



**Press information**

**For immediate release**

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## **TurboJET, the World's Largest Ferry Company, chooses Ink Publishing to Launch its First Official Onboard Magazine**

[Hong Kong and Macau] TurboJET has appointed Ink Publishing to launch a brand new magazine titled TurboJET, the first official publication to be carried onboard the company's entire fleet.

TurboJET is the principal transportation link between Hong Kong and Macau. The Company carried 14 million passengers in 2007 and currently operates 32 ships, making it the world's largest fleet of high-speed vessels.

The monthly magazine in Traditional Chinese and English will be launched on 1 December 2008. TurboJET will be distributed on every vessel, making it the highest readership magazine to focus on the Macau market.

Anna Hong, Deputy General Manager of Shun Tak - China Travel Ship Management Limited said, "We look forward to offering our passengers a high quality, bilingual magazine with an international outlook. The new magazine will join our family of innovative and customer-oriented products, which have consistently helped to set our brand apart from the others. We are excited to be working with Ink Publishing on this value-adding product for our passengers, one that has every potential to become the leading monthly magazine for all our destinations."

Jeffrey O'Rourke, Chief Executive of Ink Publishing said, "TurboJET magazine will be the most effective way for advertisers to showcase their products to a target audience traveling between Macau and Hong Kong. It represents one of the most unique and affluent audiences in the world. And given that a copy of the magazine will be placed in every seat, every copy will reach a focused, captive audience of 14 million passengers per year."

The editorial content of TurboJET will focus on Macau, Hong Kong and Shenzhen, and will appeal to both business and leisure, local and overseas audiences.

TurboJET provides services between Hong Kong, Macau and Shenzhen, all located around the Pearl River Delta [http://en.wikipedia.org/wiki/Pearl\\_River\\_Delta](http://en.wikipedia.org/wiki/Pearl_River_Delta) in southern China. The route between Hong Kong and Macau is TurboJET's busiest route, and operates 24 hours a day and departs every 15 minutes. It takes approximately one hour to travel the 60-km journey on TurboJET's high speed vessels.

The developing economy in Macau has meant the number of people travelling on business and leisure with TurboJET has grown tremendously in recent years, with TurboJET carrying most of the traffic between Hong Kong and Macau.

**Note to editors:**

**About TurboJET magazine:**

TurboJET magazine will appeal to business and leisure travelers whether they are first timers or repeat visitors coming to experience Macau's many leisure, entertainment, shopping and other attractions. Editorial content will include:

- \*Features, reviews, profiles, shopping and restaurant guides as well as informative articles on art, culture and architecture
- \*Interviews with famous and up-and-coming celebrities
- \*The latest trends, gadgets and electronics coming onto the market
- \*Property tips and trends across Macau, Hong Kong and the Pearl River Delta

**About Ink Publishing:**

Ink Publishing produces more inflight magazines for more airlines than any other company in the world. Airline clients include Air Macau, AirTran Airways, Bangkok Airways, bmi, bmibaby, Brussels Airlines, Cebu Pacific, China Airlines, clickair, easyJet, Gulf Air, Jazeera Airways, Jet2.com, Jetstar Airways, Mandala Airlines, Midwest Airlines, MyAir, Ryanair, Siem Reap International Airways, SkyEurope, SpiceJet, Sterling Airlines, Tiger Airways, Thomas Cook, VLM Airlines and Wizz Air.

The company also produces CNBC European Business magazine, Time Out Singapore magazine, TurboJET magazine for the Hong Kong-Macau ferry company, Hotline for Virgin Trains and Carlson Wagonlit Connect.

Ink has offices in London, New York, Hong Kong, Singapore and Atlanta. See [www.ink-publishing.com](http://www.ink-publishing.com) for more information.

**About TurboJET:**

Operating under the brand name "TurboJET", Shun Tak-China Travel Ship Management Limited has over 45 years of passenger shipping experience residing in its 1,800 employees. The Company has the largest fleet of high-speed vessels in both the Asia Pacific region and the world, and provides the safest, quickest and most comfortable high-speed ferry services in the Pearl River Delta region with its network linking major cities and 3 international airports for local and international tourists and business people alike.

Major Transportation Link between Hong Kong and Macau Being the major link between Hong Kong and Macau, the Company works closely with an extensive network of Travel Agents to develop wide-ranging selection of travel packages for business and vacation travellers. TurboJET has over 50 sales outlets in Hong Kong, China and Macau and also developed highly convenient online and WAP booking systems for ticket reservations anytime, anywhere.

TurboJET is also affiliated with several hotels in Macau, namely The Westin Resort, Mandarin Oriental, Regency Hotel, Hotel Sintra and the famous Hotel Lisboa as well as the Macau Tower Convention & Entertainment Centre, a landmark tourist attraction. Its affiliation with the hospitality industry makes it one of the major players in the tourism industry of Macau.

**Services and Facilities**

TurboJET essentially offers 2 classes of service - Super and Economy.

Economy class allows more passengers to travel at value fares. And for those looking for the ultimate in deluxe travel, Super Class offers an exclusive Waiting Lounge plus complimentary meals, snacks, drinks, newspapers and priority disembarkation. Super Class also provides luxurious, furnished VIP cabins for up to 6 passengers, ideal for social gatherings or business meetings on the move.

Air-conditioned cabin interiors for all passengers meet high ergonomic criteria with spacious luggage areas, TV and modern amenities.

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