

2023 - 2024

IMPERIUM

READERSHIP SURVEY





IMPERIUM

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MESSAGE FROM *THE EDITOR IN CHIEF*



I have had the fortunate opportunity to contribute to a variety of publications, including magazines, newspapers, and news websites, among others. My team and I are more than just the publishers of IMPERIUM; we have over *a decade's worth of experience in the luxury sector*, not just in publishing but also from a transactional aspect, having presented clients over the many years with over USD\$ 80 billion worth of assets, from supercars and yachts to real estate and investable lifestyle purchases.

Using our extensive experience we are able to build a magazine that truly speaks to those who have worked hard to grow their wealth for themselves and their family because we have the expertise necessary to understand their culture and speak their language. However, there are moments when it can be beneficial to gain additional knowledge about our readers who are not necessarily a direct client of ours. From the very first Edition of IMPERIUM, we have relied on the information provided by our clients and partners to assist us in identifying our audience; however, this is no longer the case.

We were thrilled that *1222 of our readers participated in our survey*, which will help us improve the magazine and continue to provide both editorial stories and advertising brands that are relevant to our readers. Our survey was conducted over the course of several months, and we were thrilled that so many of our readers responded. We had *a total of eighteen questions*, all of which were concise and direct in nature. When it came to conducting a survey with members of the wealthy community, we had to make sure that they were at ease enough to share a little bit about themselves without exposing any information that would lead to them being identified. We are aware that in this day and age, data privacy is of the utmost importance, and we wanted to make sure that everyone who participated were aware of this.

The responses to the survey have provided us with a clear picture of who our readers are and the feelings that they have towards IMPERIUM. Within this report, we have included each and every one of the survey's results; nothing has been omitted in any way. I really hope that this sheds some light on IMPERIUM and the people who read it for you.

Khawer Carr

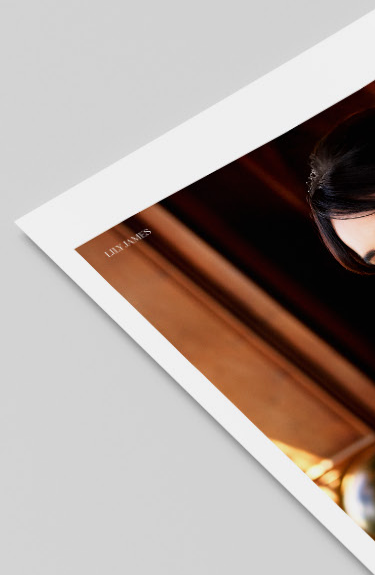
KHAWER CARR

The Publisher: *The Keep Club*

The Keep Club, as a brand, was founded back in 2018 and has always had the primary objective of simplifying the process of acquiring assets as a whole and enhancing the confidence of individuals who are in the process of either purchasing or selling their assets.

Over the last decade, we have presented our clients with approximately \$87 billion worth of assets, but now we have decided to exit the asset acquisition market and instead concentrate on the ultra-high-end hospitality and media industry. We are aware of the standards that are set by consumers in this industry, and as a result of our extensive expertise, we are in the ideal position to provide the very finest hotels and villas as well as provide focused storytelling platforms.

We have extensive knowledge of the luxury market, and as a consequence, we have invested a significant amount of time in educating consumers and introducing them to both new and established brands from all over the world. The creation of regular content that consumers can enjoy, whether that is in magazine, video, or book form. Our content covers a wide range of topics related to luxury, including automobiles, yachts, real estate, and other areas of lifestyle.





IMPERIAL MM⁵

TO TREASURE
NOW AND FOREVER

only
NATURAL
DIAMONDS

About: **IMPERIUM**

[Latin for supreme power]

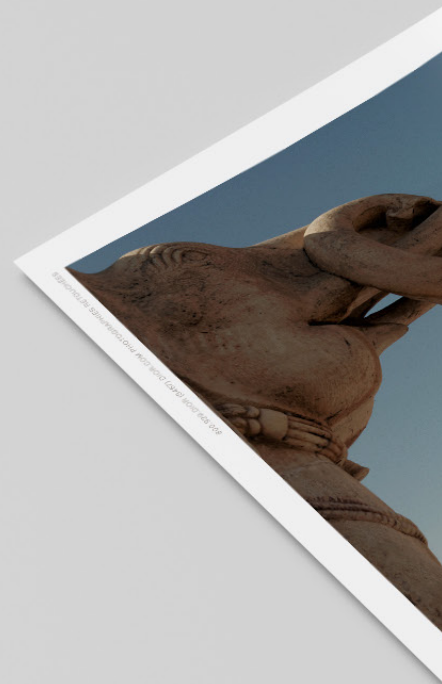
Welcome to the world of IMPERIUM where stories in each Edition are unique and showcase the world of luxury from both established and emerging brands. We combine a variety of exclusive interviews with the wide range of talent in the luxury industry plus highlighting assets you might not have seen before.

