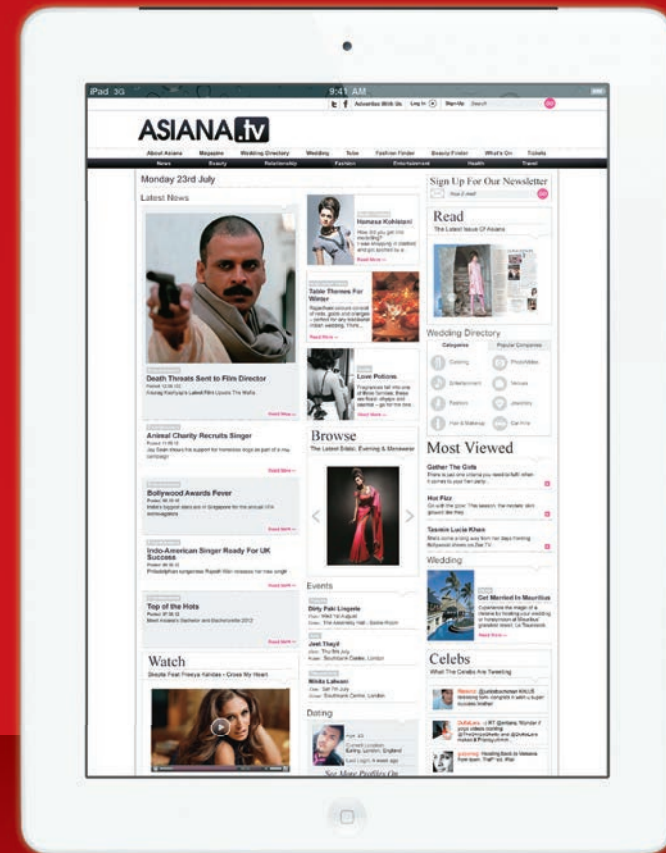


Online Wedding Directory Media Pack



About Asiana

Reaching out to an Asian audience between the ages of 15 and 50, Asiana wedding is the UK's biggest selling Asian Wedding platform

Asiana's UK Wedding Magazine **reaches out to 500,000 Asians** every quarter

Asiana's International Wedding Edition is **distributed in 26 countries** around the world

The Asiana Bridal Show hosted annually in the UK and **attracts more than 10,000 people a day**

