

# Why Asiana.Tv?

- Audience Demographic:
  - Predominantly women between the ages 15 and 45, majority of whom are working professionals who browse the portal during lunch hours and weekends to consume Lifestyle (Beauty, Fashion, Entertainment) and Wedding content
  - With over 500,000 page views a month, an average of 12 pages viewed per visit and an average of 5 minutes spent on the portal per visit, [www.Asiana.Tv](http://www.Asiana.Tv) is very popular amongst the South Asian youth around the world
  - Asiana.Tv engages with our audience daily through our Facebook updates and Twitter tweets and have a combined email and social media database of circa 75,000+
- Additionally, our platforms are frequently visited and popular not only amongst our consumers but also our suppliers and clients

**ASIANA.tv**  
Visit us at [www.asiana.tv](http://www.asiana.tv)

# Advertising on Asiana.Tv

- Asiana.TV is a powerful way to connect with millions of Asian internet users
- You only pay when people view your ad - so your budget is never wasted
- Campaigns start at just £12 per 1,000 page impressions (CPM) - so to reach a potential customer, we'll only charge you a penny
- You can use Asiana.TV to introduce your brand to a unique audience
- As a direct-response medium, Asiana.TV is second to none

The screenshot displays the Asiana.TV website, which is described as 'THE WORLD'S FAVOURITE WEDDING MAGAZINE'. The site features a top navigation bar with categories such as 'About asiana', 'Magazine', 'Wedding Directory', 'Wedding Tube', 'Fashion Finder', 'Dating', 'Beauty Finder', 'Whats On', 'Tickets', and 'Shop'. Below this, there are sub-sections for 'News', 'Beauty', 'Relationship', 'Fashion', 'Entertainment', 'Health', and 'Travel'. A prominent banner at the top right encourages advertising on the site, providing the email 'Email sales@asiana.tv' and the phone number 'Call 0207 709 2021'. The main content area is dated 'Tuesday 29th January' and includes a 'Latest News' section with several articles, such as 'Asiana Bridal Show Celebrates 12th Anniversary' and 'India Welcomes IKEA'. To the right, there is a 'Sign Up For Our Newsletter' form, a 'Read' section for 'Asiana Wedding Magazine - Free Online', and a 'Wedding Directory' with categories and popular companies. A 'Browse' section highlights 'The Latest Bridal, Evening & Menswear' with a featured image of a woman in a blue dress. The 'Most Recently Viewed' section includes a 'Model Profile: Anita Kaushik' and 'Fund times' articles. At the bottom, there is an 'Events' section and a 'Say Cheese!' advertisement for a photography service.

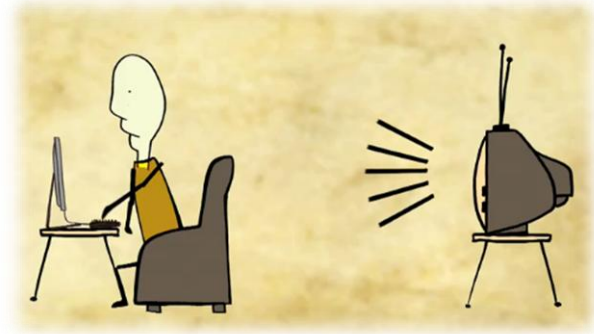
# Our Target Audience

- Our site visitors represent a cross-section of the Asian community
- Aged between 18 and 35, they are active consumers and decision-makers
- Most users visit our site to keep to up date with their Asian interests
- This include news, entertainment, fashion, lifestyle and travel
- Some users visit us for specific interests such as wedding planning
- Our site visitors are more likely to be on-line than in front of the TV



# Internet Ads v/s Television Ads

- **COSTS LESS:** Internet ads cost a fraction of expensive TV ads
- **CONTROL BUDGETS:** On-line ads are only charged per view
- **MORE CHOICE:** The internet offers banner ads and video ads
- **INSTANT RESPONSE:** On-line ads click straight to your website
- **UNIQUE AUDIENCE:** Most Asians DON'T watch Asian TV every day
- **BIGGER AUDIENCE:** Most Asians DO use the internet every day



# ASIANA.tv v/s Google™

- TARGET: Asiana has an exclusive Asian audience, Google doesn't
- BRANDING: Asiana offers full banner sizes, Google doesn't
- COST LESS: Asiana ads are cheaper than Google equivalents
- VIDEO OPTION: Asiana offers targeted video ads, Google doesn't
- SERVICE: Google ads are sold online, Asiana uses real people
- GO DIRECT: Google acts as an agency, we are a direct platform



