

# 2011

# ASIA TATTLER

# DINING

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Media Kit  
Hong Kong



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# INTRODUCTION

## The oldest and most prestigious restaurant guide in Hong Kong & Macau, offering a multi-platform solution to showcase your brand to affluent gourmands.

Since 1984, the Hong Kong & Macau's Best Restaurants has been the number one restaurant guide in the city. All the restaurants featured in this annual guide are awarded by Asia Tatler Dining, now the city's leading fine dining website that focuses on delivering timely dining news, restaurant reviews, promotions, features and videos, resulting in the most comprehensive and multi-platform

fine dining guide in town.

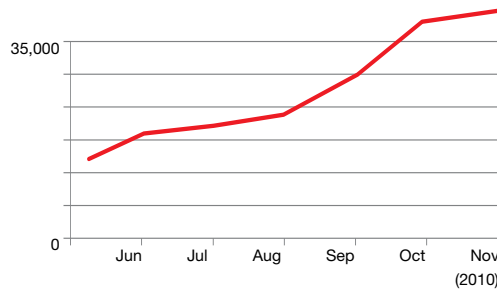
You will reach an affluent market of discerning local diners with a love for good food and wine and are constantly looking for new ways to experience both. Restaurants & bars also have a unique opportunity to attract gourmands through photo displays, virtual tours, menu and wine list postings and more.



# Audience & Statistics

## Quick Facts

Year 2010	Monthly Averages
Page Impressions/Pageviews	240,000
Unique Browsers	35,000
Newsletter Database	17,000



## Audience Demographics

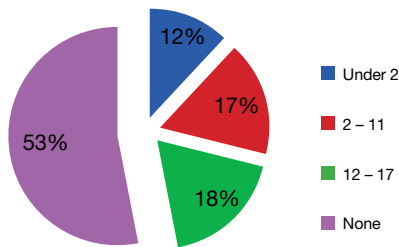
Gender	
Male	48%
Female	52%

Education Level	
Secondary school or below	8%
College	62%
University	18%
Post graduate or above	12%

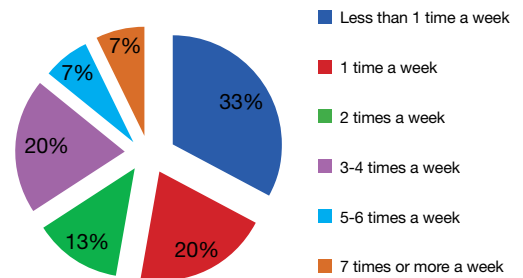
Age Distribution	
Under 18	3%
18-29	12%
30-39	58%
40-49	22%
Over 50	5%

Monthly Income Level	
Under \$10,000	9%
\$10,000 - \$14,999	11%
\$15,000 - \$19,999	13%
\$20,000 - \$29,999	29%
\$30,000 or above	38%

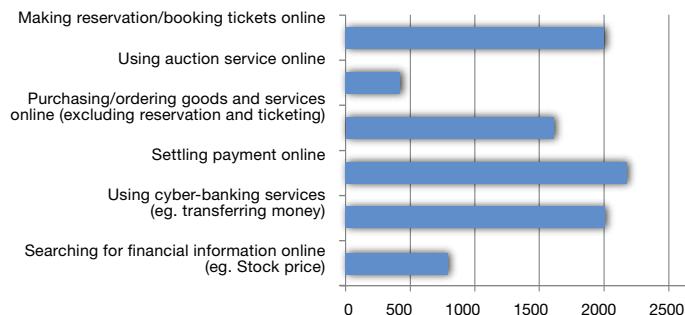
## Did you know?



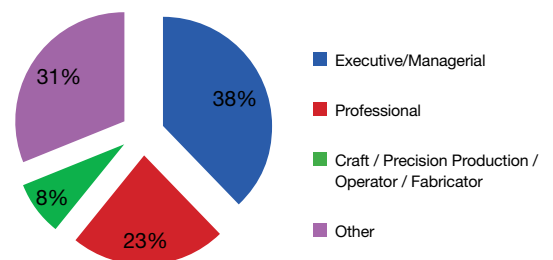
47% of our audiences have child(ren) in their household



89% of our audiences say they will make at least one transaction through the Internet a week (e.g. online purchase, pay bill or fill out an application, etc.)