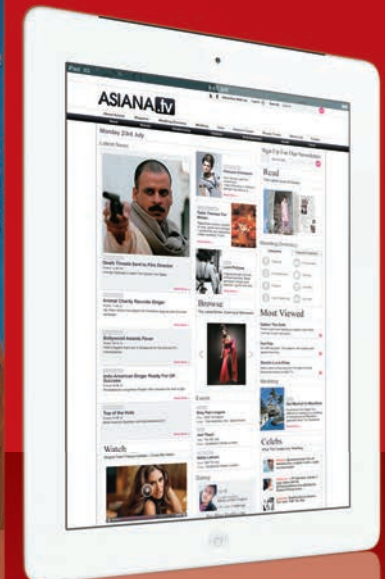
International Edition



UK Edition



Asiana Portal



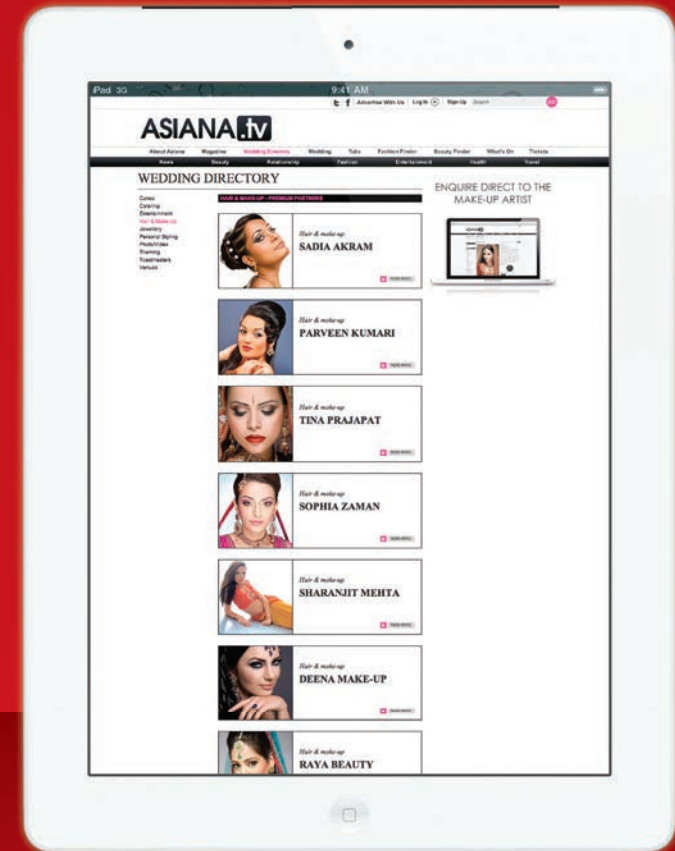
Online Wedding Directory

To help plan the perfect wedding, Asiana.tv has created the ultimate one-stop-shop - Asiana.Tv Wedding Directory

This is the place to search for the best Asian wedding goods and services providers

Our wedding directory visitors now have access to all the biggest and best service providers they need in one place.

For wedding service providers, it is essential to be part of this Directory – which provides one Full Page profile with detailed information about your company, 5 high resolution images, along with contact details such as your address, phone number, email and website links for Asiana to pass on to relevant and targeted leads for your business.



Asiana.tv Homepage

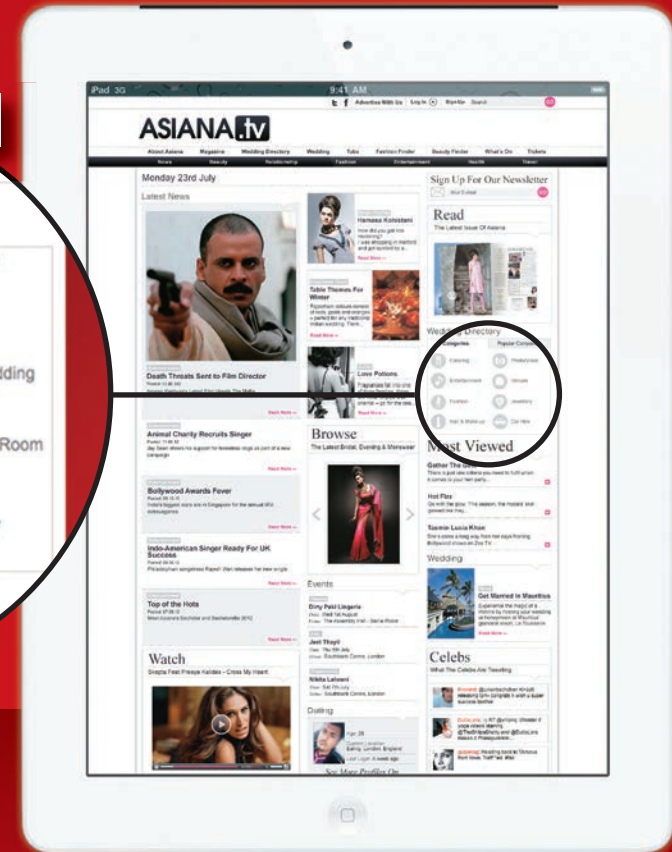
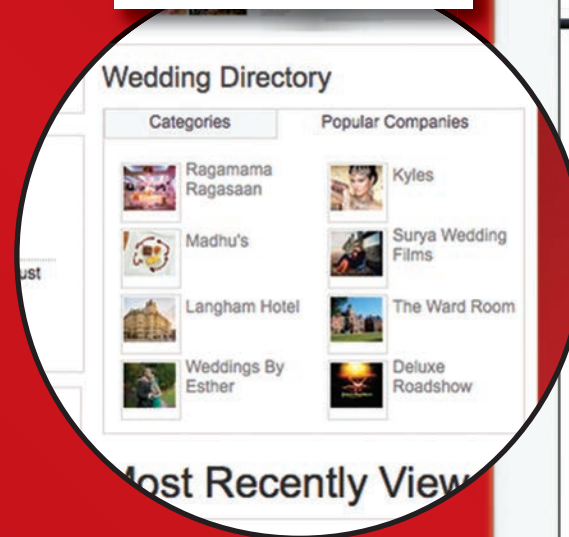
Engaging our audience through the latest news, events, celeb gossip, fashion trends and wedding themes, our Home Page is the most visited and popular within the portal. Our analytics show that on average, every visitor views at least **12 pages per visit** and spends **over 5 minutes** engaging with our content.