IMPERIUM's mission is to **educate affluent families** about the luxury trends that will enhance and develop their lives. Since our authors and contributors are dependable, committed, competent, and knowledgeable and always conduct thorough research on the subjects they write about, readers can put their trust in what they read because they are professionals in the fields they write about.

But we go a step further; we also want to make the stories understandable, therefore every editorial is written in a way that even a teenager can follow, learn from, and be inspired by. We always utilise best photographs and style the content in a way that is straightforward and simple to read in order to give the story a little extra appeal. Before each version is released, our editor and team review it to ensure that it is pertinent, useful, and beneficial to our readers.

In each edition we cover a vast array of sectors and topics. In most cases, due to our diverse stories, our readers can make their lifestyle decisions based on the editorial stories and advertising brands we present them. **Every edition of IMPERIUM is unique, stand alone**, which means our readers always benefit whenever a new edition is released. We cover topics such as apparel, fashion and design, real estate, yachting, exotic travel locations, jewellery, supercars and even fine dining amongst other topics.

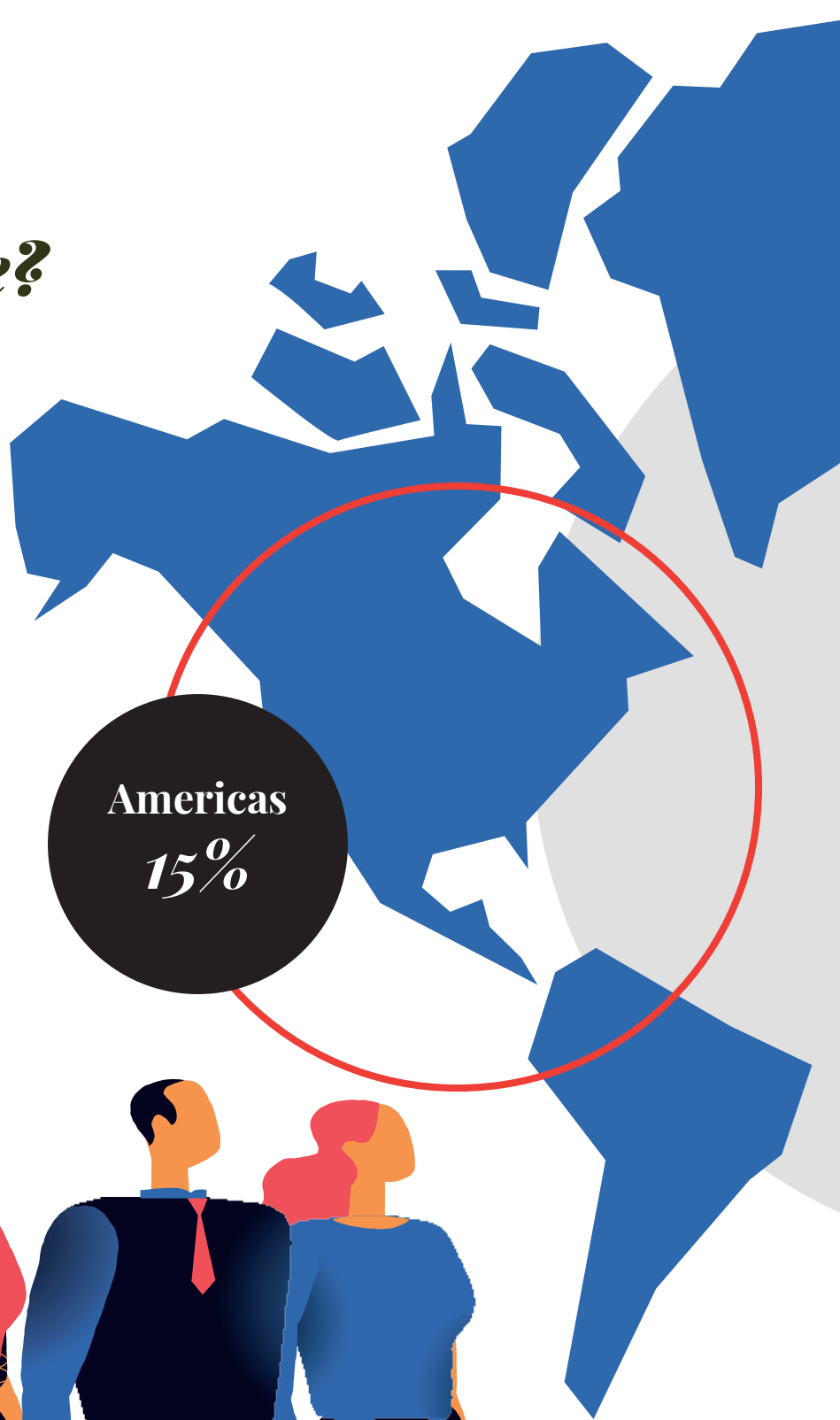
These are important topics for our readers. Many readers, for example, find it difficult to determine the best property to invest in or how to charter a superyacht. With IMPERIUM, our readers can learn how to find an appropriate property or find a superyacht to charter for a family holiday. In other words, they are topics that will not only assist our readers organise their lives, but will also help them **enrich and simplify their everyday lives**.





