

# 2012

# ASIA TATLER

# 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.

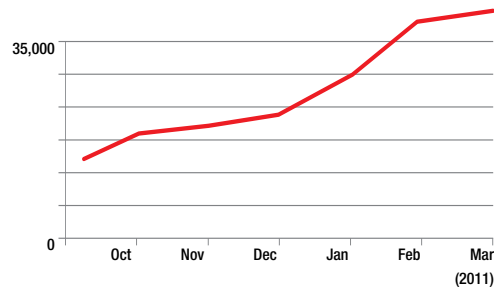
You will reach an affluent market of discerning local diners with a love for good food and wine and are constantly looking for new ways to experience both. Restaurants & bars also have a unique opportunity to attract gourmands through photo displays, virtual tours, menu and wine list postings and more.



# Audience & Statistics

## Quick Facts

Year 2011	Monthly Averages
Page Impressions/Pageviews	240,000
Unique Browsers	35,000
Newsletter Database	17,000



## Audience Demographics

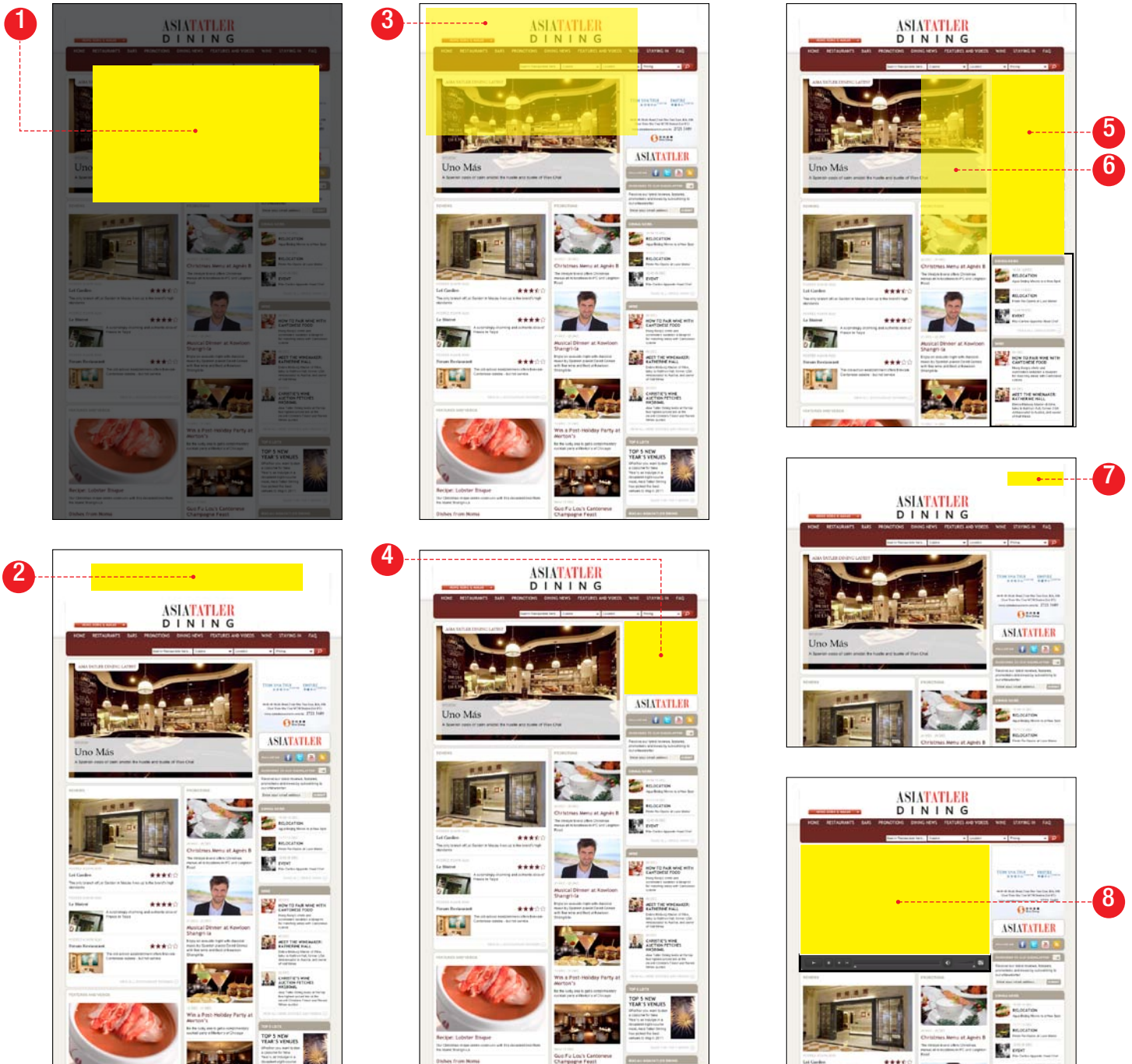
Gender	Percentage
Male	48%
Female	52%

- 1) High net worth and affluent individuals and gourmands
- 2) Age range from 25-45
- 3) 52% female, 48% male

