

AROUND **D**

www.arounddb.com

Media Kit
2017

MESSAGE FROM THE EDITOR



Discovery Bay's original community magazine, *Around DB* is the trusted provider of local information and entertainment for DB residents, and increasingly for readers throughout Lantau and Hong Kong.

Focused on the interests, hobbies and concerns of our readers, the magazine is tailored to complement their lifestyle with a special emphasis on family, business and recreation.

Around DB encapsulates what we love about island life – its diversity. Each month, there are articles dedicated to community issues, international trends, parenting, education and travel. Readers are given the opportunity to discover places they want to visit, causes they want to back, and clubs they want to join. They are introduced to leading lights in the community, and kept up to date with all the latest happenings.

Fun, savvy and stylishly presented, *Around DB* has its finger on the pulse of the community, which is why our readers eagerly anticipate its arrival in their mailboxes each month.

Rachel Ainsley

Managing editor



INTERACTING WITH READERS

- *Around DB* is a free publication.
- Published monthly.
- An essential part of community life, it is delivered to every mailbox in Discovery Bay.
- *Around DB* is available at key businesses and retail outlets throughout DB, Tung Chung, South Lantau and at the Central Ferry Pier.



PACKAGES

We offer the following sales packages for clients to promote their business to DB and Lantau.

Package 1

FOR A NEW BUSINESS

- Editorial coverage.
- Giveaways.
- Complimentary directory listing on www.arounddb.com.
- Complimentary event promotion.
- Assistance with artwork design.
- Package price available for minimum ad booking of six months, for 1/4, 1/2, full or double page ad.

Package 2

FOR AN ESTABLISHED BUSINESS

- Editorial coverage.
- Giveaways.
- Complimentary directory listing on www.arounddb.com.
- Complimentary event promotion.
- Print and/ or website advertorial.
- Package price available for minimum ad booking of six months, for 1/4, 1/2, full or double page ad.

PACKAGES

Package 3

FOR A SEASONAL BUSINESS

- Editorial coverage.
- Giveaways.
- Complimentary directory listing on www.arounddb.com.
- Complimentary event promotion.
- Package price available for minimum ad booking of six months, for 1/4, 1/2, full or double page ad.

Giveaways

- Bay Media runs giveaways for readers in conjunction with clients in each print magazine. Online-only giveaways are also available.
- Giveaways are promoted in print via eDM and on the website.

AROUND **D**

DISTRIBUTION POINTS

Around DB is distributed directly to all mailboxes in Discovery Bay, plus the businesses listed below.

Discovery Bay

DB MAIN PLAZA

22° NORTH
BOOKAZINE
CENTURY 21
DB MEDICAL CLINIC
DB RESIDENTS' CLUB
DMK OFFICE
DMR BALLET
EBENEZER'S
FUSION
HEMINGWAY'S
ISLAND HEALTH
ISLAND HEALTH PHYSIOTHERAPY
JUST GREEN
LAND MASTER PROPERTY
MCSORLEY'S
SALON DE COIFFURE
SOLERA
SUNSHINE HOUSE
UNCLE RUSS COFFEE

DB NORTH PLAZA

ACTION X
AFFLATUS HAIR WORKSHOP
AUBERGE HOTEL
BAYSIDE DENTAL
CHEF'S CHOICE
CLUB SIENA
EPICLAND
FLIGHT CENTRE
HARVEY LAW
LITTLE WHALE
MIRCH MASALA
MOVEMENT IMPROVEMENT
MY PET SHOP

OPEN SPACE
OT&P HEALTHCARE
PAISANOS
THE VENUE
UNCLE RUSS COFFEE

DB MARINA CLUB

Lantau

TUNG CHUNG

9 DRAGONS GYM (EPIC MMA)
BAYSIDE DENTAL
CARIBBEAN COAST FUSION
CHEFS CHOICE
GREENFIELDS KINDERGARTEN
MOCATTO COFFEE SHOP
PETS CENTRAL
QUALITY HEALTH TUNG CHUNG
SKYLINE PHYSIO
SOUNDWAVES EDUCATION CENTRE
TASTE SUPERMARKET
YMCA COLLEGE
ZENTRO BAR

CHEK LAP KOK AIRPORT

DAKOTA BAR CATHAY CITY
HEADLAND HOTEL CATHAY CITY
REGAL AIRPORT HOTEL
SKYCITY MARRIOTT HOTEL

MUI WO

BAHCE TURKISH RESTAURANT
CAFÉ ISARA
CHINA BEAR
DEER HORN RESTAURANT
HOME SOLUTIONS
LA PIZZARERIA
LANTAU BASE CAMP
LITTLE OWLS KINDERGARTEN
SPA AMBIENCE
THE FRIENDLY BICYCLE SHOP
THE RED LANTERN
VILLAGE BAKERY

PUI O

GARDEN PLUS
THE WATER BUFFALO

CHEUNG SHA

LANTANA
LEYBURN VILLAS
LONG ISLAND
THE BEACH HOUSE
THE STOEP

While *Around DB* comes out monthly, its sister magazine, *Life on Lantau*, hits the stands six times a year. We also publish *Best of Lantau*, an annual island-wide listings guide.