Location: *Where is home?*

Being a digital publication, it has allowed us to target a large number of countries, locations that are known for those in the wealthy community to own a primary residence as well as a second or third home. Given that IMPERIUM is produced in the United Kingdom, we knew that this is where the vast majority of our readers would be located, making up a total of 12 percent of those who took part in the survey. The United States came in second with 11 percent, and Monaco





came in third with 7 percent. The remaining seven countries make up the top ten countries, starting with India at fourth, France at fifth, Italy at sixth, United Arab Emirates at Seventh, and Spain at eighth. The ninth and tenth countries are Austria and Greece. Although no Asian countries made the top ten, Asia is a part of the world that is growing with every edition that is published.

If we look at the breakdown per continent, out of the 1222 participants, Europe had the largest number of readers who took part, with a total of 754 readers. The Americas came in second with 187 readers from countries

like the United States of America and Argentina. Third is the Middle East, with a total of 156 participants, mostly from the United Arab Emirates and Saudi Arabia. Asia comes in fourth, with 125 readers taking part in the survey from countries like the Philippines, Vietnam, and China.

Looking ahead to 2023, we are on course to publish IMPERIUM in print form, which will allow us to continue to build a dedicated readership and position the magazine in strategic locations throughout the globe, including hotels, events, private jet terminals, and clients' homes.

Section One: *The Readers*

We wanted to learn a little bit more about our audience so that we can continue to make improvements to IMPERIUM. It will be helpful for us to understand what kinds of brands we should be concentrating on if we know the gender, age, and net worth of our readers. We can then match the brands that are appropriate for the target audience.

What is your Gender?

After looking through the findings of the survey, we have come to the conclusion that our male readers make up 53 percent of the total, while our female readers make up 47 percent of the total. This indicates that in terms of our material, we have reached the point where we are currently striking the appropriate balance between feminine features and male topics. When we put together a new Edition of IMPERIUM, we make an effort to select a mix of tales that are complementary to one another.

Which Age Band are in?

As a consequence of looking at the data, we now know that the bulk of our readers fall into the age bracket of 35 to 64 years old (46 percent), which is an age range that unmistakably demonstrates that our readers have significant experience in the field of luxury. We may draw the conclusion, based on the data from the gender results and the age range, that it is extremely likely that the majority of our readers have families. The group of people aged 25 to 34 had the second greatest percentage of respondents

at 25 percent, followed by those aged 18 to 24 (17 percent) and finally those aged 65 and over (12 percent). The 25 to 34 age group is a demographic that is expanding with each new edition.

What would you say is your approximate net worth in USD?

Everyone who is given a question like this could feel uncomfortable addressing it, therefore we count ourselves fortunate that our readers were willing to share their thoughts. When we take a look at the findings, we can draw the conclusion that 43 percent of the people who participated in our survey had a net worth that ranges from \$5 million to \$29.9 million USD. Those with wealth ranging from \$30 million to \$99.9 million USD make up 29 percent of the whole total. After that, the percentage of people whose wealth is \$4.9 million USD or less drops precipitously to 19 percent. Only 8 percent of people have wealth that is greater than \$100 million USD.

Where are you located in the world?