## CONTACT

For sales enquiries, please contact the Edipresse Asia Group at +852 2547 7117  
 ONLINE SALES MANAGER [andy.cheng@edipresse.com.hk](mailto:andy.cheng@edipresse.com.hk)

# Banner Positions



# Display Advertising

TYPE OF ADS AVAILABLE	POSITIONS	HOMEPAGE, 100% S.O.V.	
		2 WEEKS	1 MONTH
Banner	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
Skyscraper	⑤ Skyscraper	\$36,000	\$61,000
	⑥ Expandable Skyscraper	\$41,000	\$69,000
Others	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





# 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 screenshot shows a video titled "Getting to Know Tan Cuisine" with a photo of a group of chefs. The website's navigation bar includes links for HOME, RESTAURANTS, BARS, PROMOTIONS, DINING NEWS, FEATURES AND VIDEOS, WINE, STAYING IN, and FAQ. A search bar is also present.



## 2012 Circulation Figures

English Edition	35,800 copies
Chinese Edition	35,000 copies

## Restaurant Packages

### STANDARD PACKAGE - HK\$30,000 PER YEAR

High-quality photo display (up to 5 images on the website)

Map

Review to appear in eNewsletter

Searchable on the AsiaTatlerDining.com iPhone App

### PREMIUM PACKAGE - HK\$70,000 PER YEAR

High-quality photo display (up to 5 images on the website)

Review to appear in eNewsletter

Map

360-degree Virtual Tour

Promotions Uploading (2x a month)

AsiaTatlerDining.com newsletter Top Banner x 2

2 weeks Square Banner on AsiaTatlerDining.com x 2 (Homepage, 50% SOV)

Searchable on the AsiaTatlerDining.com iPhone App

### GOURMET PACKAGE - HK\$100,000 PER YEAR

High-quality photo display (up to 5 images on the website)

Review to appear in eNewsletter

Map

360-degree Virtual Tour

Promotions Uploading (4x a month)

AsiaTatlerDining.com newsletter Top Banner x 3

2 weeks Square Banner on AsiaTatlerDining.com x 2 (Homepage, 100% SOV)

Searchable on the AsiaTatlerDining.com iPhone App

Customised eNewsletter x 1

1 x FP AD in Hong Kong & Macau BRG 2012 (Eng & Chi)

## Bar Packages

### STANDARD PACKAGE HK\$10,000 PER YEAR

High-quality photo display (up to 5 images on the website)

Map

Review to appear in eNewsletter

Searchable on the AsiaTatlerDining.com iPhone App

### PREMIUM PACKAGE HK\$20,000 PER YEAR

High-quality photo display (up to 5 images on the website)

Review to appear in eNewsletter

Map

360-degree Virtual Tour

Promotions Uploading (1x a month)

AsiaTatlerDining.com newsletter Top Banner x 1

2 weeks Square Banner on AsiaTatlerDining.com x 2 ( Bars, 50% SOV )

Searchable on the AsiaTatlerDining.com iPhone App

### GOURMET PACKAGE HK\$30,000 PER YEAR

High-quality photo display (up to 5 images on the website)

Review to appear in eNewsletter

Map

360-degree Virtual Tour

Promotions Uploading (3x a month)

AsiaTatlerDining.com newsletter Top Banner x 2

2 weeks Square Banner on AsiaTatlerDining.com x 2 ( Bars, 100% SOV )

Searchable on the AsiaTatlerDiing.com iPhone App

1 x FP AD in the Hong Kong & Macau BRG 2012 (Eng & Chi)

# 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	
Square Button	250 (W) x 250 (H) pixels	
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
iPhone Application Sponsorship	210 (W) x 52 (H) pixels	5 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
Endorsed eDM	592 pixels (W) x Variable Height	5 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	<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>	