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PRINT SELLS!

Media mixes are successful

NEWS FROM ONLINE

Digital TV and mobile ads available

FURTHER STEPS INTO THE DIGITAL WORLD

G+J extends its portfolio to include digital television and mobile phones

Dear readers,

Good news from Germany. G+J is again increasing its portfolio of powerful media to offer you the best ways to reach your desired target groups.

This time, we are talking about going one step further into the digital world. In addition to magazines and websites, G+J now offers you fascinating advertising and spon-

sorship opportunities on digital television and mobile phones.

Why would a print publisher do this? It's easy. At Gruner + Jahr we see the world of media changing. People change their way of media consumption. They use more and different media throughout their day. And advertisers, too, are looking for new ways of marketing to reflect these changes in media consumption. ➔



EDITORIAL CALENDAR

10

Coming special features in G+J magazines

TOPIC	TITLE	ON SALE	AD CLOSING
Mount Everest	GEO SAISON	24 Jan. 07	14 Dec. 06
Shakers (New England)	GEO SAISON	24 Jan. 07	14 Dec. 06
Dubai, the Emirates and Oman	GEO SPECIAL	31 Jan. 07	22 Dec. 06
CeBIT	LUFTHANSA EXCLUSIVE	1 Mar. 07	2 Jan. 07
Italy	GEO SAISON	21 Feb. 07	16 Jan. 07
Hotels in Spain	GEO SAISON	21 Feb. 07	16 Jan. 07
Travelling with Children	GEO SAISON EXTRA	7 Mar. 07	24 Jan. 07
Biosphere "The Oceans"	GEO KOMPAKT	14 Mar. 07	31 Jan. 07
Spring and Summer Fashion	STERN (Journal)	22 Feb. 07	1 Feb. 07



FURTHER STEPS INTO THE DIGITAL WORLD

(continued)

Number one in reaching upscale target groups

Gruner + Jahr is not only Europe's leading magazine publisher. G+J Media Sales is also the market leader in reaching qualified consumer target groups. Our aim is to provide our advertising clients with the best target groups for their products. This includes offering the right variety of media that these attractive target groups are using.

Advertising on digital TV

With digital television on the rise, it is a very logical step to join forces with this emerging medium. By the year 2010 all of Germany's households will have digital television only, offering a wide variety of choices to consumers. Unlike major television stations, digital pay-TV channels do not communicate to the masses. Instead, they reach very distinct and clearly-defined target groups. "Special Interest TV" suits us as a fitting description. This is why they fit well in our marketing portfolio.

G+J Electronic Media Sales has already signed contracts with five television channels: Fashion TV, Motors TV, Sailing

Channel, Kinowelt TV and National Geographic Channel. Please see page 3 for more information.

Advertising on mobile phones

The second new field we have entered is mobile advertising. A mobile phone today is much more than just a communication device. It is also a camera, a music player, and also the most personal medium for individualised advertising. G+J EMS was appointed as the exclusive sales organization for Vodafone *live!*, the mobile telephone provider's online portal for Vodafone subscribers. Vodafone *live!* features news, background information, games, movies, live television feeds and much more on your mobile phone.

3.3 million unique users per month

Mobile advertising is a rapidly growing business. Vodafone *live!* already has 3.3 million unique users per month, making it the clear market leader in Germany. With Vodafone *live!* users decide what they want to see and when. Thus the acceptance of advertising is very high, unlike the tolerance of unsolicited short-message advertising. All

information on these new opportunities is featured in our article on page 3.

With digital TV channels and mobile advertising, G+J Media Sales has again extended its portfolio of relevant target group media. All in view of providing the best solutions to our client's communication needs.

We look forward to a fascinating new world of media, together with you.

Sincerely



André Freiheit
Director Marketing &
International Media Sales
Gruner + Jahr AG & Co KG

WEB PICK

SHARE YOUR HOLIDAY DESTINATION

Contributed by IMS intern Matti Holtmann

We've all had the same experience: our holiday trip is just about over and now that we've become acquainted with the city, we discover the attractions, cafés and sightseeing locations that we personally like the best. Unfortunately, too late.

mycitymate.com can help. This free online portal offers its users the opportunity to place a description of their own personal favourites on the Web as well as to evaluate the recommendations of others. Simultaneously, the Website offers users the possibility to compile and download their own, personalized city guides on their mobile phone or iPod – users merely have to mark the recommendations that they want to take along and download

them in a mobile storage medium. In addition to the users' evaluations and tips, the editors of mycitymate.com also include useful tourist links to the respective cities. All information can of course be viewed online as well. The principle is simple and the pages are user-friendly. The more users contribute to this young Website, the more personalized and detailed the information will ultimately become.

