



## Media Kit 2011

“We’re reaching people of consequence. People who are actually part of the conversations shaping Asian society and business.”

– Stella Arthur  
CEO ASIA360°

A WORLD CLASS PLATFORM FOR THE ASIAN CENTURY

Asia360° has built an enhanced news and information experience for Asia's "people of consequence" - professionals who are busy, hard to please, and hungry for an elegant solution to their need to know what's happening around Asia.

Combined with our proprietary NewsLab, network of opinion leaders and journalists around the region, our commitment to creating focused high value content on Asia, makes us a "must read" while others remain a "should read".

## Reaching Asia's People of Consequence

they are a highly mobile and globalized professional class in Asia



"We run tournaments in 19 Asian countries - so a dedicated regional news service like Asia360° is incredibly valuable."

**Kyi Hla Han,**  
Executive Chairman, Asian Tour, Golf

they shape other people's opinions both personally and professionally



"I can get caught up in Indian news only. The NewsLab can bring me the rest of Asia rapidly."

**Barun Das,**  
CEO Zee News Ltd,  
India

they exert influence on important business, social and political conversations



"Asia360° News can help the region understand the complex context of Japanese affairs. That's important for anyone doing business in the region."

**Dr. Toshiharu Furukawa,**  
Councilor, (Senate) Diet of Japan

they are trend setters in their sector, sphere of influence or with peers



"Staying smart about Asian affairs can take more time than I have. Asia360° News can make staying smart a whole lot easier. Thank you."

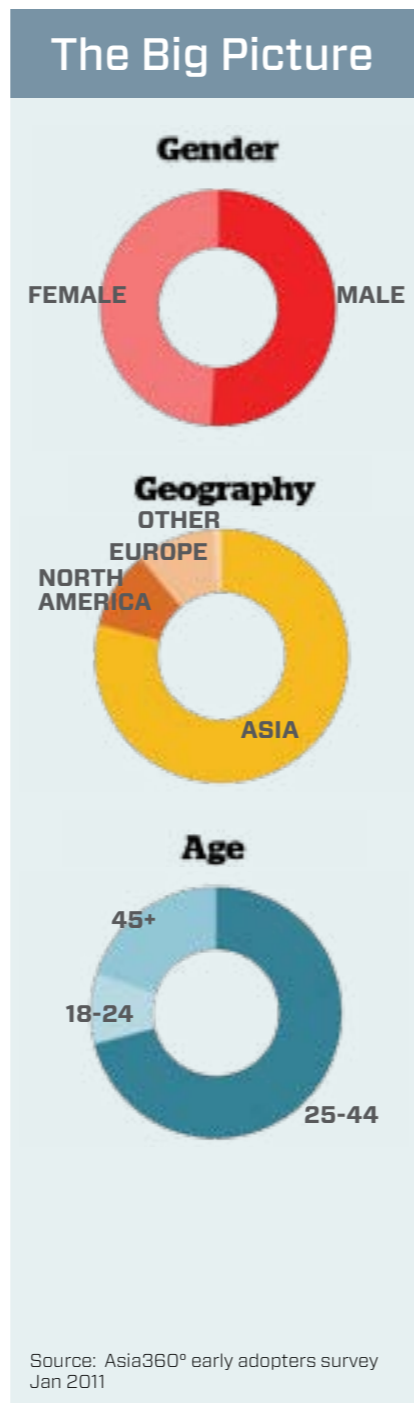
**Daphne Oseña-Paez,**  
TV Host, Producer & UNICEF Special Advocate  
for Children, Philippines

they are modern, switched-on and thrive on communication



"Asia360° News can help people sift through all the voices out there in Asia."

**Preetam Rai,**  
Technology Evangelist and  
Apple Distinguished Educator, Asia



## Our synergistic platforms make it easier for you to plan your campaigns.

Asia360° offers partners a truly platform neutral approach to reach Asia's influential decision-makers through print, online and mobile content solutions.

### Weekly Platforms

PRINT



30,000\*  
READERS

E-NEWSLETTER & E-PAGES



100,000+

ONLINE



IPHONE



HIGH TRAFFIC POP UPS



### High Visibility Online Properties

Asia360° print and e-newsletter platforms will deliver over 520,000 opportunities to reach Asia's influential decision makers per month. These platforms will also drive traffic to our online properties including our website, where there will be blogs, forums and additional content and our NewsLab where our partners can run brand messages on the high traffic Pop Ups.

\*Based on conservative pass on rate of 2

## Launch Plans



Asia360° will embark on a fully integrated launch plan to include launch events, Print, TV and Online interviews, on-line blitz through bloggers led by pre marketing via our video and public appearances.

Launch packages enable advertising partners to ride on the launch publicity and events.

## Launch Packages

4 Full Page Colour Advertisements in Asia360°.

4 Weeks Banners on E-Newsletter and E-Pages.

4 Weeks of Banners on Asia360°'s Website.

4 Weeks Banner on NewsLab Pop Ups.

**US\$12,000**

**Ratecard US\$25,000**

## Social Networks



\*Rates in USD

### Rates\*

#### PRINT

Insertions (colour)	50	25	12	6	1
Full page package	112,500	67,500	34,500	18,375	3,750
Per page	2,250	2,700	2,875	3,063	3,750
Discount	40%	28%	23%	18%	0%
1/2 page	1,305	1,566	1,668	1,776	2,175
1/2 page package	65,250	39,150	20,010	10,658	2,175
2nd cover spread	6,300	7,560	8,050	8,575	10,500
2nd cover package	315,000	189,000	96,600	51,450	10,500
3rd cover	2,925	3,510	3,738	3,981	4,875
3rd cover package	146,250	87,750	44,850	23,888	4,875
4th cover	3,150	3,780	4,025	4,288	5,250
4th cover package	157,500	94,500	48,300	25,725	5,250
Double spread	3,375	4,050	4,313	4,594	5,625
Double spread package	168,750	101,250	51,750	27,563	5,625

Insertions (B&W)	50	25	12	6	1
Full page	1,350	1,620	1,725	1,838	2,250
Full page package	67,500	40,500	20,700	11,025	2,250
1/2 page	810	972	1,035	1,103	1,350
1/2 page package	40,500	24,300	12,420	6,615	1,350
Double page spread	2,025	2,430	2,588	2,756	3,375
Double spread package	10,1250	60,750	3,1050	1,6537.5	3,375

\*Rates in USD

#### DIGITAL

Ad Type	CPM*
Creative Ads	75
Standard Leader Board	45
MPU 1	40
MPU 2	30

\* Rates are for run of site

#### Email Briefing Rates

Frequency	Weekly
Sponsorship (Leader Board + Logo)	
Per quarter	30,000
Per 6 months	50,000
Per year	80,000

#### Leader Board (620 X 75)

Per week	1,200
Per month	2,500
Per quarter	7,000
Medium Rectangle (300 X 250)	
Per week	1,200
Per month	2,500
Per quarter	7,000

Regular feeds to Twitter, Facebook and You Tube will support the launch of Asia360°. Our network of contributors will continually research stories across Asia keeping our followers fully briefed on trending stories in country.

#### Call us at:

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