



Unearthing **Asia**

Asia

The world's largest and
most populous continent.

A labyrinth of ethnic cultures,
a wild diversity of languages,
practices, beliefs and traditions.

From Turkey to Korea,
Australia to India,
every country in Asia
hosts their own unique
local culture and sights.

Unearthing **Asia**

Asia has opened its floodgates.

Robust growth from years past,
was sustained and nurtured.

In 2008 alone, **184**
million travelers
journeyed to Asia, accounting for up to
20 percent of
international travel



Unearthing **Asia**

They are a varied bunch,

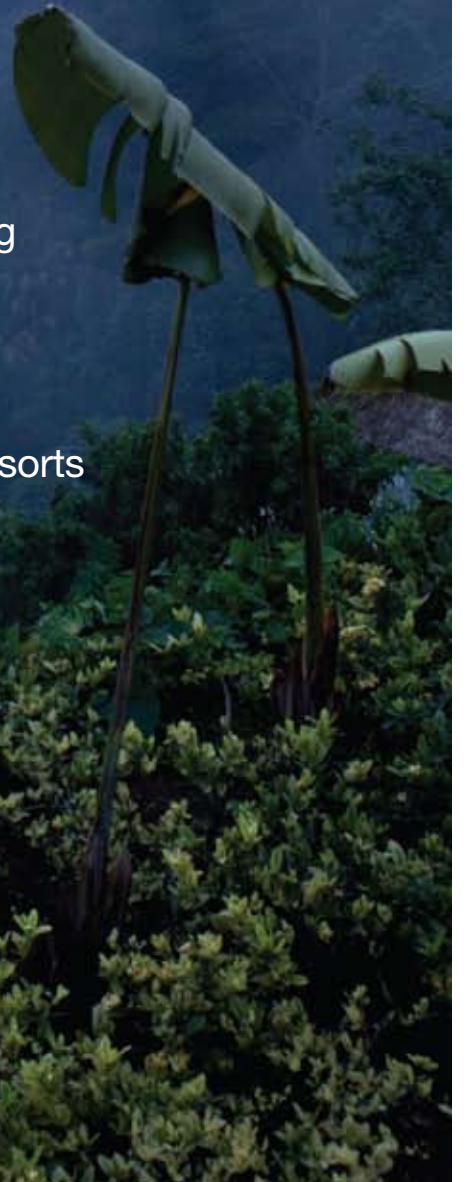
from budget **back**
packers

trekking through
the jungle of Luang Prabang,

to senior executives enjoying

luxurious

pampering at acclaimed resorts



Unearthing **Asia**

This group of travelers are young, independent and savvy

When they travel, they don't simply go along with decades old guide books or passing through the usual tourist traps. Instead, they do their research thoroughly, scouring for tidbits of information and inspirations from sources both online and offline. They connect with friends, relatives, and even total strangers through online social media, striving to sculpt and mould their travels to their own unique preferences.

This is where Unearthing Asia comes in. With our dual media offering of both online travel portal and quarterly print publication, visitors can easily find what they are looking for, and switch between mediums at will. With our large network of independent travel writers and photographers all over the region, we are able to continuously provide fresh travel tips and inspirations that keeps visitors coming back for more.



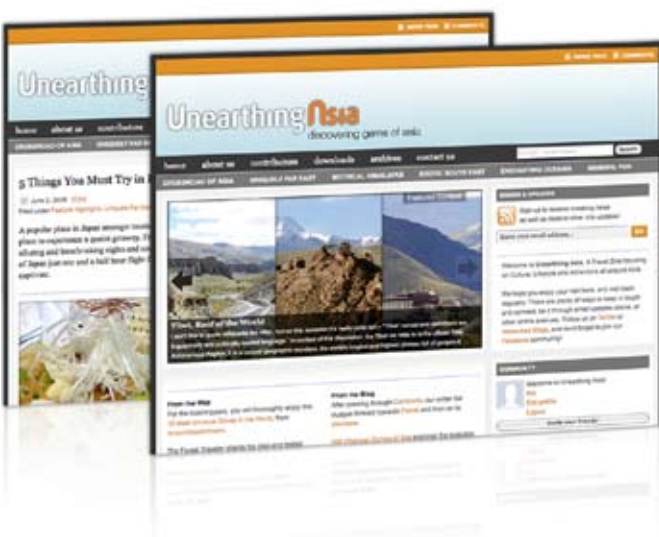
The Magazine

Published quarterly, the print publication features exclusive content covering all aspects of Asia, with a focus on travel and all things related to it – food, culture, attractions and lifestyles, all around Asia.