mycitymate.com is an ideal complement to traditional city guides. Tourists now have the chance to discover and recommend locations that have never been featured in standard city guides before because they appealed to too small an audience. ■



mycitymate.com – a personalizable online city guide

ELECTRONIC BUSINESS NEWS

Digital TV and mobile advertising now also available

G+J EMS now offers you even greater flexibility for reaching your target group via digital TV and mobile advertising on Vodafone *live!*

Digital TV – advertising free of wasted coverage



2006 saw the official launch of two new media services. G+J EMS now offers you five special-interest digital TV channels through which you can communicate with your target group: Fashion TV, Kinowelt TV, Motors TV, National Geographic Channel and Sailing Channel are aimed at very clearly delineated target groups, thus ensuring a minimum of wasted coverage.

As these pay-TV channels are oriented to specific viewer interests, subscribers can select the topics that really interest them. The Sailing Channel, for example, offers viewers spectacular images of the top regattas plus all aspects of water sports around the clock, backed up by detailed expert knowledge. The National Geographic Channel describes the wonderful world of nature, technology and science in the accustomed National Geographic quality.

With its range of digital TV channels, G+J EMS offers advertisers a multi-sensoric bridgehead for campaigns aimed at achieving high awareness levels free of coverage wastage. The advertising is set in the fitting environment offered by the special interest channels. The channels are unsaturated media vehicles whose highly committed users are very open to targeted advertising.

Mobile advertising – 3.3 million unique users only an arm's length away

Vodafone live!

Mobile advertising on Vodafone *live!* is a mass medium with a high coverage. Through G+J EMS and the Vodafone *live!* portal, you can currently reach around 3.3 million unique users – and their number continues to rise. The target group tends to be young and have high incomes.

Advertising on the Vodafone *live!* portal allows you to use graphic advertising elements and microsites so that you are integrated in the Vodafone *live!* portal. On top of this, a wide range of other advertising opportunities is also available. For details visit us at www.ems.guj.de.

Online, print, mobile, TV – cross-media platforms for all targets

With the addition of two new media platforms to the portfolio, G+J EMS is cur-



rently the only marketer in Germany able to offer you cross-media possibilities covering the most relevant media – online, print, mobile and TV. G+J EMS will be pleased to design an individual model for your communication targets.

All the information you need at www.ems.guj.de

At www.ems.guj.de, you will find showrooms which highlight individual forms of advertising for mobile and digital TV. As well as this, our Website explains all you need to know about these two channels – complete with rates, possibilities for advertising, and details of the individual channels and portals.

Needless to say, your local contact will be happy to discuss your communications needs with you in person. Go to <http://www.ems.guj.de/kontakte> to find the local sales manager in your country. ■



You can find up-to-date information on our homepage at www.ems.guj.de/english

For further information please contact your representative or send an e-mail to anzeigen@ems.guj.de



NOW EVEN BETTER: gujmedia.com

gujmedia.com, Gruner + Jahr's Website for marketing and media professionals, has just been totally reworked and is now even more informative and user-friendly than before.

Specially created for advertisers, agencies and business associates who are interested in German media and marketing in general, and the broad portfolio of G+J titles in particular, gujmedia.com now has a simplified navigation structure, clearer functionality and a more modern design with many visual highlights.



Clearly divided into general categories such as media offer, services, news, contacts and worldwide, gujmedia.com contains complete media rates and data on G+J titles as well as the publisher's broad ranges of media, marketing and research services.

Gruner + Jahr is one of the world's most international publishers, and correspondingly, in the "Media Worldwide" section, basic media information on G+J titles in 15 countries including China, Greece, Poland, Russia, France and the Netherlands is presented.

As Dr. Angela Schulze, head of advertising and communication at Gruner + Jahr commented, "A quality portfolio deserves a quality presentation. We will continue to improve the site even after the relaunch has been completed." ■

MY POINT OF VIEW

IN THE SHADOW OF GLOBALISATION – 6.5 MILLION GERMANS WITHOUT HOPE

To the German public, it came close to blasphemy when the minister-president of Rhineland-Palatinate (who also doubles as chairman of the social democrats) recently confirmed the existence of a lower class in Germany. "Lower class" – an ugly word in a society that is oriented to the general well-being of all, but a term that aptly describes the dismal lives and attitudes of a surprisingly large number of people in Germany. According to the findings of a recent study, 4% of the western and fully 20% of the eastern German population have lost touch with mainstream society. Poor education, the lack of a basic sense of purpose, the impact of material poverty due to long-term unemployment, and dramatically unstable value notions have caused more than 6.5 million to lose all hopes of any advancement in their social status.