The above chart indicates our audience is Internet savvy and very likely will make transactions through the Internet.



61% of our audience is taking executives/managerial and professional positions

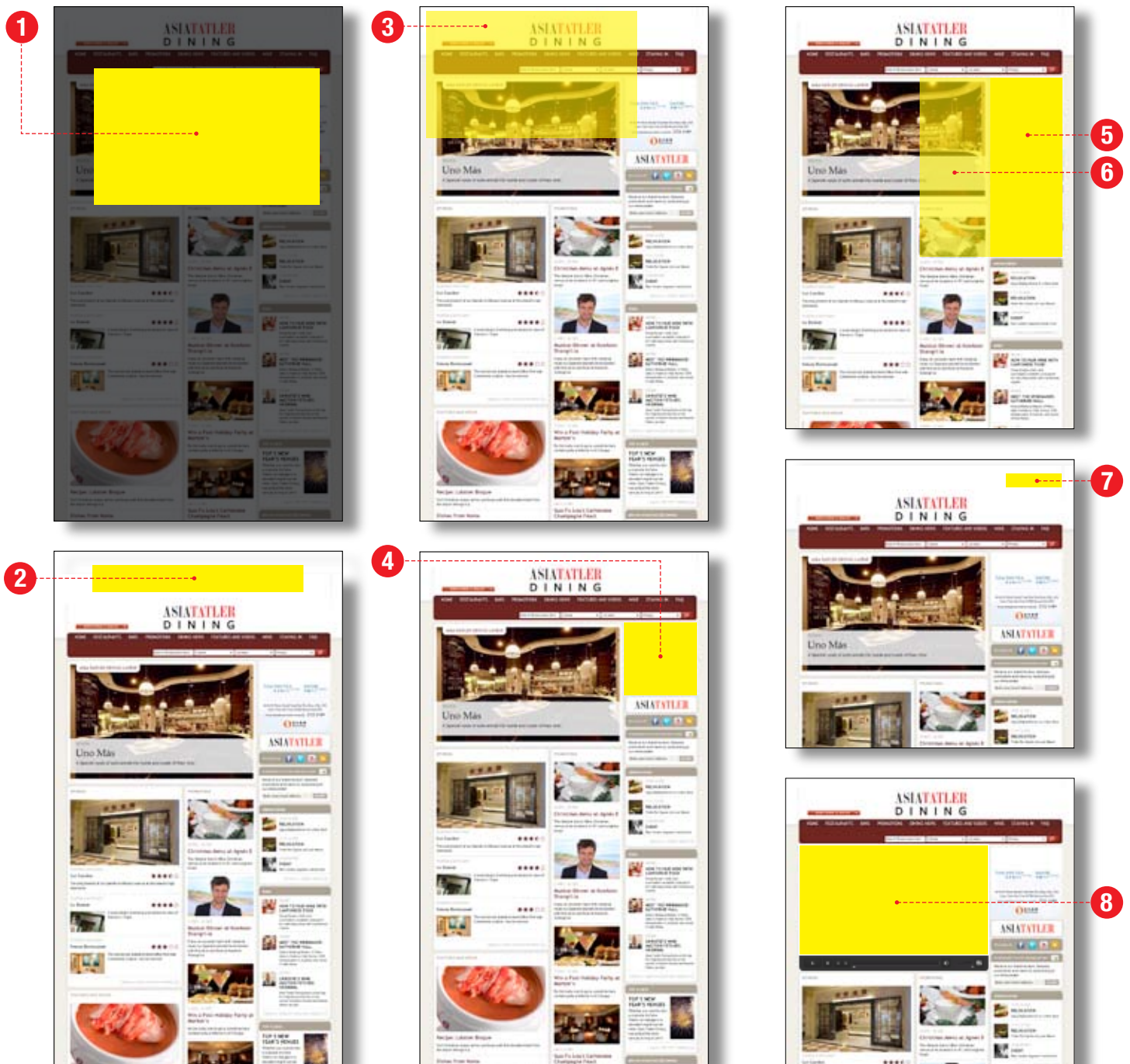
Source: Nielsen Online – Marketing Intelligence Survey (Sep 2010)

## CONTACT

For Sales enquiries, please contact:

**Edipresse Asia Group** HOTLINE +852 2859 4354 EMAIL [musetta.lam@edipresse.com.hk](mailto:musetta.lam@edipresse.com.hk) WEBSITE [www.edipresseasia.com](http://www.edipresseasia.com) EDIPRESSE

