



Why Advertise Online With Asian Geographic?

Asian Geographic is the platform that celebrates Asia's diversity through issues concerning the environment, science, exploration, travel, heritage, arts and cultures for a community of intrepid and passionate individuals with an insatiable curiosity. We're all you need when it comes to reaching like-minded travel enthusiasts in Asia. Through our digital platform - website, EDMs and newsletters, social media and mobile app, we reach 1 in 4 Asian audiences. We understand the Asia market and have been going strong online for 20 years hence a trusted resource for both fellow Asians and expats.

We can offer advertisers a digital strategy that meets your objectives and combines editorial, advertorial and branded content supported by display, interactive and push advertising. Our experienced team will work closely with you to provide a digital advertising strategy that meets your brand's needs and objectives.

WEBSITE

Position your brand's reach through Asian Geographic online platform through the various robust solutions available.

RUN OF SITE ADVERTISING

	W x H (Pixels)	Monthly Rate
TOP BANNER Position: Top/All pages	728 x 90 728x 210	USD1,200
SQUARE (VIDEO AND IMAGE) Position: Article's pages	336 x 28	USD1,000
HORIZONTAL BANNER Position: Center/Home and selected article's page	728 x 90 728x 210	USD650
SKYSCRAPER Position: Side bar/Article's pages	260 x 520	USD800
POP-UP ADS (VIDEO AND IMAGE) Position: Center/First page	851 x 315	USD1,200
BOTTOM BANNER Position: Bottom/ All pages	728 x 90	USD650

* Media of other dimensions will be scaled proportionally to fit.
** File size: 100kb or less, Formats: JPG, GIF, PNG, Animated GIF, Duration for animated banners: Max. 15 seconds; audio optional.

TARGETED DISPLAY

	W x H (Pixels)	Monthly Rate
TOP BANNER Position: Top/All pages	728 x 90, 728x 210	USD1,200
SQUARE (VIDEO AND IMAGE) Position: Article's pages	336 x 280	USD1,000
HORIZONTAL BANNER Position: Center/Home and selected article's page	728 x 90 728x 210	USD650
POP-UP ADS (VIDEO AND IMAGE) Position: Center/First page	851 x 315	USD650
BOTTOM BANNER Position: Bottom/ All pages	728 x 90	USD650

HIGH IMPACT UNITS

	W x H (Pixels)	Monthly Rate
HOME PAGE TAKEOVER W x H (Pixels): 1600 (w) x 800 (ht)	728 x 90, 728x 210	USD1,500
PRESTITIAL/INTERSTITIAL 640 x 480 video/rich media/ flash/static units	640 x 480 mp4 format video at least 15 seconds	USD1,200

CUSTOM PROGRAMS

	Description	Monthly Rate
SPONSORED CONTENT/BLOG Minimum campaign: 3 months	Includes a semi-permanent tab under the navigation bar. Covers all articles on custom topic	USD1,700
VIDEO PRE-ROLL Minimum campaign: 3 months	With 336 x 280 companion Ad. 640 x 480 mp4 Video at least 15 seconds	USD1,700
RICH MEDIA Minimum campaign: 3 months	All standard units available: Push Down Units Expandable Banners Video Wall Film Strip	USD1,700
DIGITAL DOWNLOAD	Includes targeted 728 x 90 display Ad and co-branded ROS 1 month option 3 months option	USD1,700x1 USD1,500x3
VIDEO PODCAST Minimum campaign: 3 months, 1 video podcast	1 time option 2 times options 3 times options	USD1,700x1 USD1,500x2 USD1,200x3
WEBINARS Minimum campaign: 3 months, 1 webinar	1 time option 2 times options 3 times options	USD1,700x1 USD1,500x2 USD1200x3
CHATBOTS Minimum campaign: 3 months	With 336 x 280 companion ad. 640 x 480 mp4 Video at least 15 seconds	USD1,000

For more details, please contact hello@asiangeo.com

OUR ONLINE READERS

82% of our online audience is based in Asia and 18% view the website from overseas. The typical Asian Geographic online reader is from United States, Australia, United Kingdom or Canada and both male and female. Aged as young as 7 years old and over 50 years old, the online reader uses the website for insights on Asia and also to look out for the trending news on culture, travel, food, arts, conservation efforts in Asia and more. The online reader is tech-savvy and believes in the accessibility of e-commerce shops and also engages with us through our e-newsletter and accesses our website from both desktop and mobile phone when out and about.