Germany's political elite, will need to resolve the question of how to enable a lower class that has been cut off from prosperity to return to the fold. A material redistribution of the kind desired and implemented by politicians more than two decades ago will no longer help. To reanimate the innovative power of the people affected, a suitable framework of conditions will need to be created – for instance by establishing state-subsidised employment opportunities, or by promoting alternative solutions to provide guidance and motivation beyond the labour market as such.

What appears to be essential, however, is the introduction of a profound change in awareness to break down the tradition of a one-sided idealisation of consumption, and the need to place greater emphasis on the importance of education and cultural values.

This task cannot be assigned to the government and trade unions alone. The media will also need to endorse and support the urgent change in the perception of values. This applies in particular to television which, instead of meeting its mandate to educate viewers, has been catering to the needs of what has meanwhile become a lethargic population segment that abandoned hope long ago. However, we should not be deluded into thinking that education or social and cultural programmes alone will be able to resolve the problem of socially disadvantaged people living on the fringe of society.

In the wake of a globalisation that has spun out of control, these people – most of whom perform menial or simple jobs and who will always be around – are competing in vain with other people located elsewhere in the world; people who are prepared to do the same jobs for minimal wages that defy all notions of social standards. National governments, such as that of Germany, are therefore increasingly losing the influence needed to correct the precarious, possibly politically destabilising develop-

ments taking place in society. More and more voices in favour of restructuring the western economic regions are already being heard. These new economic regions could defend themselves more successfully than in the past against cheap competitors willing to tolerate social dumping, and could create fair conditions within their borders based on comparable social standards. At least this could soften the impact of the disastrous developments of far-reaching, fundamental class differences.

The price of a limited and no longer uncontrolled, freely circulating flow of merchandise and capital worldwide would not appear to be too high if, in return, it would be possible to increase the degree of social permeability and enable millions of people to advance to the middle class of society. ■

M. Spielmann



Michael Spielmann,
Market analyst and
strategic media planner,
International Media Sales

ROAD BIKE

New title from MPS Verlag

If you thought the Germans were nothing but a nation of motorists, you'd be wrong. While millions share a passive interest in leisurely cycling on a racing bike, almost four million bikers with sporting ambitions now actively take to the road – and not just on the plains of Northern Germany, but throughout the Federal Republic.

Ideal conditions, then, for the new magazine ROAD BIKE which Motor Presse in Stuttgart, with many years of success in the segment of sports and leisure publications, is all set to launch in March 2007. Both the sales figures for the pilot issue and the positive market research findings promise a flying start for ROAD BIKE, which will be appearing on the market in a circulation of 80,000 copies.

Magazine for enthusiastic road racers

The magazine will serve the needs of active road racers on a monthly basis. The main themes will be reviews of racing bikes and accessories, training tips and tour suggestions. Along with expert best-buy advice and service information, ROAD BIKE will communicate the special fascination of competitive cycling with exciting reports and high-class photography.



PRINT SELLS!

Campaigns with a media mix are often more successful

Business developed unexpectedly well – with 142,000 advertising pages booked, ad sales by German magazines were up by 5% from January to August 2006. This growth is generally explained by the end of the ultra-low-cost shopping fad and the fact that consumers are again recognizing the merits of higher-quality but more expensive branded products. This has led to a renaissance of image advertising in magazines.

This alone, however, cannot explain the brisk advertising sales in magazines. On the contrary: the higher sales revenues are also attributable to an area that is rather atypical for magazines: in addition to ad campaigns to boost the degree of brand recognition, magazines have increasingly also been used as media for sales promotion – even for fast-moving consumer goods.

The prejudicial belief that print produces a rather poor impact at the point of sale seems to be changing. And rightly so, since numerous studies – not only by ad media themselves, but also by media agencies – now indicate that advertising in magazines helps to boost sales quickly; indeed, some would argue that print is indispensable for successful marketing.

Successful ad campaigns prove: Print sells!