The magazine will be a 120 pages quarterly publication distributed to major bookstores in Singapore, Kuala Lumpur and Indonesia, with a total of up to 15,000 printed copies planned for distribution.

The magazine will be sold on major bookstores for a retail price of SGD7.50 in Singapore, RM18 in Malaysia and IDR50,000 in Indonesia.

The print magazine will also be made available for online browsing and through PDF download.



The Website

Since its inception in January 2009, the Unearth Asia website has garnered a growing readership profile and expanded its portfolio of writers spanning all over Asia.

Updated regularly, the website provides comprehensive and reliable information on various travel attractions all around Asia.

Travelers are able to connect not only through the website, but also from various online platform such as Twitter, Facebook and StumbleUpon.



Distribution Spots

The magazine Unearth Asia is available for sale and or browsing purposes in various spots throughout Malaysia, Singapore and Indonesia, summarized below

Indonesia

Major Bookstores

TGA Pusat 38 • Kinokuniya Pondok Indah Mall • Kinokuniya Grand Indonesia • Kinokuniya Plaza Indonesia • Kinokuniya Plaza Senayan • Eureka Kalibata • Eureka Rawamangun • Eureka Blok M • Eureka Depok • Gramedia Carefour Lebak Bulus • Gramedia Carefour Cempaka Putih • Gramedia Carefour Central Park • TGA Mal Kelapa Gading • TGA Mall Galaxy • TGA Mall Pondok Indah • TGA Senayan City

Gramedia Outlets

Jakarta • Solo • Lampung • Surabaya • Semarang • Purwokerto • Jambi • Bengkulu • Palembang • Surakarta • Cibinong • Lokasari • Bandung • Bali • Yogyakarta

Toko Gunung Agung Outlets

Jakarta • Surabaya • Bekasi • Serpong • Bandung • Denpasar • Bali • Semarang • Bogor • Sunter

CitiBank Airport Lounges

Emerald Sky Lounge Terminal F Jakarta • Emerald Sky Lounge Terminal E Jakarta • Puri Indah Lounge Terminal D Jakarta • Sunda Kelapa Lounge Terminal 2F Jakarta • Padma Lounge Bali • Blue Sky Lounge Surabaya • Trowulan Lounge Surabaya • Bandara Seokarno Hatta • Bandara Ngurah Rai • Bandara Polonia • Bandara Juanda • Bandara Seinggalan • Bandara Adi Sumarmo • Bandara Adisucipto • Bandara Ahmad Yani • Bandara Hasanuddin • Bandara Sultan Mahmud Madaruddin • Bandara Hang Nadim • Bandara Pangkal Pinang • Bandara Syamsudin Noor • Bandara Sultan Syarif Karim II

BCA Prioritas Lounge

Jakarta • Bogor • Tangerang • Bekasi • Depok • Bandung • Cirebon • Sukabumi • Semarang • Solo • Kudus • Yogyakarta • Tegal • Pekalongan • Magelang • Purwokerto • Surabaya • Lhokseumawe • Palu • Sidoarjo • Denpasar • Kuta • Bali • Manado • Ambon • Medan • Padang • Pekanbaru • Palembang • Banda Aceh • Sorong • Batam • Pangkal Pinang • Jambi • Lampung • Malang • Kediri • Pasuruan • Jember • Madiun • Banyuwangi • Samarinda • Balikpapan • Banjarmasin • Pontianak