Homepage, Wedding Directory

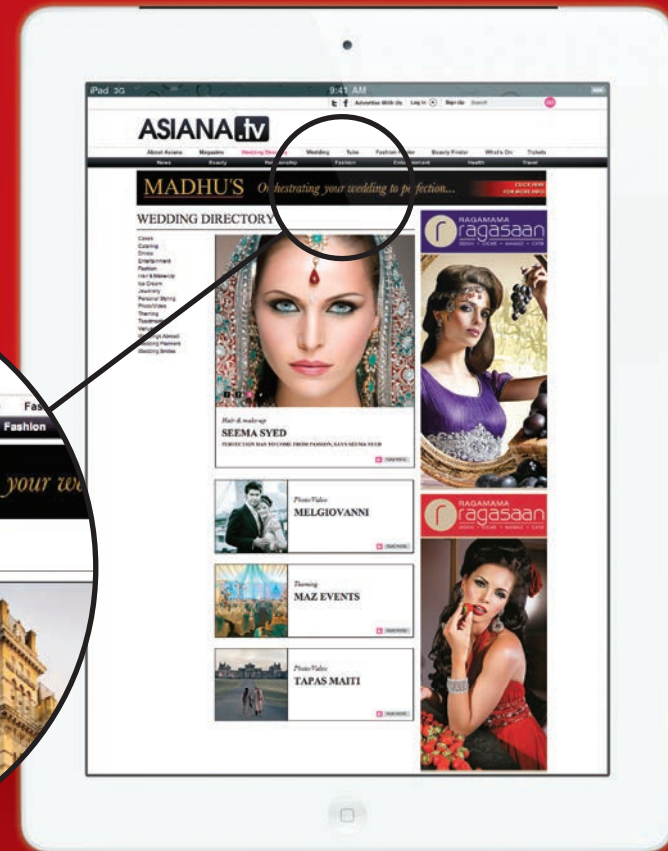
- Premium high visibility positioning within the Asiana.Tv Home Page
- Service provider will be listed within the “Popular Companies” section
- Visitors click directly through to the service provider’s detailed listing
- Listing Duration: **MONTHLY**
- Pre-requisite: A Premium or Standard Listing client
- Cost: **£250 + VAT per month** or **£2,500 + VAT per annum**

Homepage Premium



Directory Homepage Banner

- Full Banner across the wedding directory home page
- High Visibility
- Available Positions: 1
- Cost: **£300 + VAT per month** or **£3,000 + VAT per annum**



Directory Homepage Tower

- Wedding Directory Home Page Tower Ad is a tool to attract clicks directly into your website.
- High Visibility throughout the month
- Available Position: 1
- Duration of listing: MONTHLY
- Cost: **£300 + VAT per month**
or **£3,000 + VAT per annum**



Directory Homepage Slideshow

- Wedding Directory Homepage Slideshow lists 5 service providers in a box at the top of the section. Visitors will see these first on the Wedding Directory home page.
- Available Positions: 5
- Cost: **£250 + VAT per month** or **£2,500 per annum**



Directory Category Full Banner

- Category Full Banner is a banner positioned at the top of the page within a particular category
- High Visibility throughout all the listings within the entire category
- Available Position: 1 per category
- Cost: **£150 + VAT per month** or **£1,500 + VAT per annum**