In a brochure released by the association of German newspaper publishers (VDZ) entitled "Print Sells," 18 of these studies were evaluated. These proved through concrete case histories that magazine advertising can generate additional sales revenues. One of the most prominent examples of this is the 2003 market launch of "Ebly Zartweizen" (durum wheat) by Masterfoods. Even though durum wheat had been virtually unknown as a foodstuff in Germany, only a year after the campaign launch it was a common term among a quarter of the German population. Masterfoods had made a wise decision not only to rely on TV advertising but to boost the efficiency of its product launch with the aid of a magazine-based advertising campaign. This example proves that the levels of brand awareness, liking and use always



tended to rise significantly - even disproportionately in relation to the print volume deployed - if the share of advertising in magazines was increased. The explanation is quite obvious: the high target group affinity of the magazines used for advertising and their flexibility in creating advertorials developed especially for Ebly ensured optimum coverage of the relevant target customers and were an ideal complement to the TV ad campaign.

Scene change: Esberitox N is a medication that is widely used in Germany to combat colds. With the aid of the Ad Effect Modelling by Carat Expert, from 2001 to 2005 the influences of such key sales factors as price, distribution, promotion and advertising were studied. Esberitox was largely advertised on television and in magazines. Both media contributed equally to sales revenues, but at very different costs: the TV campaign cost €7.6 million, while the (just as effective) print campaign in magazines only came to €4.1 million, showing that print as a medium was much more economical in delivering the same performance as its rival, TV.

An analysis of the studies presented by the VDZ and the findings speak for themselves. In a large number of cases, the key to an optimum sales impact lies in a balanced media mix which should include print as a matter of course. This applies particularly if importance is assigned to ideal contact distribution and to a targeted approach of consumers. If these two criteria are firmly defined, a TV mono campaign will hardly be the method of choice; instead, an intelligent combination of the two classical advertising media is more likely to succeed.



NEW: DOGS



Launched on October 24th, DOGS is a new lifestyle magazine for all dog-owners and canine-lovers. It expertly combines emotion and information; in addition to extensive advice from experts, DOGS also presents everything worth knowing from such areas as psychology, health and jurisprudence, along with exciting reportage articles from the canine world, art and culture. A hands-on (or paws-on) optical language and humourous, moving photo spreads communicate a high level of emotionality. The target group is composed (not only) of dog owners with a high social status. ■

GOOD HEALTH IS FUN



A recent purchaser survey confirms: a responsible attitude regarding health is self-evident for the readers of HEALTHY LIVING. Survey results prove that the magazine's readers are anything but passive patients: 63 % of the female respondents tell their doctors the exact names of the prescription medicines that they wish to be prescribed. The survey was based on a total of 257 female purchasers of the 10/06 issue aged 14 + and living in all areas of Germany. ■

FASHION TRENDS



The new trends for spring/summer 2007

WOMAN magazine's second Fashion Special will appear in February 2007, coinciding with Europe's largest fashion trade fair, the CPD. The magazine will contain around 60 pages of exclusive photo spreads; 10,000 copies will be distributed at the fair. WOMAN thus offers an ideal, tailor-made environment for all fashion advertisers. Ad closing is January 3rd, 2007. For further information, contact Steffi Meierfrankenfeld (+49-40) 3703 2946. ■

BUYER SURVEY



In the beginning, we had a feeling. Now we have the facts. A recent representative survey of EMOTION buyers confirms: women who read EMOTION belong to the EQ-Generation. They are determined, reflective and successful, but at the same time, they are enjoyment and quality-oriented, and have a preference for branded products. Moreover, they have the financial status to turn their dreams into reality. The female purchasers of EMOTION are mostly aged between 25 and 49 (72%) and enjoy above-average formal educations ("A"-Levels, university: 39%). Three

fourths are employed and 44% have a high net monthly household income (€ 2,500+). ■

NEW: GALA STYLE



On October 26th, GALA, the premium people magazine, introduced GALA STYLE in the German market. The opulent, 180-page special issue reported on the latest fashion trends, beauty and lifestyle. The issue will be available at newsagents for the next three months at a € 3.30 cover price. Next year, it will appear twice. The print run of the premiere issue was 150,000 copies. The trend to premium target groups continues unabated: GALA STYLE has a very high service value for this attractive target group. ■

DUAL BRAND STRATEGY



With its September issue, the venerated people's magazine FRAU IM SPIEGEL appeared with a new, innovative dual brandname strategy. Parallel to the classic title, the newcomer LOOK now also appears with nearly identical editorial contents as FRAU IM SPIEGEL. Six additional editorial pages have

been added to LOOK to make it more attractive to younger target groups. The LOOK cover is also younger, as is its motto, "The younger, somewhat extroverted sister." ■

ROOM WITH A VIEW



PARK AVENUE now offers a breathtaking monthly look from the windows of the world's top hotels.