Our readers come from all over the world, but the majority of them—well over 62 percent—are from Europe. Some of the nations our readers originate from include the United Kingdom, Germany, France, and Monaco. The United States leads the way in IMPERIUM's rapidly expanding presence in the Americas, which currently stands at 15 percent. Canada and Argentina come in a close second and third, respectively.

The Middle East is quite close behind, coming in at 13 percent, with countries such as the United Arab Emirates at the top of the list and Saudi Arabia following closely after them. Even though Asia is one of the regions with the lowest share, at only 10 percent, it is a growth area, just like the Americas, because there is an increasing need for western-based



experiences and brands. We may anticipate an increase of between eight and ten percent of this number in the not too distant future thanks to countries such as the Philippines, Hong Kong, and Vietnam.

Which device do you read IMPERIUM on?

Because the only format available for IMPERIUM right now is digital, we have to make sure that each edition can be accessed on a wide variety of devices. In light of the findings of the survey, we now know that there are three different kinds of technology that are utilised in an essentially same manner. The desktop computer (when using a browser) comes in second at 30 percent, and users of Android devices

come in third at 29 percent. The Apple iPad has the highest percentage, at 31 percent. As can be seen, there is not much of a difference between the various types of devices. To read IMPERIUM, just 9 percent of those who participated in the survey use their iPhones.







Raw Data: *The Readers*

WHAT IS YOUR GENDER?

Male	53%
Female	47%

WHICH AGE BAND ARE YOU IN?

18-24	17%
25-34	25%
35-64	46%
65+	12%

WHAT WOULD YOU SAY IS YOUR APPROXIMATE NET WORTH IN USD?

Below \$4.9 Million	19%
\$5 to \$29.9 Million	43%
\$30 to \$99.9 Million	29%
Over \$100 Million	8%

WHICH DEVICE DO YOU READ IMPERIUM ON?

Computer (in the browser)	30%
iPad/Tablet	31%
Andriod	29%
iPhone	9%





Section Two: *The Journey*

These questions were developed to assist us in determining the reading habits of our readers. For example, we wanted to know if they read new copies of IMPERIUM from cover to cover or if they only flipped through it. Through the use of these questions, we will be able to gain a deeper comprehension of the level of investment that our readers have in the magazine. When we look at the findings, we can draw the conclusion that the vast majority of our readers read the entire magazine, which demonstrates the strong connection that exists between IMPERIUM and its readership.

When a new Edition of IMPERIUM is released, do you?

We provided our audience with three different reading options: read it in its entirety, read it selectively, or flip through it. After one whole year of publishing, we were pleasantly thrilled to find out that 45 percent of the respondents had read IMPERIUM from beginning to end. Only 21 percent of people skim through it, while 34 percent read only certain parts of it. This indicates that the majority of readers have read the IMPERIUM series in its entirety.

Do you ever revisit a previous edition of IMPERIUM?

It is a common misconception that magazines are a form of media that only exists once, and that with

each new edition, the older editions are retired; however, this is not the case. Our readership data reveals that our readers have read earlier Editions of IMPERIUM, with 56 percent of respondents indicating that they would go back to read previous editions. This is beneficial not only for brands that purchase advertising but also for brands that receive editorial coverage, increasing the value of their investment in IMPERIUM.

How likely are you to read IMPERIUM compared with other luxury titles?

The luxury market is saturated with luxury titles and digital news sites; however, what makes IMPERIUM stand out is not only the publisher's rich history as a publisher but also their understanding of the luxury market as a whole. IMPERIUM's understanding of the luxury market as a whole makes it stand out. 45 percent of those polled indicate that they are "Likely" to read IMPERIUM instead of other luxury titles, while 30 percent indicate that they are "Very Likely" to do so. This result reflects the level of experience and competence possessed by the team responsible for the publication.

How would you prefer to read IMPERIUM?

In light of the fact that IMPERIUM is only available in digital format at the present time and with an eye toward the future, we posed the aforementioned question in order to gain insight into whether or not we ought to publish IMPERIUM in print form. The findings show that when it came to deciding, our respondents were split down the middle, with 'In print' and 'Digital' each receiving 31 percent of the vote and 36 percent opting for 'both.' In conclusion, our readers are not overly concerned about the format that IMPERIUM is published in.

Raw Data: *The Journey*

DO YOU EVER REVISIT A PREVIOUS EDITION OF IMPERIUM?

<i>Yes</i>	56%
No	46%

WHEN A NEW EDITION OF IMPERIUM IS RELEASED, DO YOU?