Hong Kong Island

AP LEI CHAU (HORIZON PLAZA)

BUMPS TO BABES
INDIGO
JERVIS BAY BBQ WORLD
RIMBA RHYME
TOYS CLUB

CENTRAL

BUMPS TO BABES
INDIGO
STORMIES
TOYS CLUB

CENTRAL PIERS

PIER 3
PIER 6

MID-LEVELS

YWCA

RATE CARD

Standard Pages (Main section guaranteed)		Price per issue		
	ONE-OFF	3 ISSUES	6 ISSUES	12 ISSUES
Full page	HK\$8,500	HK\$7,500	HK\$7,200	HK\$6,700
1/2 page	HK\$4,900	HK\$4,600	HK\$4,400	HK\$4,100
1/4 page	HK\$3,200	HK\$2,800	HK\$2,600	HK\$2,400
1/8 page	HK\$1,900	HK\$1,750	HK\$1,650	HK\$1,500
Premium Pages		Price per issue		
Back cover	HK\$10,000	HK\$9,000	HK\$8,700	HK\$8,200
Inside back cover	HK\$9,000	HK\$8,100	HK\$7,500	HK\$7,300
Inside front cover	HK\$9,700	HK\$8,900	HK\$8,400	HK\$7,800
Facing contents page	HK\$9,000	HK\$8,100	HK\$7,500	HK\$7,300
Double page spread	HK\$15,500	HK\$13,900	HK\$13,200	HK\$12,200
Advertorial	DPS HK\$17,000	FP HK\$10,000		
Loose Insert				
HK\$6,100 for 8,000 loose sheets/ HK\$7,100 for 8,000 brochures. Final quote depends on the thickness and weight of the brochures/ flyers.				
Directory Pages		Price per issue. Payment in advance		
	-	-	HK\$280	HK\$250

AROUND **D**

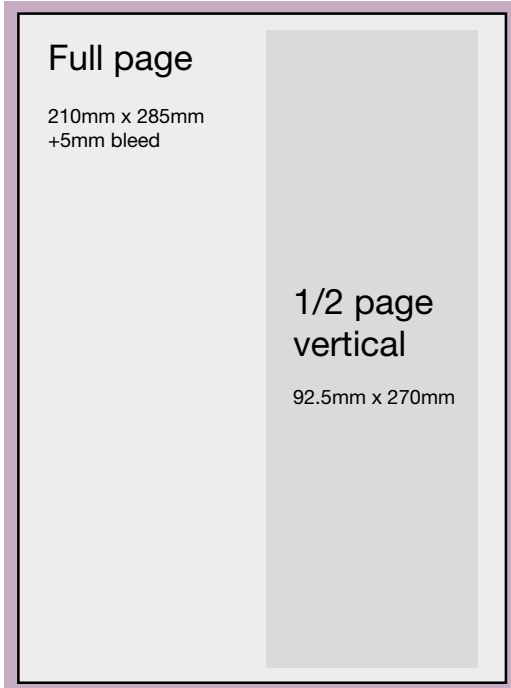
RATE CARD

Colour Ads (Non-guaranteed placement)		Price per issue		
Full page	HK\$6,200	HK\$5,800	HK\$5,300	HK\$4,900
1/2 page	HK\$3,700	HK\$3,400	HK\$3,200	HK\$3,000
1/4 page	HK\$2,300	HK\$2,200	HK\$2,100	HK\$1,950
1/8 page	HK\$1,500	HK\$1,400	HK\$1,300	HK\$1,200
1/16 page	HK\$770	HK\$700	HK\$660	HK\$600
Classified Text Ad (40 words maximum)		Price per issue. Payment in advance		
Property (including photo)	N/A	N/A	HK\$360	HK\$320
Text Ad (black and white)	N/A	N/A	HK\$270	HK\$240