## Asiana.Tv Section Sponsorship / Takeover

Example: Estee Lauder Wallpaper Skin  
Reach: 500,000+ page views per month

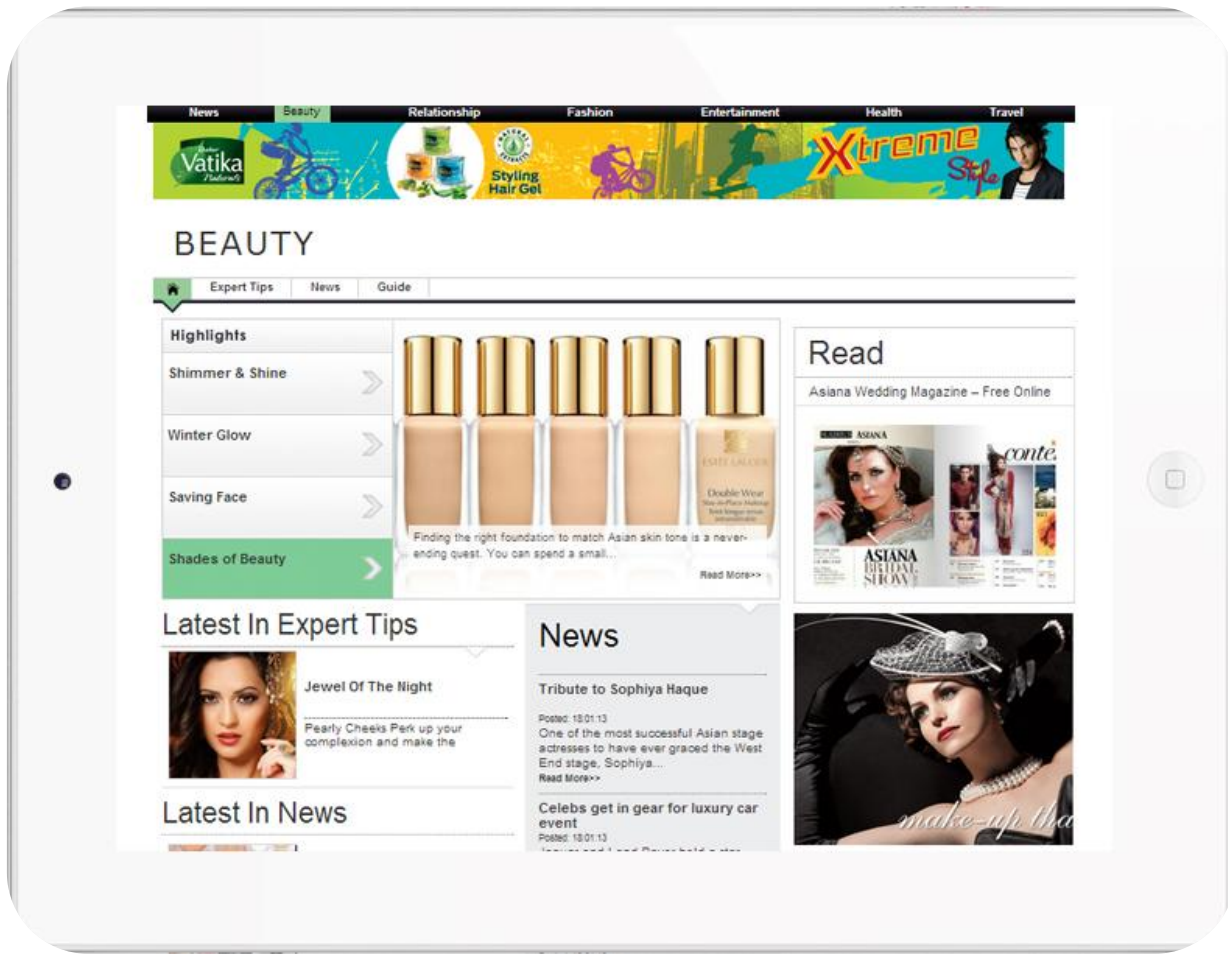




## Asiana Tube

The Fashion & Beauty Channel on AsianaTube is the most popular video channel on the portal

15 - 20 sec. video adverts are streamed as PRE-ROLL before Popular videos are viewed



## Asiana.Tv Beauty Section

The Beauty Section of Asiana.TV is one of the most popular editorial areas of the portal



# BANNER OPTIONS

- Leaderboard (next to Asiana.TV logo): 728px x 90px
- Bespoke Banner (full width of site) : 980px x 83px
- Medium Rectangle: 300px x 250px
- Wallpaper: 273px x 1110px
- CPM = cost per 1000 impressions (views)

Bespoke Banner: 980px x 83px

BEAUTY

Expert Tips News Guide



Jewel Of The...