# Banner Positions



# Banner Advertising

TYPE OF ADS AVAILABLE	POSITIONS	HOMEPAGE	
		2 WEEKS	1 MONTH
<b>Banner</b>	① Landing Page Banner	\$49,000	\$83,000
	② Top Banner	\$33,000	\$56,000
	③ Expandable Top Banner	\$38,000	\$64,000
	④ Square Banner	\$30,000	\$50,000
<b>Skyscraper</b>	⑤ Skyscraper	\$36,000	\$61,000
	⑥ Expandable Skyscraper	\$41,000	\$69,000
<b>Others</b>	⑦ Button	\$18,000	\$30,000
	⑧ Pre-roll (per video)	\$19,000	\$32,000

\* Prices quoted are in Hong Kong Dollars

\* Banner ads on premium pages (restaurant search & promotions) have an extra 50% charge



# Newsletters

	ONE TIME ONLY
Customised E-Newsletter (maximum 3 stories)	75,000
Asia Tatler Dining Newsletter Sponsorship	50,000

\* Prices quoted are in Hong Kong Dollars

**ASIATATLER DINING**  
ASIATATLERDINING.COM

Hong Kong & Macau / eNewsletter / 2 December

## An Eastern Christmas

Culinary extravaganza in The East, Wan Chai this Christmas

**Nine Bar**

Modern Spanish favourite with stylish décor, classics make it

**Nino's Cozinha Restaurant & Bar**

When Nino's Cozinha first opened in Wan Chai over on Ship Street, we instantly fell in love with its authentic Macanese cuisine and trendy family-owned ambience ...

**King Ludwig Beer**

If your ideal Christmas tends more to a raucous party with friends rather than a quiet dinner with the in-laws, then King Ludwig Beer is the place for you.

**W28 Steak House**

For the carnivores, W28 Steak House on the ninth floor of CRE Plaza is a dream come true. On Christmas Eve and Christmas Day, W28 is offering a three-course Christmas menu ...

**Akita Teppanyaki**

Most people in Hong Kong think of Japanese dining when it has all the sizzle and drama of teppanyaki items.

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Hong Kong & Macau / eNewsletter / 11 November 2010

### FEATURES

## Top 5



Our top picks for the healthiest restaurants in town

**TRADITIONAL ITALIAN DINING**


- Multi-regional Italian Cuisine
- Traditional Dishes
- Tableside Cooking
- Real Italian-style Pizza
- Fresh Homemade Pasta and Gelato

Mon - Sat: 11:30am - 10:00pm  
Sun: 10:00am - 10:00pm  
Sun: 10:00am - 10:00pm

307, Holiday Inn Garden Hotel, 30 South Road, Tsim Sha Tsui, Kowloon, Hong Kong. Tel: 2770 1688

### FEATURES

## Foie So Fine



Asia Tatler Dining's handy dictionary of

### FEATURES

## No Snake Oil



A new initiative to regulate olive oil

### WINE FEATURES

## The Face of Château Margaux



Meet Thibault Pontallier, brand ambassador to Asia

We want your feedback! To comment on our newsletter or website, please email us at feedback@asiataterdining.com. All material on this site is © Asia Tatler Dining. If you no longer wish to receive any newsletters from AsiaTatlerDining.com, please email us at unsubscribe@asiataterdining.com.

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Hong Kong & Macau / eNewsletter / 29 November

## Sing Yin Opens

The W Hotel introduces its first Chinese restaurant



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# Advertorials

Writeup advertorial + regular newsletter placement (2nd position)

Video advertorial + regular newsletter placement (2nd position)

Price variable based on content, production costs and duration

\* Prices quoted are in Hong Kong Dollars

The image displays three overlapping screenshots of the ASIA TATLER DINING website. The top-left screenshot features an article titled "An Eastern Christmas" with a sub-headline "An international culinary extravaganza in The East, Wan Chai this Christmas". It includes a photo of a Christmas dinner spread. The top-right screenshot shows an article titled "The Waldorf-Astoria in HK" with a sub-headline "Hullett House resurrects a 100-year old menu from the grande dame of New York hotels on December 18", accompanied by a photo of a chef. The bottom-center screenshot is a video player titled "Getting to Know Tan Cuisine" with a photo of a group of chefs. The right side of the collage shows a sidebar with various news items, including "OPENINGS JAR Opens" and "RELOCATION Aqua Beijing Moves to a New Spot". At the bottom right, there is a section titled "TOP 5 NEW YEAR'S VENU" with a sub-headline "Whether you want to celebrate the New Year's or indulge in a festive meal, here are five of the best venues to enjoy in Hong Kong".