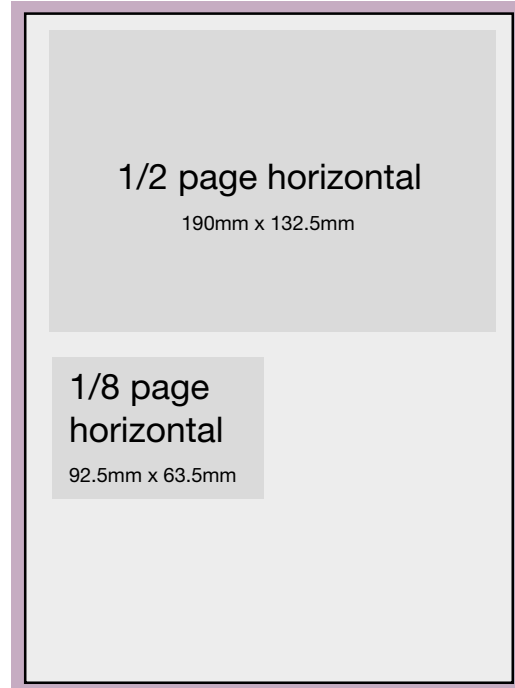
Contact us for details regarding themes for each issue.

TECHNICAL SPECIFICATIONS

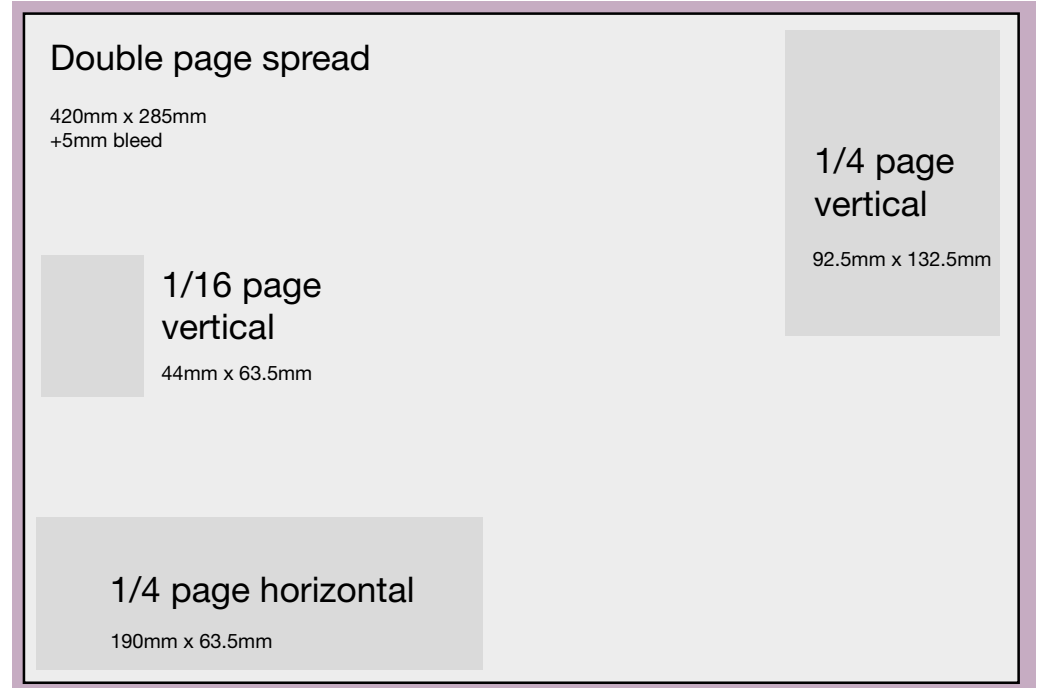
5mm bleed



5mm bleed



5mm bleed



REQUIREMENTS

- Ad materials must be created electronically in actual ad size either in JPEG, PSD, PDF, or AI format.
- All completed artwork must be produced in high resolution (300 dpi) and CMYK and sent to us by email or through WeTransfer.com.
- All full page artwork must have a 5mm bleed around the entire edge. Please ensure your images run off into this bleed area.

DEADLINES

- Publication date: By the 1st of each month.
- Booking deadline: By the 21st of each month.
- Material deadline: By the 22nd of each month.