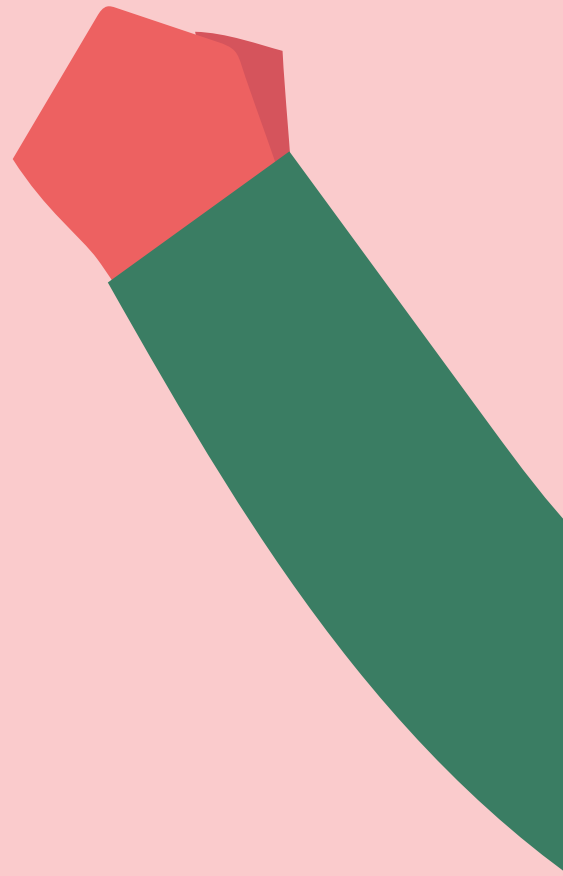
<i>Read it cover to cover</i>	45%
Read it selectively	34%
Flip through it	21%

HOW LIKELY ARE YOU TO READ IMPERIUM (COMPARED WITH OTHER LUXURY TITLES)?

Very Likely	30%
<i>Likely</i>	45%
Not Likely	25%

HOW WOULD YOU PREFER TO READ IMPERIUM?

In Print	32%
Digital	32%
<i>Both</i>	36%







Section Three: *Readers Thoughts*

These questions were intended to collect general input on the various topics we cover so that IMPERIUM can keep delivering the right stories and brands inside each Edition. We also asked what kinds of luxury lifestyle assets they found most interesting, and for their feedback on the overall style and arrangement of the features, in addition to finding out which section was the most popular. We are overjoyed that the vast majority of our readers gave our layout a “Very High” rating.

What is your favourite part of IMPERIUM?

Since we aim to provide comprehensive coverage of our readers’ lifestyles in all of our luxury publications, we polled them to find out which section of IMPERIUM they enjoyed the most. The Air, Land, and Sea section accounts for 36 percent, followed by the Lifestyle segment at 25 percent and the Travel category at 20 percent. Dining (10 percent) and social gatherings (9 percent) both rank near the bottom of the list. However, we are still expanding this section to include features on dining-related topics such

as restaurants, food items, beverages, and chefs. The events category ranked last, probably because its activity is less consistent than that of the dining and other categories.

What is Your Favourite Luxury Asset?

The purpose of this question was to provide a chance for our respondents to provide us with detailed information regarding the category of luxury asset that they enjoy reading about. Motoring came in first place with 20 percent, followed by Real Estate with 17 percent, and Yachting came in third place with 16 percent, a difference of only one percentage point. The results showed that fashion brought in 14 percent, watches and jewellery brought in 13 percent, while jets, wines, champagnes, and spirits were tied at 10 percent. It is encouraging to see that Fashion came in fourth, closely followed by Watches and Jewellery as the most popular categories among both males and females.

How would you rate the design of IMPERIUM?

The process of designing each edition is a time-consuming endeavour. Deciding how to showcase photographs, text, and individual stories requires planning that can take several weeks or even months. We make an effort to keep the design of the edition straightforward so that it is simple for readers to navigate and read the articles, and so that each advertising brand can be easily distinguished from the others. 41 percent of respondents gave the overall design of IMPERIUM a “very high” rating, while 30 percent gave it a “Very Highly” rating. This proves that the design team has a good knowledge of what our readers want and that the majority of our readers are satisfied with the way IMPERIUM has been laid out.



Raw Data: *Readers Thoughts*

WHAT IS YOUR FAVOURITE PART OF IMPERIUM?

Lifestyle	25%
<i>Air Land Sea</i>	<i>36%</i>
Dining	10%
Events	9%
Travel	20%

WHAT IS YOUR FAVOURITE LUXURY ASSET?