For maximum impact, adorn your face with this season's dazzling palette of multi-coloured...  
[Read More](#)

Medium Rectangle:  
300px x 250px

Wallpaper:  
273px x 1110px

Wallpaper:  
273px x 1110px

Beauty

News

**Oscar Winning Director Goes Bollywood**  
Posted: 16.11.12  
Ahead of one of this year's biggest movie releases, Oscar winning director Ang Lee has been...  
[Read More](#)

**Badminton Craze Sweeps India**  
Posted: 12.11.12  
India's badminton success at the Olympics has caused the country to go badminton crazy...  
[Read More](#)

**Death Threats Sent to Film Director**  
Posted: 12.06.12  
Director and Producer Anurag Kashyap

Expert Tips Articles



**Winter Glow**  
Top tips to rejuvenate your skin








**Beauty Secrets**  
Master the elegant new look for Asian skin by...



**Heavenly Hair**

Recommended

You May Like

-  Tara Priya  
Tara you are being compared...
-  STD  
In most Asian families, sex...
-  Change Of Kee  
It's great to have...
-  Prateik Babbar  
How's Bollywood been...
-  Beauty Secrets  
Every day we hear the...

Recommended

Related Video

Saran Kohli New

# BANNER RATES

POSITION	ACROSS SITE	SPECIFIC SECTIONS	HOME PAGE
Leaderboard	£12 / 1,000 views*	£20 / 1,000 views*	£500 per week***
Bespoke Banner	£12 / 1,000 views*	£20 / 1,000 views*	£500 per week***
Medium Rectangle	£12 / 1,000 views*	£20 / 1,000 views*	N/A
Wallpaper	£20 / 1,000 views*	£30 / 1,000 views*	£1,000 per week***
Video Ads (15sec)	£12 / 100 views**	£20 / 100 views**	N/A

\* Minimum Campaign Threshold for Banners & Wallpaper: 50,000 views

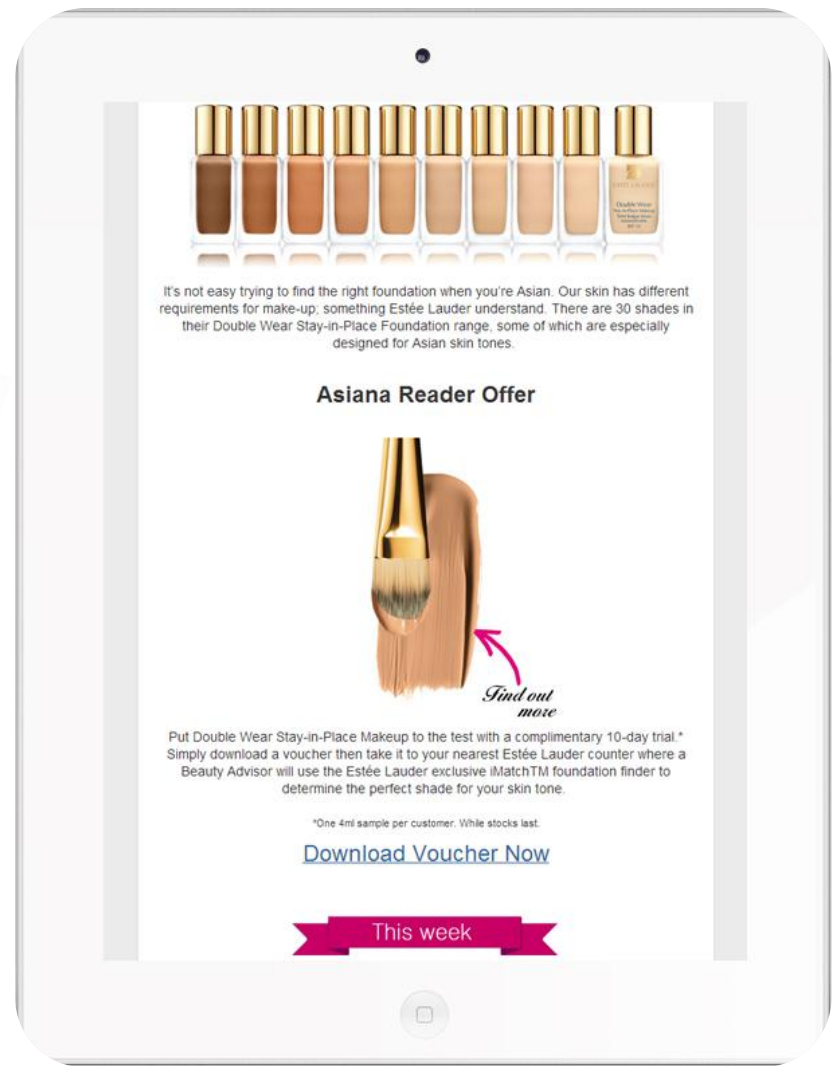
\*\* Minimum Campaign Threshold for Videos: 10,000 views

