suited to the luxury market.

To Hubert Burda Media, Hong Kong is one of the best locations for running a media company with such mix of digital and print strategy in the luxury media arena, thanks to the rich and deep talent pool that the city offers. Mak explained, “The quality of the talent pool in the local media, whether it’s writers, photographers, or magazine and web designers means we can find the kind of people who meet our requirements.” In fact, according to Mak, if the company were not based in Hong Kong,

it would have been quite hard for them to produce luxury-lifestyle content of such high-quality and scope.

“It’s well known that Hong Kong people are stylish, sophisticated and attuned to everything that’s new and desirable. It’s also a cosmopolitan and international city that attracts talent from around the world,” she added.

InvestHK has helped alongside Hubert Burda Media’s expansion in the city, providing publicity support, resources matching and networking event opportunity. With a team of 35 in its Hong Kong office comprising sales, administrative and editorial functions, Hubert Burda Media is expected to hire more staff as they continue to expand their activities and business scope in the region.

Hubert Burda Media Hong Kong Limited

- Set up in Hong Kong in 2011
- Acquired *LifestyleAsia.com* in January 2017
- Comprises around 35 people in the Hong Kong office with sales, administrative and editorial functions

prestigeonline.com