<i>Motoring</i>	<i>20%</i>
<i>Yachting</i>	<i>16%</i>
Jets	10%
<i>Real Estate</i>	<i>17%</i>
Fashion	14%
Watches & Jewellery	13%
Wines, Champagnes & Spirits	10%

HOW WOULD YOU RATE THE DESIGN OF IMPERIUM?

<i>Extremely Highly</i>	<i>41%</i>
Very Highly	30%
Somewhat OK	23%
Not Great	4%
Don't Like it	1%

Section Four: *The Story*

These questions were created to assist us in discovering not only whether the editorial stories that we put together are actually relevant to our readers, but also, and perhaps more crucially, what action they do after reading a particular story in our magazine.

How relevant is the editorial to you as a reader?

This was a very important question, and we were ecstatic to learn that 43 percent of respondents deemed our stories to be “Very Relevant,” while 36 percent of respondents rated the editorial in IMPERIUM as “Relevant.” This indicates that the vast majority of our readers are finding value in the articles and features that we provide specifically for them. Our writers and contributors, the majority of whom are business owners who spend their days working in the luxury industry, will also be overjoyed to hear this wonderful news. When they tell their stories, they are speaking from experience, which is wonderful for our readers because they can be assured that the stories they are reading are backed by credible sources.

After reading an editorial feature, how likely are you to take action?

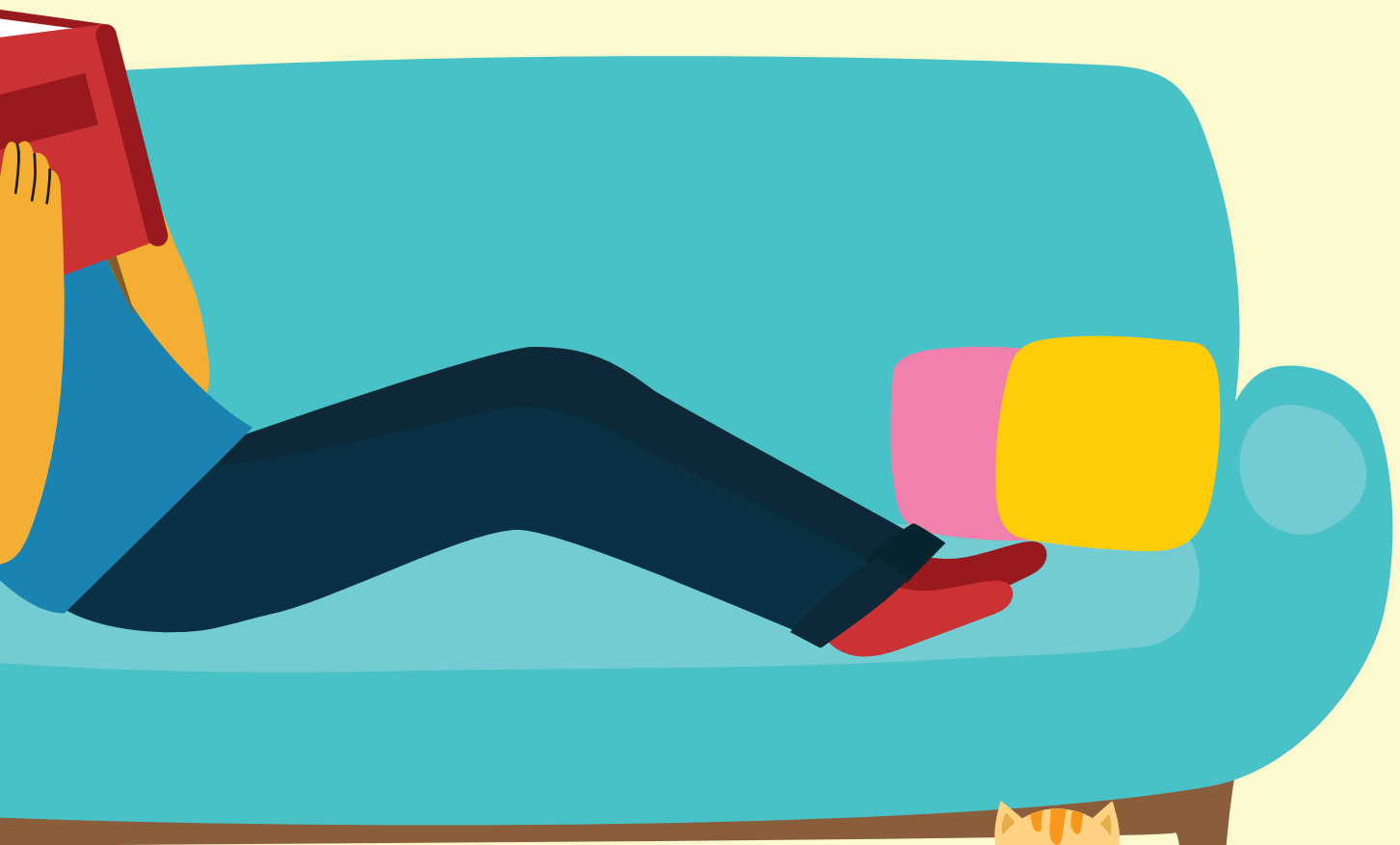
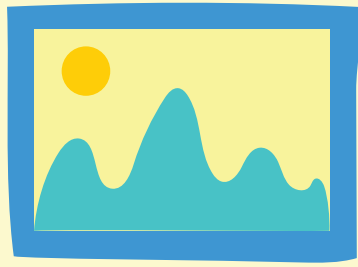
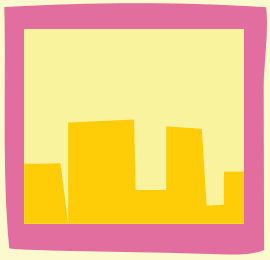
A question that is equally as significant and that tells us whether the quality of our stories is sufficient

