

# BE ASIA

[asia.be.com](http://asia.be.com)



## ABOUT BE ASIA

Be Asia is an online female magazine that makes fashion and beauty seriously fun. The team at Be Asia publishes at least 5 articles daily catering to young, style-savvy women. Our articles cover Beauty, Fashion, Lifestyle, Celebrity and K-Wave with an average time spent of 8 minutes and 6 pages per session - Our editors definitely know how to engage this group of readers. We love working with partners to create unique online experiences - from interactive photo stories to shareable videos. We ideate and strategise to cut through the cyber clutter to convey clear messaging.

Monthly  
Stats

95,000

Unique Visitors

85,000

Newsletters Subscribers

900,000

Page views

## Our Readers

- Women between 18 to 30
- Love entertainment news
- Interested in affordable travelling
- Avid fashion advice readers
- Spend more time on mobile
- Passionate about K Beauty
- Enjoy café-hopping

## WORK WITH US

Here at Be Asia, we first try understanding your objectives and what success looks like for you, before offering a slew of solutions to help you achieve your goals. From dedicated newsletters to compelling branded videos to shareable custom content, Be Asia offers a wide selection of solutions to suit every client's goal. Do you want to generate buzz on social media? Do you need to drive traffic to your website or online store or to generate leads for further engagement? We provide interactive editorials and video content, social media content, branded video and high impact ad units to help deliver almost any part of your marketing and media mix.

### Brand Package - Singapore 2017 Valid from 1 Jan 2017 to 30 June 2017

Classic Sponsored Content	
1 Article	SGD4,500
1 Newsletter	
1 Facebook post	

#### Digital Content + Branding Package : Minimum Spend of SGD25,000 for Package Price

Choose your product	Package	Expected KPI	Rate Card	Remarks
<b>Pack of 3 articles</b>	SGD5,000	6,000 visits	SGD13,500	Can be shared across different brands
3 Newsletters		100,000 addressees each		
3 Facebook Posts		30,000 reach		
Production & Media Placement of 1 minute <b>Video</b>	SGD14,000	25,000 video views	SGD18,000	Cost includes pre to post production, talent and creative concept, edited video, media placement & amplification.
Production & Media Placement of <b>6 Images Photo Stories</b>	SGD12,000	10,000 visits	SGD15,000	Cost includes pre to post production, talent and creative concept, edited video, media placement & amplification.
<b>1 Week 100% SOV Desktop Display for Homepage + 1 Category</b> - Wallpaper - Leaderboard - Halfpage	SGD6,000	200,000 impressions	SGD10,000	Advertisers to provide with creative.
<b>1 Week 100% SOV Mobile Display for Homepage + 1 Category</b> - Leaderboard - Halfpage	SGD6,000	200,000 Impressions	SGD10,000	Advertisers to provide with creative.
<b>Interactive elements</b> - Shoppable buttons on video - Shoppable buttons on pictures - Clickable Maps etc	SGD500 each	1 to 4% CTR	SGD1,500 each	Interactive elements will be implemented by RWM
<b>Production of social media postings (e.g. GIF)</b>	SGD1,000	30,000 reach	SGD2,000	Cost includes simple production & creative concept
<b>Social Media posting Push (advertiser's existing material)</b>	SGD100	5,000 reach	SGD500	Advertisers existing materials
<b>Audience Extension based on readers who had read the articles or watched the videos (creative is advertiser's own)</b>	SGD5/CPM	300,000 impressions	SGD8/CPM	3 ad displays shown to readers / Lookalikes on other publisher's site