



# CSP TIMES

Culture | Society | People

2025



# ABOUT

Founded in 2019, CSP Times is digital lifestyle and travel publication dedicated to exploring contemporary luxury experiences. With headquarters in Hong Kong and teams spanning the UK, Europe, and Asia, we collaborate with an international network of contributors who rigorously evaluate the finest destinations and experiences.

Our mission is to inspire the discerning traveller by showcasing the world's most luxurious hotels, restaurants, spas, and beauty products. Trusted for our expert reviews and curated insights, we engage a global audience of affluent readers seeking unparalleled travel inspiration.

CSP Times was founded by Faye Bradley, a Hong Kong-based travel and lifestyle journalist with features in Lonely Planet, Business Insider, Variety, CNN Style, The MICHELIN Guide, Vogue Hong Kong, BurdaLuxury, South China Morning Post, China Daily, SUITCASE Magazine, JETSETTER, and more.



# AUDIENCE

*50,000+ Monthly Pageviews*

High-quality traffic with an average 2m 45s time on page and a 68% returning visitor rate.

*75,000+ Monthly Readership*

Affluent, travel-savvy readers actively seeking luxury hotel, F&B, airline and spa experiences.

## *Demographics*

**Average age:** 34

**Gender split:** 40% Male / 60% Female

## *Top Locations:*

Hong Kong (44.6%)

UK (19.8%)

Australia (17.8%)

USA (9.9%)

Europe (7.9%)

## *Travel Behaviour*

95% take at least three trips per year

58% regularly book five-star hotels

65% fly business class or higher

88% actively seek authentic hotel and F&B reviews for trip planning



# DIGITAL PRESENCE

## *Website Engagement*

38% bounce rate

## *Top Content Categories*

- Luxury hotel reviews
- Destination guides
- Curated F&B features
  - Airline reviews

## *Social Media Reach*

**Instagram:** 35k+ followers | 4.3% avg. engagement |  
500,000+ monthly views

**LinkedIn:** 10k+ followers | Strong B2B travel network

**Pinterest & Twitter/X:** Driving ongoing referral  
traffic

## *Newsletter*

8,500+ subscribers

38% average open rate

12% click-through rate

## *Audience Growth*

+32% YoY traffic growth in 2024

+20% Instagram growth in the last 6 months



# SAMPLE COVERAGE

*Article – Interview with Jaden  
Smith on his luggage brand:*

**Sebastian Mane & Jaden  
Smith on Taking Sustainable  
Travel to New Heights with  
Harper Collective**

INTERVIEW

Formed from a fleeting moment and built into the sustainable business model and brand it is today, **Harper Collective redefines sustainable travel.** The fashion faces behind this innovative approach to luggage are Sebastian Mane, alongside his co-founder, music sensation Jaden Smith. Turning trash into travel essentials, the pair have built a solid partnership, stemming from their shared passion for protecting the Earth's oceans. Their journey began at a fashion show, where a mutual love for bold ideas and boundary-pushing fashion solidified the concept of their eco-conscious luggage line, with a commitment to deliver sustainable processes from mindset to manufacturing. We sit down with Sebastian and Jaden to discuss the inception of their brand **Harper Collective** and their mission to redefine travel with style and purpose.



*Article – Interview with Sat Hari on  
cashmere brand with Brad Pitt:*

**Sat Hari On Launching God's  
True Cashmere with Brad  
Pitt & Expanding to Hong  
Kong with Joyce – Interview**

INTERVIEW



Image courtesy of Guy Aroch

Cashmere possesses a unique ability to conjure instant nostalgia for many – a sensation perhaps rooted in its luxurious softness, its unmatched softness, and the comforting embrace it offers. That's what **God's True Cashmere** aims to capture, a vision sparked by a vivid dream experienced by Sat Hari, the brainschild behind the brand. In her dream, Sat Hari found herself in the presence of her close friend, Hollywood actor Brad Pitt, who made an unusual request: a gift of extraordinary significance – a green shirt crafted solely from cashmere. "Softness," Pitt articulated, "I need more softness in my life."