**40,000 visitors
a month**

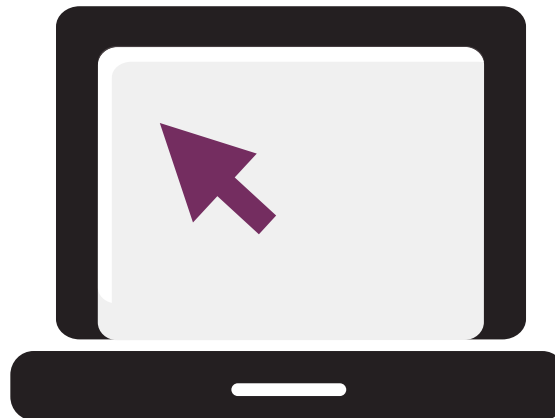
**74,000
page
views**

Online Rate Card

THE WEBSITE - www.arounddb.com

- The *Around DB* and *Life on Lantau* website launched in 2012 as a complement to the popular *Around DB* and *Life on Lantau* print magazines.
- All the latest local news, articles, giveaways and events, as well as transport, property and general community information, provide an invaluable resource for local residents and visitors alike.
- The website receives over **40,000 visitors** per month, with over **74,000** page views.
- Over 60% of readers are aged between 25 and 54, 55% of whom are male and 45% female.
- The website enjoys a very loyal following, with return visitor numbers consistently over 50%.
- Premium advertising spots are available across the website, enabling you to reach thousands of consumers each day. Leaderboard and box ad positions are highly sought after on both desktop and mobile, providing multiple ways in which to reach your target audience base.

Over
27,000
unique visitors
each month



ONLINE ADVERTORIAL

- Online advertorials are available both as stand-alone features and in combination with print advertorials.
- The articles are pinned to the top of the website's homepage for one week.
- Advertorial articles remain on the website indefinitely, providing ongoing exposure for clients.
- Online advertorial articles benefit from the website's strong organic search engine results and Search Engine Optimisation (SEO).
- All online advertorial articles are promoted on Bay Media's popular social media pages, including Facebook, Twitter and Google+.
- As a further option, advertorial articles can be sent as eDMs to Bay Media's 6,000+ strong email database.

EMAIL MARKETING

- Bay Media sends newsletters via email to its database of over 6,000+ residents at least four times per month. All newsletters offer premium banner advertising spots.
- In addition, Bay Media offers advertorial eDMs, enabling clients to send messages about products, services, news and offers directly to over 6,000+ potential customers' mailboxes.
- All advertorial eDMs are edited by Bay Media's professional in-house team and formatted to create maximum impact for our clients.
- We can provide results and statistics for each eDM campaign.

Website Advertorial

Online HK\$8,000

Print and Online
HK\$12,500

eDM Advert to 6,000+
subscribers - HK\$3,500

eDM Banner Advert -
Top HK\$1,200, Middle/
Bottom HK\$1,000

SOCIAL MEDIA

- Bay Media is very active on social media and has a large and loyal fan base.
- *Around DB* and *Life on Lantau* both have their own Facebook pages. As of February 2017, *Around DB's* Facebook page has over 11,000 likes and a reach of over 100,000 people per week. *Life on Lantau's* Facebook page has over 2,500 likes and a reach of over 15,000 people per week.
- In addition to Facebook, Bay Media is also very active on Twitter, Google+ and Instagram.
- 60% of our Facebook fans are female. Around 75% are aged between 25 and 54, and the majority are located in Hong Kong.
- Sponsored Facebook posts are available for clients who wish to capitalise on the magazines' strong online reach. All sponsored posts are pinned to the top of the relevant magazine's page for one week.

Sponsored Content
Facebook Post - HK\$1,500



Up to
100,000
people reached
a week

ONLINE

1. Premium Online Package HK\$13,000

- Website advertorial (online only).
 - eDM advertorial.
- Facebook post - Pinned for 1 week and boosted with Facebook.
 - Banner advert on website.

2. Website Package HK\$10,000

- Website advertorial - Pinned to homepage for 1 week.
- Website banner advert.

3. eDM and Social Media Package HK\$4,500

- eDM advertorial.
- Facebook post - Pinned for 1 week and boosted with Facebook.

PRINT AND ONLINE

BEST SELLER

1. Premium Print and Online Package HK\$19,500

- Full page advertisement.
- Website advertorial (online only).
 - eDM advertorial.
- Facebook post - Pinned for 1 week and boosted with Facebook.
 - Banner advert on website.

2. Print and Website Package HK\$17,000

- Full page advertisement.
- Website advertorial - Pinned to homepage for 1 week.
- Website banner advert.

3. Print, eDM and Social Media Package HK\$11,500

- Full page advertisement.
 - eDM advertorial.
- Facebook post - Pinned for 1 week and boosted with Facebook.

If you'd like something a little different then don't hesitate to call our sales team on 2987 0577.
We can arrange a package that suits your business.