



ALPHA MEN ASIA

**ASIA'S ULTIMATE DESTINATION FOR  
DISCERNING GENTLEMEN**



## WHO ARE WE?

Launched in 2016, **Alpha Men Asia** is Asia's ultimate online destination for discerning gentlemen. A comprehensive and interactive online platform with an authoritative and informative voice our audience respond to, **Alpha Men Asia** delivers to today's contemporary gentleman all the information, inspiration and education he needs to stay informed and ahead of the social curve. From profiles and opinion pieces to updates and reviews from the worlds of technology, travel, dining, mixology, style and wellness, **Alpha Men Asia** is a one stop for today's aspirational male consumer.

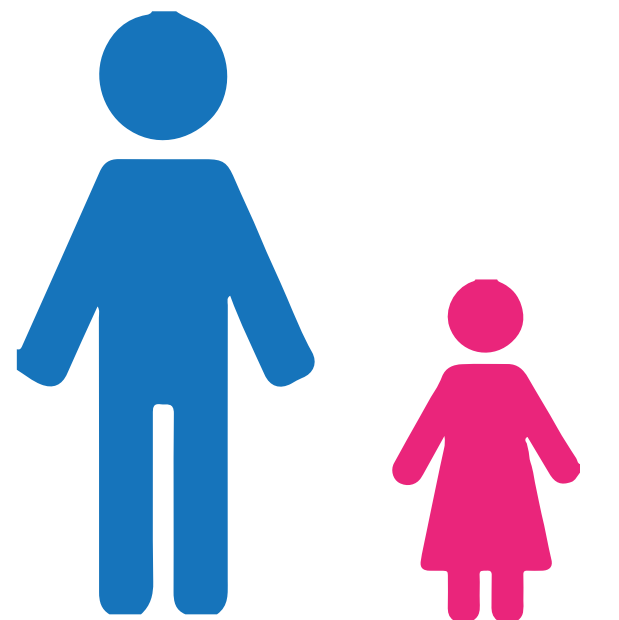
**Alpha Men Asia** is owned and produced by boutique magazine and content agency Artemis Communications, producers of leading lifestyle and custom print and online titles including The Edition, Mirandus, Ikhlas Magazine, The Art of Business Travel, Explorer Magazine, The Journal and Focus.





# ALPHA MEN ASIA REACHES A CRUCIAL DEMOGRAPHIC

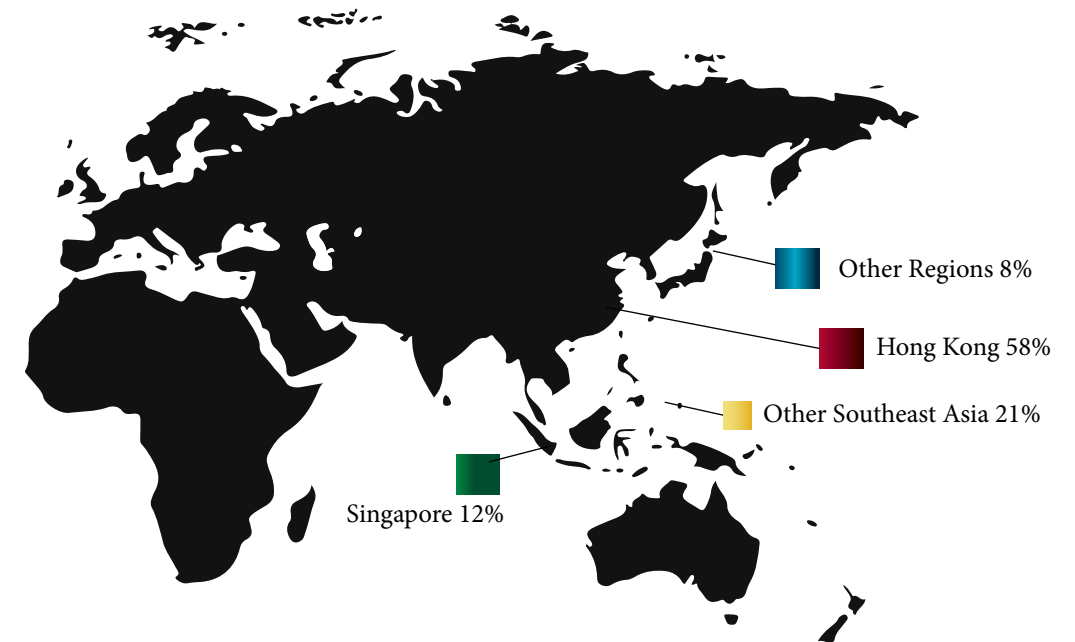
With a focus on expat and ‘returned readers’ who were educated or have worked overseas and have returned to the region, **Alpha Men Asia** reaches the most affluent and unencumbered readership possible. Alpha Men Asia readers work hard and play hard, are active luxury and lifestyle consumers; are active followers of trends and are socially and culturally savvy. They enjoy unparalleled disposable income and are at the forefronts of their chosen industries.



