

Asian eMarketing



MEDIA KIT 2011

Overview

Online & eMag Version

Circulation

Advertising Rates

Editorial Calendar

Imprint



MediaBUZZ aims to make an impact in the Asia Pacific region through its online publication **Asian e-Marketing**.

Asian e-Marketing is the first of its kind in Asia Pacific and has been developed to empower e-marketers in the vibrant, ever-changing electronic marketing environment to zoom in on the increasingly valuable and indispensable tool for today's marketer's – the Internet.

A pioneer here in Asia, Asian e-Marketing is focusing on the whole digital media scene, by supporting, advising and arming e-marketers in this space, with the aim of giving them competitive advantage in the dynamic and continually changing electronic marketing industry.

Key sections include e-marketing tips, best practices, trends and statistics, legislation affecting e-marketing, spotlighting successful companies and their e-marketing campaigns, and e-marketing leadership profiles.

Distributed twice a month to more than 20,000 top decision and marketing decision-makers in the region.

Available in two versions (see the pg.3), to meet the needs and the requirements of all our readers.

Make use of the opportunity and get your [complimentary subscription](#)

Best wishes,



Daniela La Marca
Editor-in-Chief
Asian e-Marketing

ONLINE Version
www.mediabuzz.com.sg



eMAG Version
<http://issuu.com/mediabuzz>



CIRCULATION BY JOB POSITION

Corporate Management	12,553	62%
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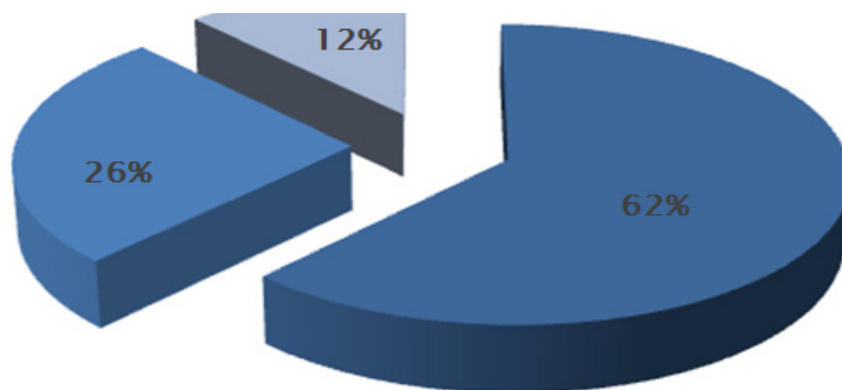
CEO, COO, CFO, CTO, MD, GM, President, Vice President, Director, Owner

Corporate Management	5,163	26%
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Marketing Professional, Business Development Management

Technical Management	2,335	12%
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Web Designer, E-Business / E-Commerce, Services Provider, Project-Manager, IT Professional etc.



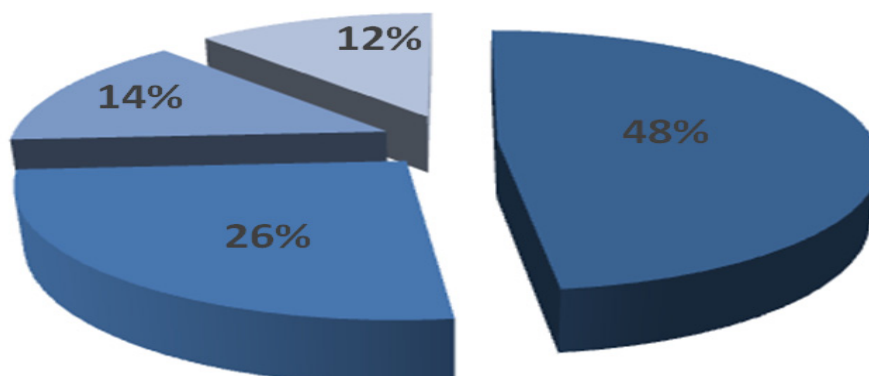
CIRCULATION BY INDUSTRY

Marketing	9,704	48%
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Internet Technology	5,272	26%
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Business & Professional Services	2,723	14%
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Telecoms	2,352	12%
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CIRCULATION BY COUNTRY

	Singapore	7966	40%
	Malaysia	3072	15%
	Hong Kong	2810	14%
	Thailand	1513	8%
	Indonesia	826	4%
	Philippines	776	4%
	India	696	3%
	Taiwan	638	3%
	China	430	2%
	Australia	380	2%
	Vietnam	326	2%
	S. Korea	325	2%
	Others	293	1%

EXCLUSIVE SPONSOR OF THE MONTH SPECIAL OFFER

both for the online and the eMag version:

- * Announcement as exclusive sponsor in the cover letter we send to our readers with an interactive banner of the sponsor (your ad will reach more than 20,000 top decision and marketing decision-makers twice a month)
- * Placement of the banner ad on the index page of MediaBUZZ and Asian e-Marketing.
- * Rotating colour advertisements with hyperlink in every article of Asian e-Marketing
- * Two half page ads in the eMag version

10% discount for one month	S\$ 1,710	(instead of S\$ 1,900)
15% discount for three months	S\$ 4,845	(instead of S\$ 5,700)
20% discount for half a year (6 month)	S\$ 9,120	(instead of S\$ 11,400)
30% discount for the whole year (12 month)	S\$ 15,960	(instead of S\$ 22,800)

ADVERTISING BANNER SPECIAL OFFER (600x300 pixel ad)

- * Rotating colour advertisements with hyperlinks in every article of Asian e-Marketing
- * One half page ad in the eMag version

1-for-1 the whole year of 2011 (normal price for one ad is S\$ 650)

Our advertising rates are very attractive.

If you have any queries or wish to book advertising space,

please contact info@mediabuzz.com.sg or call us on +65 6836 1807.

ADVERTORIAL SPECIAL OFFER

1,000 / 2,000 words with interactive links and up to three pictures:

	1,000 Words	2,000 Words
5% discount for one month	S\$ 1,425 (instead of S\$ 1,500)	S\$ 2,375 (instead of S\$ 2,500)
10% discount for three months	S\$ 4,050 (instead of S\$ 4,500)	S\$ 6,750 (instead of S\$ 7,500)
15% discount for half a year (6 months)	S\$ 7,650 (instead of S\$ 9,000)	S\$ 12,750 (instead of S\$ 15,000)
25% discount the whole year (12 months)	S\$ 13,500 (instead of S\$ 18,000)	S\$ 22,500 (instead of S\$ 30,000)

EDITORIAL CALENDAR 2011

ISSUE	FEATURE
January February	Social Media Marketing (Part 1) Social Media Marketing (Part 2)
March April	Security in the Digital Age (Part 1) Security in the Digital Age (Part 2)
May June	Mobile Marketing & Advertising (Part 1) Mobile Marketing & Advertising (Part 2)
July August	Performance Marketing (Part 1) Performance Marketing (Part 2)
September October	E-mail Marketing (Part 1) E-mail Marketing (Part 2)
November December	Search Engine Marketing (Part 1) Search Engine Marketing (Part 2)



The independent e-publisher with a focus on
digital media and marketing
in the Asia Pacific region.

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Tell a friend and send our [registration form!](#)

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