to persuade our readers to take action after reading a story is whether or not our stories are good enough. 43 percent of respondents shared that they were “Likely” to take action after reading an editorial story, while 29 percent of those respondents claimed that they were “Very Likely” to take action after reading an editorial story. Even though just 21 percent of respondents claimed they were “Somewhat Likely” to take action, we are confident in asserting that our readers intend to take action after reading one of our stories because of the overall response.

How likely are you to share IMPERIUM with your Social Networks?

In spite of the fact that IMPERIUM is not very active on social media, with the exception of LinkedIn, we wanted to find out whether or not readers share content from the edition they are currently reading if they enjoyed some aspect of it. 58 percent of respondents said that they were “somewhat likely” to do so. When we consider this information alongside the responses the respondents provided to the prior questions, we are able to deduce that our readers do not actually use social media. Only 26 percent of respondents said they were “Extremely Likely” to share IMPERIUM, while the remaining 13 percent said they were “Likely” to do so.







Raw Data: *The Story*

HOW RELEVANT IS THE EDITORIAL TO YOU AS A READER?

<i>Very Relevant</i>	43%
Relevant	36%
Somewhat Relevant	10%
Not Relevant	7%
Nothing Relevant	5%

AFTER READING AN EDITORIAL FEATURE, HOW LIKELY ARE YOU TO TAKE ACTION?

Extremely Likely	29%
<i>Very Likely</i>	43%
Somewhat Likely	21%
Not Likely	4%
No Action	3%

HOW LIKELY ARE YOU TO SHARE IMPERIUM WITH YOUR SOCIAL NETWORKS?

Extreamly Likely	26%
Very Likely	13%
<i>Somewhat Likely</i>	58%
Not Likely	2%
No Action	1%

Section Five: *The Brands*

Advertising is essential to IMPERIUM because it is the primary source of income for the publication's continued expansion and improvement. Along the same lines as the editorial questions, these questions assist us in understanding the route that our readers take whenever they come across an advertisement. The majority of the advertisements that are being placed in IMPERIUM are double-page spreads, which not only contribute to the magazine's already impressive advertising to editorial ratio of 30 percent to 70 percent, but are also among the most prominent advertisements in the publication. When compared to brands that only place advertisements as a single page, each edition of IMPERIUM contains twice as many brands that choose to place double page advertisements.

How relevant are the advertising brands to you as a reader?

Our business development team spends months reaching out to luxury brands that are compatible with the lifestyles of our readers as well as the stories that are covered. 38 percent of respondents said that they considered the advertising brands to be "Very Relevant," and 33 percent said that they found our advertising brands to be "Relevant."

How likely are you to take action as a result of seeing any of the Advertising Brands in IMPERIUM?

Not only is this a highly significant subject for us as a publisher, but it is also very crucial for our advertising partners. It helps us understand how investable IMPERIUM is, with 44 percent of respondents stating that they were "Very Likely" to take action after seeing an advertisement, and 20 percent of respondents stating that

they were "Extremely Likely" to take action after seeing an advertisement. Only 35 percent of those who were polled said they were "Somewhat Likely" to take some kind of action. It is wonderful to discover that the advertising brands are pertinent, and it is much more satisfying to learn that our audience responds positively when they see them.

