

# Online Rate Card

## The Website

[www.arounddb.com](http://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 **45,000 visitors** per month, with over **80,000 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  
**45,000**  
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 10,000+ strong email database.

## Email Marketing

- Bay Media sends newsletters via email to its database of over 10,000+ 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 10,000+ 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

For Costs

**Tel: 2987 0167**

### Amazing Value

For Costs

**Tel: 2987 0167**

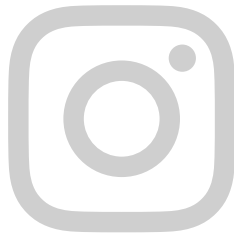
## Social Media

- 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. Facebook pages have together close to 20,000 followers and a reach of over 100,000 people per week.
- In addition to Facebook, Bay Media is also very active on 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.

**Great Reach**

For Costs

**Tel: 2987 0167**



Around  
**100,000**  
people reached  
a week

## Digital Banner

For Costs  
Tel: 2987 0167

### Leaderboard - Run of site

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

### Banner B (Homepage only - midway down page)

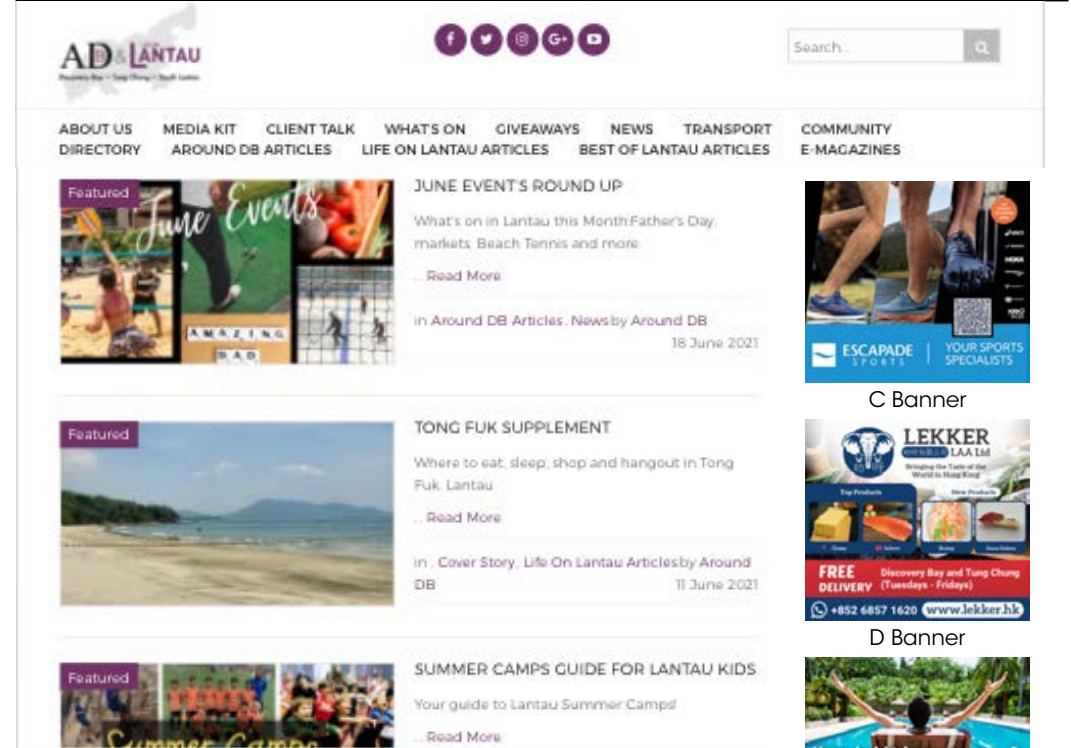
Desktop & Mobile size - 848 (w) x 200 (h) pixels

### 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.

Leaderboard



B Banner



C Banner



D Banner



E Banner



F Banner