In the new "Selection" editorial feature, the PARK AVENUE editors focus on a luxury hotel that offers stunning views along with first-class standards. In December, the reader will gaze in wonder from the windows of the Sanctuary Lodge at the legendary Machu Picchu. You can find the hotel views that PARK AVENUE has in store for 2007 under anzeigen@parkavenue.de ■

TOPS!



The market/media analysis "Financial Community 2006" took an in-depth look at the print media usage of the German Financial Community (151,000 persons). The survey convincingly documents that BÖRSE ONLINE not only has the highest coverage, but also is the most highly-respected investor's magazine. BÖRSE ONLINE is required reading for investors and is unmatched in reaching this elite target group! ■

For further information on these topics, please contact your local sales manager or send an e-mail to messenger@guj.de

HIGH-FLYING INFLIGHTS



The inflight publications of Europe's national airlines are truly among the top media analysed in the "Europe 2006" survey. They are intensively read and are unmatched in reaching decision-making target groups. Both the individual titles as well as combinations of several inflight magazines easily match the media performance of such pan-European titles as Business Week. The inflights' coverage levels are impressive: LUFTHANSA MAGAZIN reaches over 1.2 million persons per issue – or 12.3% of the 10.15 million persons analysed in the Europe 2006 survey. Heiko Hager, president of the IMB Inflight Marketing Bureau and ad director of LUFTHANSA MAGAZIN, commented, "The media performance of the inflight magazines is absolutely convincing."

THE NEW CAPITAL



The strategic process initiated in March 2006 by the new CAPITAL editor in chief, Dr. Klaus Schweinsberg, has been finished. Starting with issue 20/2006, CAPITAL now appears with a completely new concept in terms of content, optical language and structure. The editorial depart-

ments, reduced from eight to four, namely "politics," "finance," "enterprises," and the single-topic "CAPITAL Guide", ensure a clearer, more compact magazine structure.

In order to provide even closer proximity to the business decision-making centres, the editorial department has expanded by five members its network of correspondents in Berlin, Brussels, Frankfurt and New York. The magazine's worldwide perspective has been additionally reinforced by permanent columnists in China, the U.K., Switzerland and the U.S.

"In its new form, CAPITAL has solidified its position as Germany's most widely-read business magazine for decision makers and opinion leaders," comments Schweinsberg, who in the future wants to offer his readers even more closely-focussed analyses in place of superficial overviews, controversial viewpoints instead of politically correct balance, as well as a cosmopolitan perspective instead of a German view of the world.

FROM 2007: MONTHLY FREQUENCY



Starting in 2007 GEO SAISON, Germany's leading travel magazine, will go to a monthly publishing frequency. The extra issues will give GEO SAISON's one million readers even more travel information and inspiration, and put ad messages in the hands and minds of even more enthusiastic German travellers. Take advantage of two special discounts:

10+2: when booking a same-sized ad in all 12 issues you pay for only 10.

12 Percent: For ads booked in issues 1/07, 7/07, 8/07, 12/07 and 1/08 you will receive a special 12 % discount.

DUBAI, THE EMIRATES AND OMAN



The January 2007 issue of GEO SPECIAL will be devoted to the United Arab Emirates, famous for their ultra-luxurious hotels, leisure activities, pristine beaches and crystalline water, all topped off with incomparable shopping. When combined with the fascination of the desert and the flair of the Orient, the region offers magnificently unforgettable holidays.

On sale: 31 January 2007
Ad closing: 22 December 2006
Ad rate: full page 4c €15,700
Coverage (AWA 2006): 2.07 mill.

EXHIBITION "PLANET OCEAN"



At this year's Photokina trade fair in Cologne, which attracted over 150,000 visitors, NATIONAL GEOGRAPHIC DEUTSCHLAND and an exclusive sponsor jointly presented the photo exhibition "Planet Ocean – Journey to an Underwater World." Dancing seahorses, stingrays gliding through the depths like nautical flying saucers, jellyfish with a fish

escort on their journey through eternal twilight - the poetically haunting photos from the "Planet Ocean" book captivated countless visitors to the trade fair.