**Average Age:** 35 (23-48)  
**Average Household Income:** US\$119,000



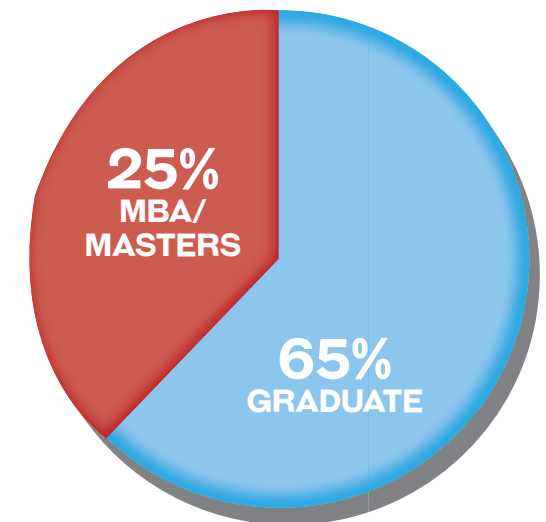
**Full Time Employment:** 84%



**Geographic Placement:**  
Hong Kong 58% Singapore 12% Other Southeast Asia 21% Other regions 8%



**Employment Type:**  
Senior Management 48%  
C Level 32%  
Entrepreneur/Self-employed 35%



**Education:**  
MBA/Masters 25% Graduate 65%

**Interests:**  
Dining, Mixology & Wine. Entertaining Style & Fashion, Wellness, Travel, Technology, Culture & Events

# IMPARTIAL EDITORIAL FOR TODAY'S SOPHISTICATED MALE CONSUMER

Content is kind of our thing at Artemis Communications – it's what we do every day, in print and online. We are dedicated to the very best editorial because we believe it's what our readers deserve, and it will stand us apart from the pack. **Alpha Men Asia's** editorial policy is clear – we tell the truth, we ensure readers know what they are reading and where it came from. We know that this creates a bond of trust with our audience.

**Alpha Men Asia** covers a wide range of topics, ensuring we engage with our audiences with the content that taps into their existing lifestyles.