\*\*\* Minimum Campaign Threshold for Home Page: 1 week

# Asiana.Tv Email Newsletter

Engagement: Weekly

Reach: 55,000+ Registered Subscribers



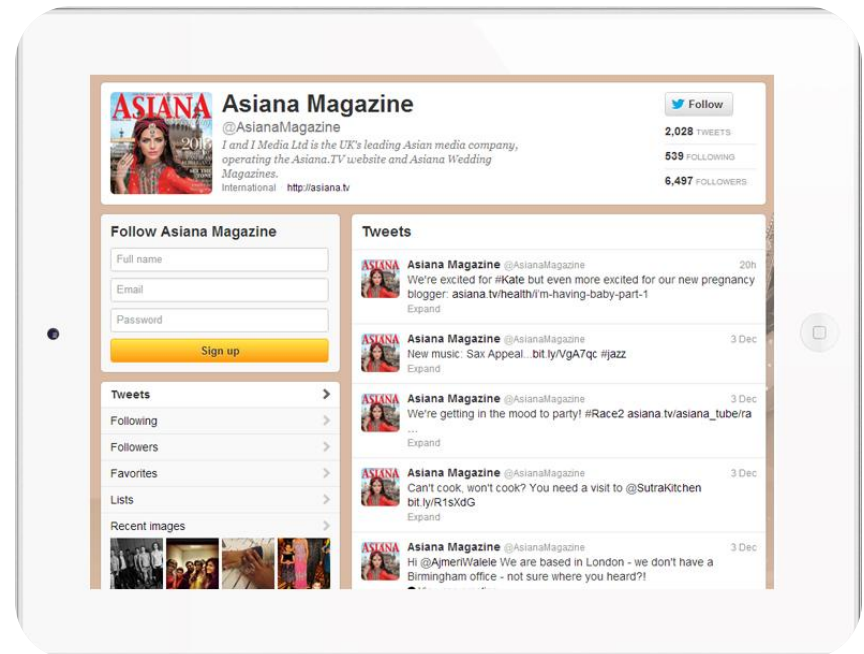
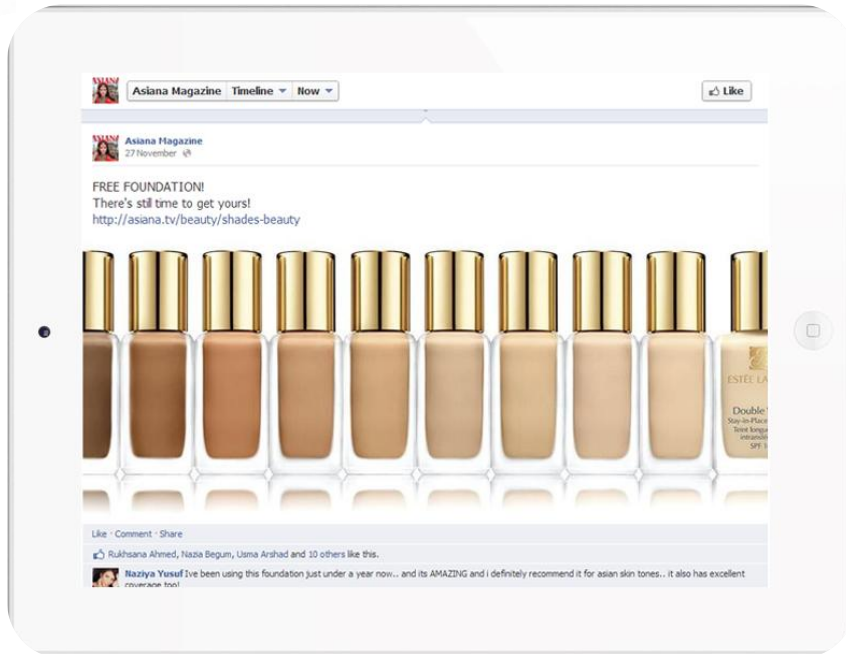
# Asiana.Tv Social Media