# SAMPLE COVERAGE

*Article – Hotel review for JOALI  
Being in the Maldives:*

## **JOALI Being | Hotel Review**

THE MALDIVES

Visited in: September 2024

Trip: Family

Length of Stay: 4 Days, 3 Nights

**In a Nutshell:** JOALI BEING embodies the idyllic vision most associate with the Maldives: overwater and beach villas that seem suspended between sky and sea, crystal-clear waters that make you feel as though you're floating in a postcard, and snorkelling adventures that rival the best in the world. The service is nothing short of sublime – discreet yet attentive, making everyday anxieties dissolve into the warm, salt-tinged breeze, allowing you to fully surrender to the island's serene embrace, with wellness at the forefront.



*Article – Airline review for Cathay  
Pacific Business Class journey from  
Hong Kong to London:*

## **Review: Cathay Pacific Business Class Journey on the A350-900 from Hong Kong to London**

Aircraft: Cathay Pacific Airbus A350-900  
Route: Hong Kong (HKG) to London Heathrow (LHR)  
Flight No.: CX257  
Date Flown: June 7, 2025  
Seat: 11G  
Cabin: Business Class

Cathay Pacific has long held its own as a benchmark for long-haul premium service in Asia – and beyond. On June 7, I boarded Flight CX257 bound for London Heathrow, departing from Hong Kong International Airport, a journey of just over 13 hours aboard the Airbus A350-900. As one of Cathay's most technologically advanced aircraft, the A350 is designed for long-haul comfort, environmental efficiency, and cabin tranquility – a sleek vessel for a flagship route.

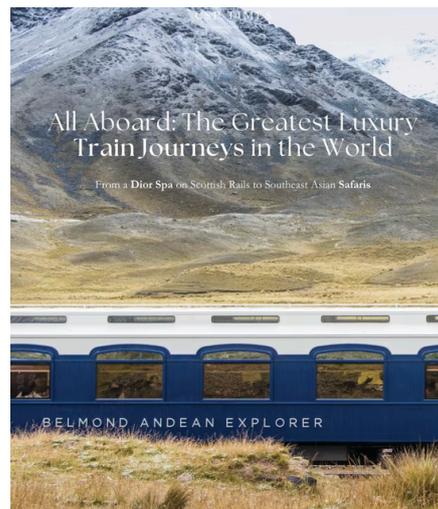
All images courtesy of CSP Times (with the exception of the last photo).



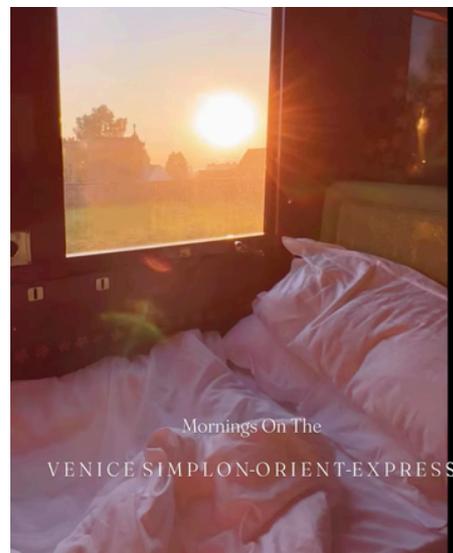


# SAMPLE COVERAGE

*Social media – Instagram post for the world's most luxurious train journeys*



*Social media – Instagram reel for Belmond Venice Simplon-Orient-Express train*





# PARTNERS



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# INTERVIEWS

THE  
WHITE LOTUS™  
HBO ORIGINAL

EMILY  
IN PARIS

CRAZY  
RICH  
ASIANS



Baobab  
COLLECTION

SUNDAY  
RILEY

*American Vintage*



ANDRÉ FU  
STUDIO



香港賽馬會  
The Hong Kong Jockey Club



SAATCHI ART

N SERIES  
YOU

MESSIKA  
PARIS

Disney

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# RATE CARD

## Magazine (Digital)

Full Article – US\$1,000

Interview Article – US\$800

Feature in Listicle – US\$250

## Social Media

Instagram Post – US\$250

Instagram Reel – US\$400

Instagram Story (Photo/Video) – US\$50

Facebook Post – US\$100

LinkedIn Post – US\$80

Twitter/X Post – US\$50

Pinterest – US\$50

## Magazine + Social Media

The Full Package (including 1 x article, 1 x interview, 1 x Instagram post, 1 x Instagram Story, 1 x Facebook Post, 1 x LinkedIn Post, 1 x Twitter/X Post, 1 x Pinterest post) – US\$2,000 (reduced from US\$2,380)