What action have you taken as a result of seeing an advert in IMPERIUM?

Finding out what kind of action our readers take in response to viewing an advertisement was the last question in the poll. 41 percent of those who participated in the survey said that they "Saved for future action," while 27 percent of them said that they "Share with others." Given that the majority of our readers do not participate in social media, this is a natural conclusion to come to given that we are aware that our readers have families. Because of this, we can conclude with certainty that our readers are sharing an advertising brand with a significant other. After being exposed to an advertisement, just 12 percent of respondents reported having "Sought further information," while 20 percent of those polled claimed that they had "Visited the website" of the advertising brand in question. When we consider that the vast majority of respondents mentioned that they had bookmarked the advertisement for later use and that other respondents indicated that they had gone back to either the current or previous editions of IMPERIUM, we are confident in asserting that our readers do engage in some kind of activity when seeing an advertising brand.







Raw Data: ***The Brands***

HOW RELEVANT ARE THE ADVERTISING BRANDS TO YOU AS A READER?

<i>Very Relevant</i>	<i>38%</i>
Relevant	33%
Somewhat Relevant	22%
Not Relevant	4%
Nothing Relevant	3%

HOW LIKELY ARE YOU TO TAKE ACTION AS A RESULT OF SEEING ANY OF THE ADVERTISING BRANDS IN IMPERIUM?

Extremely Likely	20%
<i>Very Likely</i>	<i>44%</i>
Somewhat Likely	35%
Not Likely	1%
No Action	0%

WHAT ACTION HAVE YOU TAKEN AS A RESULT OF SEEING AN ADVERT IN IMPERIUM?

Visited their website	20%
Sought further information	12%
<i>Saved for future action</i>	<i>41%</i>
Shared with others	27%

Whats Next: *The Conclusion*





Though short, our survey was comprised entirely of clear questions. If we pick the most important conclusions from the responses to each question that was asked, we may get a more accurate picture of our readership. We are aware that the number of male and female readers who read the magazine is virtually exactly equal. If we combine this information with the fact that the majority of our readers are between the ages of 35 to 64 and have a net worth that ranges from \$5 million to \$29.9 million, it is safe to assume that the majority of these readers are married and have children. We have also discovered that the majority of our readers access IMPERIUM via a tablet, which is a device that the majority of us utilise when we are travelling. When we combine this information with the fact that 56 percent revisit previous editions of IMPERIUM, we get a clearer idea that our readers like to travel. This is supported by the fact that they have told us that they would prefer to read the publication in both print and digital formats.

We also discovered through the survey that 45 percent of our readers read each edition 'Cover to Cover', which, when combined with the likelihood that they were to read IMPERIUM in comparison to other titles in the luxury field, the majority of readers responded that they are 'Likely' to our title, with an additional 30 percent being 'Very Likely'. This indicates that our most dedicated readers are developing a habit of reading more frequently, which fosters trust and loyalty.

When it comes to the editorial, we are overjoyed by the favourable response from our audience, with 43 percent of respondents ranking our content as 'Very Relevant' and an additional 36 percent giving

a rating of 'Relevant'. When you combine this information with the fact that 41 percent of readers rated the magazine's design as 'Extremely High', it is safe to assume that we are delivering the right brands and content that our readers appreciate, which further strengthens the team's expertise and understanding of our audience.

When it comes to advertising, we deal with a vast number of different businesses, and 43 percent of our readers believe that those brands they see are 'Very Relevant.' This makes us extremely happy. In addition, 44 percent of respondents stated that they were 'Very Likely' to take some sort of action as a result of seeing an advertisement within IMPERIUM. This is wonderful news for any magazine to hear, but what is most important is that they are establishing connections with the brands. When asked what they did when they spotted an advertising brand they liked, 41 percent of our readers said that they 'Saved for future action', while another 27 percent said that they 'Shared with others'.

In light of the results of this survey, IMPERIUM is prepared to make improvements and to continue making use of our previous experiences and expertise in order to deliver our readers from all over the world incredible stories, brands, and one-of-a-kind assets. We now have clear data that proves that readers in the wealthy community use IMPERIUM to expand their knowledge of the world of luxury and to keep updated about developments in the luxury industry.



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A TKC BRAND



THE KEEP CLUB