**FACEBOOK:** <https://www.facebook.com/asianamagazine>

Engagement: Daily  
Reach: 21,000+ Fans

**TWITTER:** <https://twitter.com/AsianaMagazine>

Engagement: Daily  
Reach: 6,550+ Followers



# EMAIL & SOCIAL MEDIA RATES

POSITION	EMAIL REACH	FB FANS	TWITTER FOLLOWERS	TOTAL REACH	COST
Premium: Top Position	55,000+	21,500+	6,600+	83,000+	£750 + VAT per email campaign + 1 Update on Facebook + 1 Tweet in Twitter
Standard: Bottom Position	55,000+	N/A	N/A	55,000+	£350 + VAT per email campaign

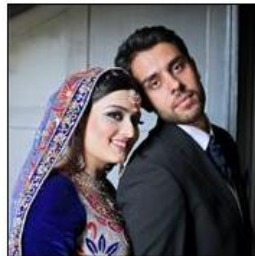


# Wedding Directory Listing

## WEDDING DIRECTORY

- Astrologers
- Cakes
- Catering
- Drinks
- Entertainment
- Fashion
- Flowers
- Gift List
- Hair & Make-Up
- Hen & Stag Breaks
- Ice Cream
- Jewellery
- Mehndi
- Personal Styling
- Photo/Video
- Theming
- Transport
- Toastmasters
- Venues
- Weddings Abroad
- Wedding Cosmetics
- Wedding Planners
- Wedding Smiles

### PHOTO/VIDEO - PREMIUM PARTNERS



*Photo/Video*

**WEDDINGS BY ESTHER**

[▶ READ MORE](#)



*Photo/Video*

**DIGI MAX MEDIA**

[▶ READ MORE](#)



*Photo/Video*

**JAY PANKHANIA  
PHOTOGRAPHY**



# Wedding Directory: DETAIL

## WEDDING DIRECTORY

- Astrologers
- Cakes
- Catering
- Drinks
- Entertainment
- Fashion
- Flowers
- Gift List
- Hair & Make-Up
- Hen & Stag Breaks
- Ice Cream
- Jewellery
- Mehndi
- Personal Styling
- Photo/Video
- Theming
- Transport
- Toastmasters
- Venues
- Weddings Abroad
- Wedding Cosmetics
- Wedding Planners
- Wedding Smiles

### DIGI MAX MEDIA



CLICK TO ENLARGE

At Digimax, we believe what makes our brand distinct is our passion for art and the creative aspect of taking totally bespoke photographs. In this way, we aim to be your most inspiring choice. Inspired by traditional and modern art alike, allows us to look at things a little differently. Preferring an individual approach enables us to unfold the true essence of your big day - creating a fusion of the timeless and contemporary - for a style of photography with a truly personal touch.

Photographers are only as good as the pictures they take and their company portfolio reflects this. In our extensive portfolio - from weddings to creative commercial - Digimax passionately covers a variety of events, capturing colourful and magical moments in an equally wide range of styles.

With a family type feeling to proceedings and service with a smile, we can tailor our full creativity to any and every budget, for each and every client project. Able to gently

TEL: 0330 333 0084 (CALLS COST LOCAL RATES FROM LANDLINES, COSTS FROM MOBILES MAY VARY)

[VISIT WEBSITE](#)

[EMAIL THIS PARTNER](#)

# WEDDING DIRECTORY RATES

POSITION	PER MONTH	PER ANNUM
Premium Listing: Top 5 Positions	£150 + VAT	£1,000 + VAT
Standard Listing: Shuffled positions below the top 5 Premium Listings	£50 + VAT	£300 + VAT

Each listing to include 5 images + 250-word company profile

# Contact

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