Category Full Banner

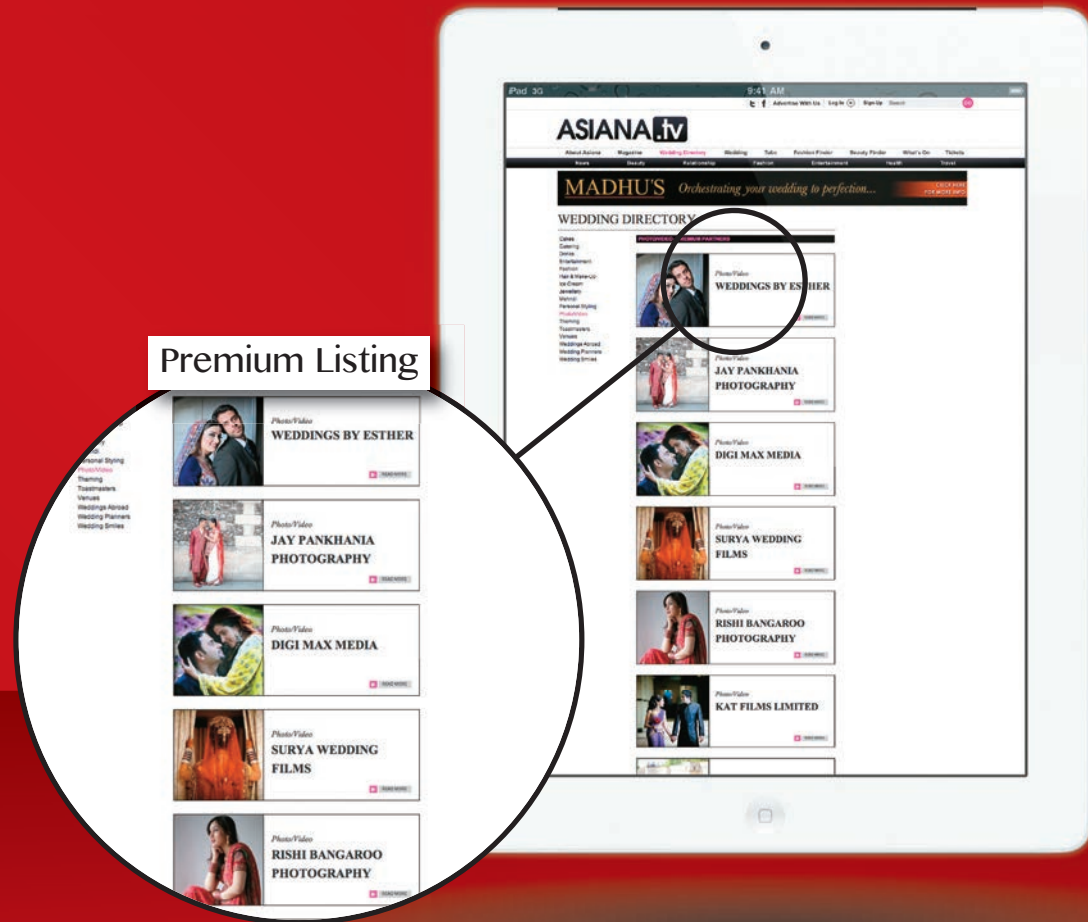
Directory Category Box Adverts

- Category Box Ads are positioned on the right hand side of each category page
- High Visibility throughout all the listings within the entire category opted for
- Available Position: 2 per category
Listing Duration: MONTHLY
- Cost: **£100 + VAT per month**
or **£1,000 + VAT per annum**