STERN SPECIALS 2007



Starting in 2007, STERN will publish a series of single-topic supplements – the STERN *spezial*. These special issues offer an ideal editorial environment on the topics of sailing, golf, outdoor and wellness.

The specials appear as an "issue in an issue" in a circulation of over one million copies. The full-page ad rate is € 24,500.

The fascination of sailing

Sailing has never been more popular in Germany than it is today. The first issue of STERN *spezial* will appear jointly with the magazine's 16/07 issue, on sale April 12th. Through attention-grabbing photos and expertly written articles, it will focus on the fascination and captivation of the historical tradition of the America's Cup.

Par, Birdie and Eagle

More and more Germans are turning to golf as a hobby. STERN will present players and courses, compare equipment, recommend golf holiday destinations and give tips for duffers and pros alike (23/07, May 31st).

Outdoor & Wellness

Accompanying the outdoor trade fair in Friedrichshafen, the special will contain extensive reportage articles, purchase and travel recommendations, plus a wealth of expert information (issue 30/07, July 19th).



IMAGERY 6



This October, GEO published the sixth edition of its respected IMAGERY market/media analyses, providing a timely look at internal brand images among upscale target groups. Over one hundred brandnames from eight markets were analysed (cars, financial institutions, companies listed on the German DAX exchange, consumer electronics, mobile telephones, photography, watches and outdoor fashions/textiles). The internal brand images of 35 magazines and newspapers were also ascertained. IMAGERY 6 is representative for the top 20 of German society: for around 20 million persons aged 18-64 with an above-average socio-economic status. They constitute the uppermost 43% of their age group in terms of education, occupation and income.

The IMAGERY research series concentrates on upscale target groups, because it is here that most brandnames are anchored in both ideal and financial terms. Today possibly more than ever before. Because as the German economy switches from an industrial to a knowledge society, an exacerbated division of German society seems unavoidable. Parallel to a developing rift between the classes in terms of knowledge, a chasm in incomes will continue to deepen. Differences between consumption and lifestyle worlds will also become more pronounced. ■

NEW BROCHURES FROM G+J



All these brochures are available in English as a free service from Gruner + Jahr. To order, please contact:

E-mail messenger@guj.de
 Fax (+49-40) 37 03 56 72
 Internet www.gujmedia.com

- CAPITAL**
Folder "The New Capital"
- GALA**
Style Guide
- GEO**
GEO Family Folder 2007
- GEO SPECIAL**
Flyer "Dubai, the Emirates and Oman"
- INTERNATIONAL MEDIA SALES**
Fact Sheets 10/06 (please specify titles)
- INTERNATIONAL MEDIA SALES**
Rate Cards 2007 (please specify titles)
- NEON**
Profile 2007
- STERN**
Profile 2007



CHUNG'S KITCHEN



Godfrey Wu, G+J representative in Hong Kong, in Chung's Kitchen

Located in the most crowded area in Hong Kong, Chung's Kitchen distinguishes itself from other restaurants in many ways. First, however, you should know about one common factor of Chinese restaurants all over the world. The flavour enhancer Monosodium Glutamate is used extensively and in some cases excessively. Symptoms from an overdose of MSG vary from one person to another, but can include itching skin, and thirst and dizziness are also common. However, Chung's Kitchen insists that no MSG is used in their food preparation - which is extremely rare in Chinese cooking. Their style of cooking comes from the southern part of China which is famous for its fineness and detail in their cooking style. The best time to patronize the restaurant is the weekday for dinner. They offer a set dinner costing only HK\$198 (which is around Euro 20) that includes a starter, shark fin soup (I am not a promoter of consuming shark fin!), seafood tempura Chinese style, abalone and dumplings in fish stock,

followed by dessert. Real value for money. They also serve seasonal dishes such as hairy crab from Shanghai. One of the, if not the most delicious crabs in the world. It is available from September to November. Do not forget to order the male crab from September to mid-October and female crab after that. The service is friendly and attentive, and there is no service charge in the restaurant. Most restaurants around the world add 10 % or more to the bill for the service charge, but this does not apply here. And there are also no "sundry" items on the bill, which is again rare among Chinese restaurants. In a nutshell, Chung's Kitchen offers inexpensive, good quality food, and excellent service. I highly recommend it. One shortfall however: they do not have a view. ■



Chung's Kitchen at 10/F, Time Square, Causeway Bay, Hong Kong

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