

AROUND **D**

www.arounddb.com

Media Kit
2020

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.

DISTRIBUTION POINTS

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

Discovery Bay

DB MAIN PLAZA

BOOKAZINE
CENTURY 21
DISCOVERY BAY INTERNATIONAL SCHOOL
DB MEDICAL CLINIC
DB RECREATION CLUB
DMK OFFICE
DMR BALLET
EBENEZER'S
FUSION SUPERMARKET
ISLAND HEALTH
ISLAND HEALTH PHYSIOTHERAPY
JUST GREEN
LAND MASTER PROPERTY
MCSORLEY'S
QUALITY HEALTH
SALON DE COIFFURE
SOLERA
UNCLE RUSS COFFEE

DB NORTH PLAZA

ACTION X
AFFLATUS HAIR WORKSHOP
AUBERGE HOTEL
BAYSIDE DENTAL
DISCOVERY MONTESSORI PRIMARY SCHOOL
CLUB SIENA
EPIC FOODS
EPICLAND
HARVEY LAW
MATHSNASIUM
MY PET SHOP
PAISANOS
STARMART
UNCLE RUSS COFFEE
WELLCOME SUPERMARKET

Lantau

TUNG CHUNG

A TAVOLA BAR AND GRILL
BAYSIDE DENTAL
CARIBBEAN COAST CLUB HOUSE
CARIBBEAN COAST FUSION
COASTAL SKYLINE CLUBHOUSE
CURRY LOUNGE
EYE LEVEL
GREENFIELDS KINDERGARTEN
MARKETPLACE SUPERMARKET
MOCATTO COFFEE SHOP
PETS CENTRAL
QUALITY HEALTH TUNG CHUNG
RESTO RESTAURANT
SEAVIEW CRESCENT CLUBHOUSE
SKYLINE PHYSIO
SOUNDWAVES EDUCATION CENTRE
TUNG CHUNG VET CENTRE
YMCA COLLEGE

CHEK LAP KOK AIRPORT

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

MUI WO

BAHCE TURKISH RESTAURANT
BUFFALO STRENGTH GYM
CAFÉ ISARA
CAFÉ PARADISO
CHINA BEAR
DEER HORN RESTAURANT
FINDLEY LEUNG
FRIENDLY BICYCLE SHOP
HIGHTIDE/STOEP

HOME SOLUTIONS
ISLAND WINES
LA PIZZERIA

LANTAU BASE CAMP
LITTLE OWLS KINDERGARTEN
KEBAB CORNER
MONEY TRANSFER KIOSK MUI WO PIER
MUCHO GUSTO
MUI WO OWLS SCHOOL
PAUSE STUDIO
QUAY HOUSE
SPA AMBIENCE
TRINITY INTERNATIONAL DEVELOPMENT LIMITED
THE FRIENDLY BICYCLE SHOP
THE RED LANTERN
VIBE BOOK AND MUSIC SHOP
VILLAGE BAKERY