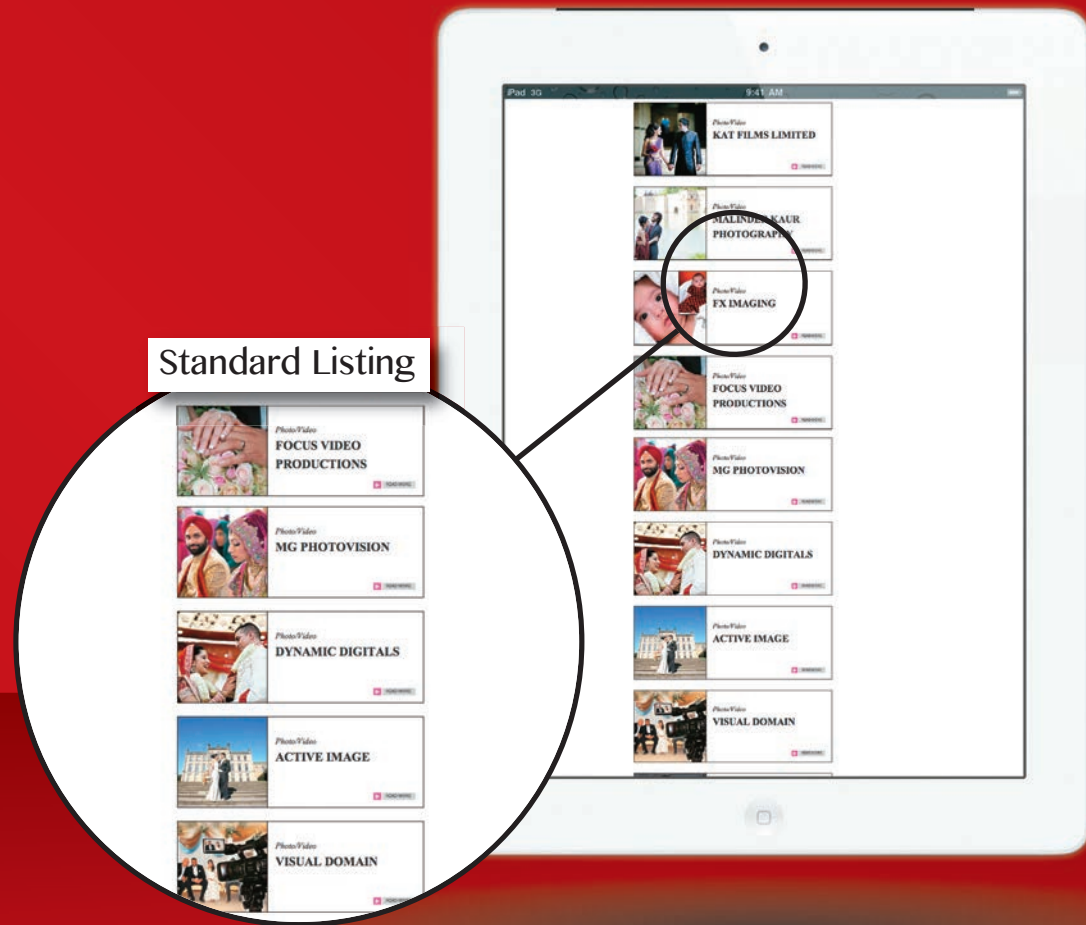
Premium Category listing

- A Premium Category Listing is positioned as one of the **TOP positions** within a Category listing
- Higher Visibility compared to Standard Listings
- Available Positions: **5 in each category**
- Listing Duration: YEARLY
- Cost: **£1,000 + VAT per annum**



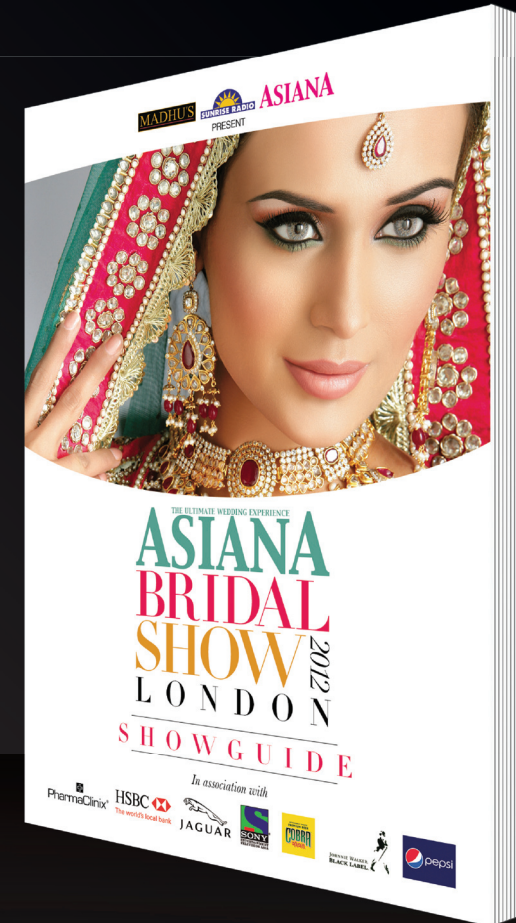
Directory Standard Listing

- A Standard Category Listing is positioned **BELOW the Premium Listings** within a Category
- Listing Duration: YEARLY
- Cost: **£300 + VAT per annum**



Special Print Edition

- The Asiana Bridal Show will be held in **LONDON** on **Sunday 27th January 2013**
- Asiana will create an exclusive 2013 Asiana.Tv Wedding Directory listing in the Show Guide **(15,000 copies)** which will be distributed free of charge to all the visitors on the day
- Our 2012 London Bridal show received a recorded walk-in of **13,000+ visitors** over 1 day
- Asiana.Tv wedding directory advertisers can advertise in the Show Guide for a special offer price of **£100 + VAT** for a full page **(normally £350 + VAT per page)** in this print version



To Advertise in the
Asiana.tv Wedding Directory

Abhi Nair
(+44) (0)20 7709 2022
abhi@asiana.tv