Malaysia

Major Bookstores

POPULAR Jalan Bandar • Wangsa Walk Mall • TESCO Ampang • Metro Prima Shopping Centre • Pearl Point Shopping Centre • Bangunan Iee Rubber • Cheras Leisure Mall • Kluang Mall • Batu Pahat Mall • Giant Tampoi • Jusco Tebrau City (Harris)

Singapore

Major Bookstores

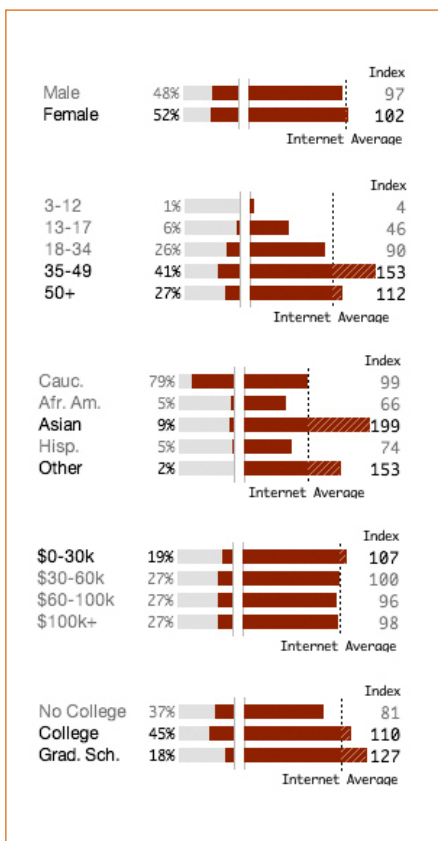
MPH Novena Square • MPH Robinson Road • MPH Raffles City • MPH CityLink Mall • Big Bookshop Clementi • Big Bookshop Tampines • Big Bookshop Harbourfront • Kinokuniya Ngee Ann City • Kinokuniya Bugis Junction • Kinokuniya Liang Court • Times Centrepoint • Times Plaza Singapura • Times Tampines Mall • Times Jelita • Times Goldenshoe • Times Marina Square • Times Funan DigitalLife Mall • Times Anchorpoint • Page One Vivocity • Borders Wheelock Palace • Borders Parkway Parade • NUS Central Library • NUS LT72 • Select Books • Commercial Press Cathay • Banyan Tree Empress Palace • Banyan Tree Bras Basah • Harris Suntec City • Harris Great World City • Harris T3 Landside Store • Harris T3 Departure North • Harris T3 Departure South • Times T1 West • Times T1 East • Times T2 Landside South • Times T2 Landisde North • Times T2 Finger Pier • Times T2 Warehouse

POPULAR Outlets

Bras Basar • Bukit Panjang • Bukit Timah • Causeway Point • Compassvale Point • East Point • Heartland Mall • Hougang Mall • Jubilee • Junction 8 • Jurong East • Jurong Point • 2 Lot 1 • Majestic • Marine Parade • North Point • Orchard MRT • Singapore Post Centre • Tampines Mall • Thomson Plaza • Tiong Bahru • Toa Payoh • West Mall • Whitesand • United Square • NTU • Singapore Poly • SIM • IMM • Sun Plaza

Others

Plaza Premium Lounge – Kuala Lumpur • Plaza Premium Lounge – Singapore • Singapore Tanglin Club • Starbucks Cafe • McCafe • Junction 8 • Hard Rock Cafe • Modestos • The Tanglin Tree • Club Chinois • Dan Ryan's • Cream Bistro • Casa Verde • TCC • Sky Pilates • Coffe Club • Muddy Murphy's • Black Angus • Harry's • The Marmalade Pantry • Toni & Guy • The Balcony • CineCafe • Bobby's @ Cuppage • Kaplan • Bar Stop • Ice Cold Beer • No 5 • Oriole • Sinema Old School • 2902 Gallery • Goethe Institut • Dubliner Irish Bar • Blu Jaz • The Coffee nations • Black Market • My Secret Garden • Music Dept • Food #3 • Night & Day • Magma Trade+Consult • Restaurant Ember • NYMK • Red Dot Museum • The Blue Ginger • The Arris • The Sandwich Shop • Simply Sandwich • Tiktak World of Coffee • Dome Cafe • Le Carillon De L'Angelus • FrontRow • Style Nordic • Seven On Club • L'Angelus • Spizza • Kazbar • Oosters Belgian Brasserie • Tully's • Sooma • Loof • Li Ka Shing Library • Max Brenner • Brunch • Dirty Nelly's • Paulaner Brauhaus • Timbre • The Ticketing Counter