## Restaurant Packages

### STANDARD PACKAGE - HK\$50,000 PER YEAR

Photo display in BRG 2012 (one interior and one food shot)

Photo display on website (up to five photos)

Link to official site

Review to appear in eNewsletter

Map

### PREMIUM PACKAGE - HK\$108,000

Photo display in BRG 2012 (one interior and one food shot)

Photo display on website (up to five photos)

Link to official site

Review to appear in eNewsletter

Map

Menu and wine list display

Virtual tour

Promotion uploading (4x a month)

### GOURMET PACKAGE - HK\$216,000

Photo display in BRG 2012 (one interior and one food shot)

Photo display on website (up to five photos)

Link to official site

Review to appear in eNewsletter

Map

Menu and wine list display

Virtual tour

Promotion uploading (4x a month)

Video

1 x FP AD in Hong Kong & Macau BRG 2012 (English & Chinese)

## Bar Packages

### STANDARD PACKAGE HK\$32,000

Photo display on website (up to 5 photos)

Photo display in BRG 2012

Link to official site

Review in newsletter

Map

### PREMIUM PACKAGE HK\$80,000

Photo display in BRG 2012 (one interior and one food shot)

Photo display on website (up to five photos)

Link to official site

Review to appear in eNewsletter

Map

Menu and wine list display

Virtual tour

Promotion uploading (4x a month)

### GOURMET PACKAGE HK\$160,000

Photo display in BRG 2012 (one interior and one food shot)

Photo display on website (up to five photos)

Link to official site

Review to appear in eNewsletter

Map

Menu and wine list display

Virtual tour

Promotion uploading (4x a month)

Video

1 x FP AD in Hong Kong & Macau BRG 2012 (English & Chinese)

# Specifications & Material Deadlines

## Banners

SPECIFICATIONS		MATERIAL DEADLINE
Landing Page Banner	755 (W) x 400 (H) pixels	3-5 working days
Top Banner	728 (W) x 90 (H) pixels	
Expandable Top Banner	728 (W) x 400 (H) maximum size after expansion	
Left Skyscraper	145 (W) x 600 (H) pixels	
Expandable Left Skyscraper	755 (W) x 600 (H) maximum size after expansion	
Right Skyscraper	160 (W) x 600 (H) pixels	
Expandable Right Skyscraper	755 (W) x 600 (H) maximum size after expansion	
Button	120 (W) x 90 (H) pixels	
Pre-roll (per video)	File formats: MOV, AVI, MPEG-4 Size: 16:9 PAL at least 1024 x 576 4:3 PAL 720 x 576	

\* Banners must be JPG, SWF or GIF

## Special Creatives

SPECIFICATIONS		MATERIAL DEADLINE
Mini-site	1 video advertisement OR banner 3 promotions OR food shots 1 write-up advertorial	15 working days
Skinner	105 (W) pixels, height varies depending on the length of each page	10 working days

## Newsletters

SPECIFICATIONS		MATERIAL DEADLINE
Customised E-Newsletter	3 advertorials, choice between: <ul style="list-style-type: none"> <li>• Writeup</li> <li>• Video provided by client</li> </ul>	10 working days
Asia Tatler Dining Newsletter Sponsorship	Top banner: 640 (W) x 90 (H) pixels Button: 120 (W) x 90 (H) pixels	5 working days

## Advertorials

SPECIFICATIONS		MATERIAL DEADLINE
Writeup advertorial + regular newsletter placement	<ul style="list-style-type: none"> <li>• Maximum 1,000 word length article on chosen topic</li> <li>• Story summary on newsletter, 2nd position</li> </ul>	10 working days
Video advertorial regular newsletter placement (2nd position)	<ul style="list-style-type: none"> <li>• Maximum 5 minute video filmed and edited by Asia Tatler Dining on chosen topic</li> <li>• Story summary on newsletter, 2nd position</li> </ul>	