PUI O

GARDEN PLUS
JK CLUB
LA ISLA VARIETY STORE
TAP TAP BAR
THE WATER BUFFALO

CHEUNG SHA

LANTANA
LONG ISLAND
THE BEACH HOUSE

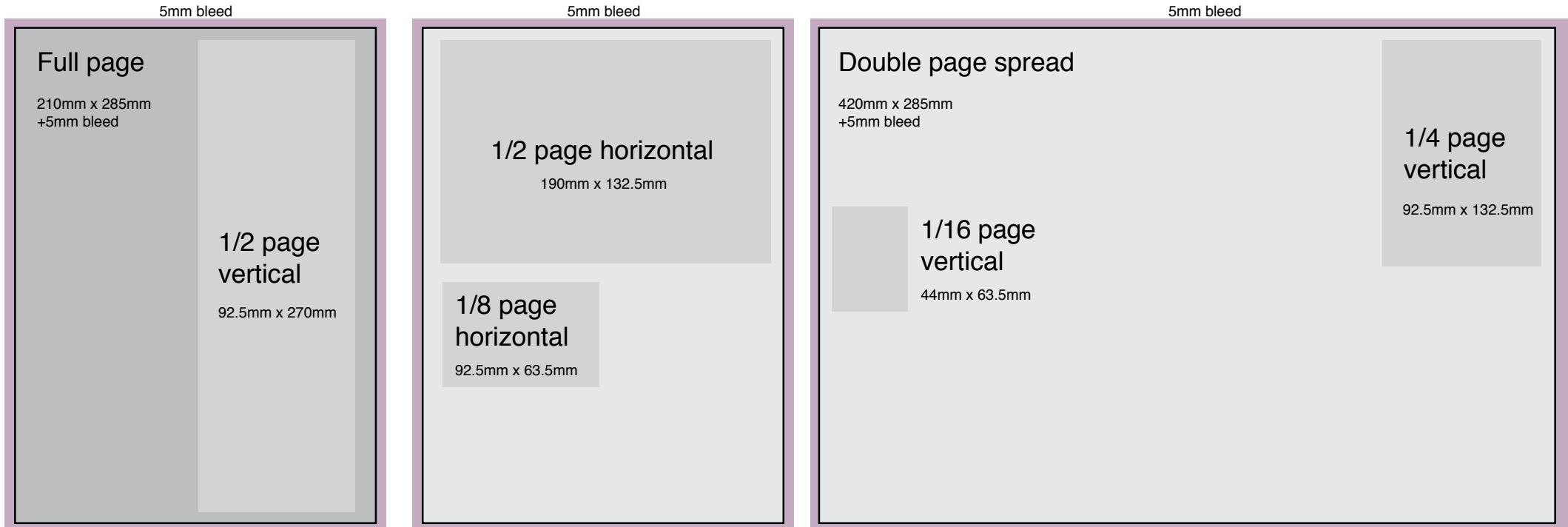
Hong Kong Island

CENTRAL PIERS

PIER 3
PIER 6

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.

TECHNICAL SPECIFICATIONS



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.



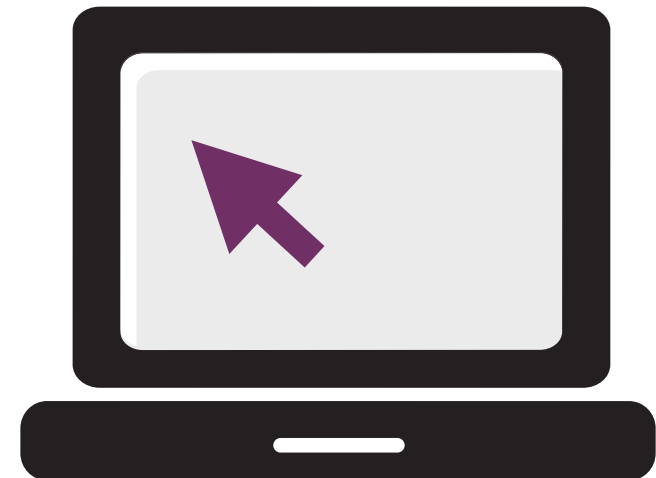
74,000
page
views

Online Rate Card

THE WEBSITE - www.arounddb.com / www.lifeonlantau.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
40,000
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 12,000+ strong email database.

EMAIL MARKETING

- Bay Media sends newsletters via email to its database of over 12,000+ 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 12,000+ 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

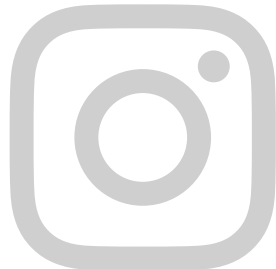
**Contact us
for details
2987 0167**

AMAZING VALUE

**eDM Advert to
8,000+ subscribers**

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 page. As of February 2019, *both* Facebook pages have together close to 20,000 likes and a reach of over 100,000 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.



ONLINE RATE CARD

Leaderboard - Run of site

Desktop - 1170 (w) x 120 (h) Mobile - 848 (w) x 160 (h)

Banner B (Homepage only - midway down page)

Desktop & Mobile size - 848 (w) x 200 (h) pixels

Banners C, D, E & F (Right hand column on Desktop, bottom of page on internal pages for mobile, Run of site)

Desktop - 500 (w) x 450 (h) Mobile - 500 (w) x 200 (h)

- All rates are per calendar month - please speak to your Account Manager for specific date requests.
- Artwork for ads should be provided one week in advance.
- All ad positions are subject to up to three rotations.