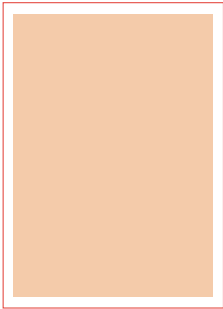
Online Statistics

Summary					
Reported period	Month Nov 2009				
First visit	01 Nov 2009 - 00:00				
Last visit	30 Nov 2009 - 23:57				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	8334	24280 (2.25 visits/visitor)	73937 (3.63 Pages/Visit)	329792 (16.09 Hits/Visit)	9.20 GB (440.87 KB/Visit)
Not viewed traffic *			35738	50801	881.04 MB

Summary					
Reported period	Month Oct 2009				
First visit	01 Oct 2009 - 00:00				
Last visit	31 Oct 2009 - 23:59				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	7760	18318 (2.26 visits/visitor)	70736 (3.96 Pages/Visit)	288207 (16.2 Hits/Visit)	7.98 GB (475.05 KB/Visit)
Not viewed traffic *			30908	47027	1.13 GB

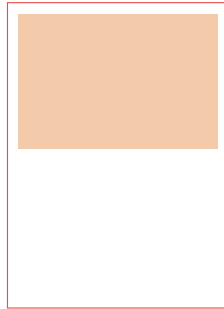
Summary					
Reported period	Month Sep 2009				
First visit	01 Sep 2009 - 00:02				
Last visit	30 Sep 2009 - 23:59				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	6076	14185 (2.33 visits/visitor)	58313 (4.11 Pages/Visit)	232055 (16.35 Hits/Visit)	6.90 GB (509.78 KB/Visit)
Not viewed traffic *			25358	40598	916.03 MB

Celebrating UA's first edition and in appreciation of support from early advertisers, we are offering the following special advertising rates – for a limited time only. Don't miss out on this excellent value! Contact us now!



Full Page

Trim 230 x 270mm
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Half Page

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Double Page Spread

Trim 460 x 270mm
 Bleed 480 x 290mm
 Text 440 x 250mm

ADVERTISEMENT RATES - LAUNCH ISSUE

Online Magazine (per issue)

Inside Front Cover	US\$ 430	Rp 4,000,000
Inside Front Cover Spread	US\$ 580	Rp 5,500,000
Double Page Spread	US\$ 530	Rp 5,000,000
Full Page 1st 10 pages	US\$ 380	Rp 3,500,000
Full Page	US\$ 330	Rp 3,000,000
1/2 Page	US\$ 230	Rp 2,000,000

Print Magazine (per issue)

Inside Front Cover	US\$ 1900	Rp 18,000,000
Inside Front Cover Spread	US\$ 2600	Rp 25,000,000
Double Page Spread	US\$ 2300	Rp 22,000,000
Outside Back Cover	US\$ 2100	Rp 20,000,000
Inside Back Cover	US\$ 1600	Rp 15,000,000
Full Page 1st 10 pages	US\$ 1600	Rp 15,000,000
Full Page	US\$ 1500	Rp 14,000,000
1/2 Page	US\$ 900	Rp 8,000,000

Advertising Placement Enquiries

Ms Dawn Khoo
Media Link Pte Ltd
 1 Sophia Road #07-22
 Singapore 228149
 Tel: +65 63361725
 medialink@pacific.net.sg

Prices are not inclusive of 10% Government Tax. We are also able to provide custom Packaged Deals combining various advertising options to optimize your reach.