SOCIAL MEDIA

Increase your brand's reach on Asian Geographic's social media platform – Facebook, Instagram, YouTube

	Description	Monthly Rate
CONTENT POSTING Minimum campaign: 4 insertions	Content to be provided by client. Image in JPEG / PDF / TIFF format with 300dpi resolution, Video in mp4, 30 - 60 seconds, and HTML link to a landing page on client's website Material Deadline: Two weeks prior to going live on social media platform	USD2,000
STORY Minimum campaign: 4 insertions	Content to be provided by client. Image in JPEG / PDF / TIFF format with 300dpi resolution, Video in mp4, 15 seconds, and HTML link to a landing page on client's website Material Deadline: Two weeks prior to going live EDM	USD2,000

ONLINE PACKAGES

Package A

1 Month Online Ad + 1 Advertorial = USD4,000

Package B

3 Months Online Ad + 1 Advertorial = USD8,000

Package C

6 Months Online Ad + 2 Advertorials = USD10,000

Package D

1 Year Online Ad + 4 Advertorials = USD13,000

ARTWORK CHARGES (PRINT + ONLINE MEDIA)

Artwork is available upon request and will remain the property of Asian Geographic Magazines Pte Ltd. Reproduction of the original or edited artwork is not permitted. Advertisers who wish to own the artwork will be charged additional fees. Amended artwork will be sent to the client for approval before publishing.

VIDEO / DOCUMENTARY PRODUCTION

For custom-made videos, for broadcast TV or online, contact hello@asiangeo.com



www.facebook.com/AsianGeo

226,500
followers



@asiangeographic

5,000
followers



Asian Geographic TV

Platforms

eMagazine

18,000 – 25,000

Monthly average of online downloads

Our Readership



ASIAN Geographic
Circulation
92,000
COPIES PER ISSUE



Bringing Asia to the
hearts and minds of over
428,000
READERS ACROSS ASIA



Readership
2.5million
A YEAR

CONNECT WITH ASIAN GEOGRAPHIC PRINT,
MOBILE, SOCIAL, ONLINE, TABLET.

EMAIL MARKETING

We respect your data and abide to the rules of data protection. We do not sell data instead we are leveraging as a platform for you to outreach our community. Reach over 78,000+ loyal subscribers who have opted-in.

MONTHLY E-NEWSLETTER

Promote your business to engaged readers! Every 1st week on Friday of the month, Asian Geographic will send out an E-Newsletter of up-to-date relevant articles to 78,000+ opted-in Asian Geographic subscribers. This weekly E-newsletter contains 2 (336wa x 28ht pixel) digital banners ad positions that advertisers can utilize to promote their brand, products and services.

	W x H (Pixels)	Monthly Rate
DISPLAY DIGITAL BANNER Position: Top of EDM, below Asian Geographic Masthead banner	336 x 28	USD1,200
FEATURED SEGMENT (EDITORIAL, VIDEO AND IMAGE) Position: Under The "Asian Geographic Recommends" segment Minimum campaign: 3 months	Video: 728 x 90, 728x 210 1 time option 2 times options 3 times options	USD2,500

For more details, please contact hello@asiangeo.com

DEDICATED E-NEWSLETTER

Customise you content to our engaged readers! to promote their brand, products and services each day

	Description	Monthly Rate
CONTENT CREATION EDM MARKETING Minimum campaign: 3 months	With 2 (728 x 90, 728x 210) companion display ads, editorial content input, option for video content Approximately 25 words of text, image in JPEG / PDF / TIFF format with 300dpi resolution and HTML link to a landing page on client's website Material Deadline: Four weeks prior to going live EDM	USD2,500
DEDICATED EDM DROP Client to provide html file for dissemination to Asian Geographic database. Minimum campaign: 3 months	1 spot option 2 spots options 3 spots options Provide HTML file and HTML link to a landing page on client's website Material Deadline: Two weeks prior to going live	USD2,800x1 USD2,500x2 USD2,000x3