## EDITORIAL SECTIONS INCLUDE:



**REAL ESTATE, PROFILES AND INTERVIEWS  
CULTURE, EVENTS & THE ARTS**



**WINING & DINING  
WINES, SPIRITS & MIXOLOGY**



**COLLECTABLES , STYLE & FASHION,  
WELLNESS & FITNESS**

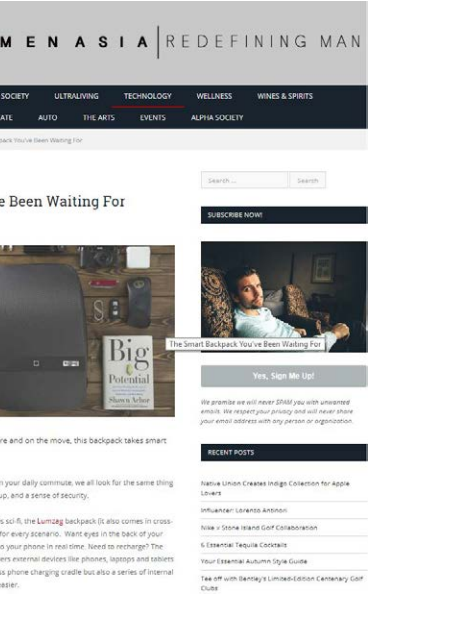
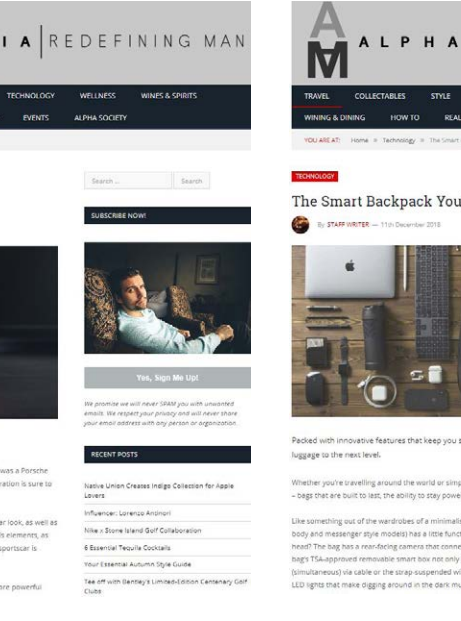
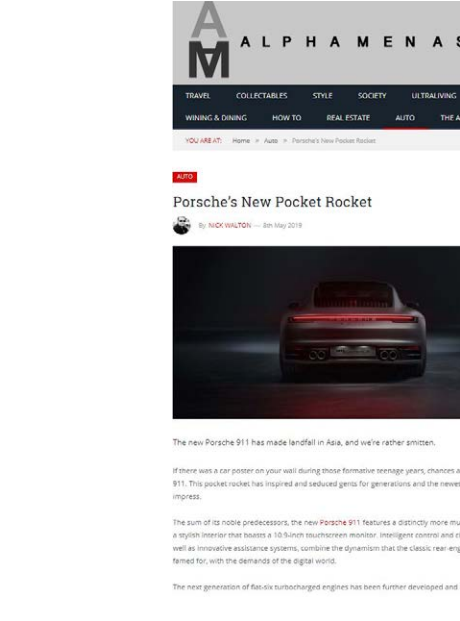
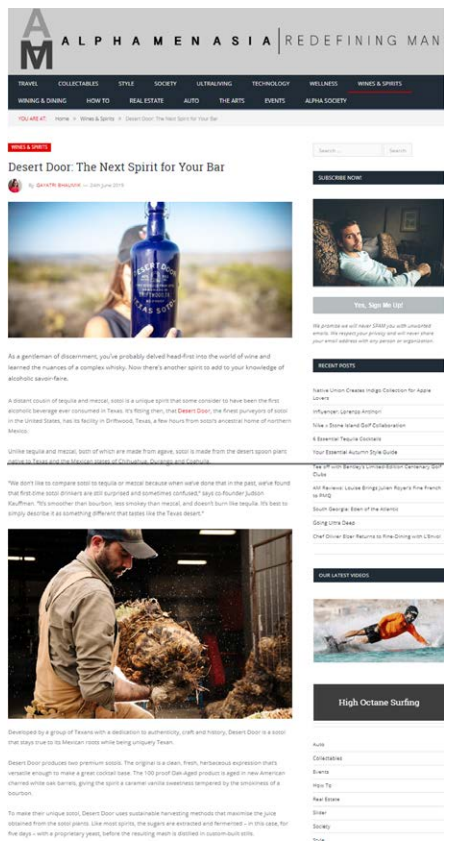
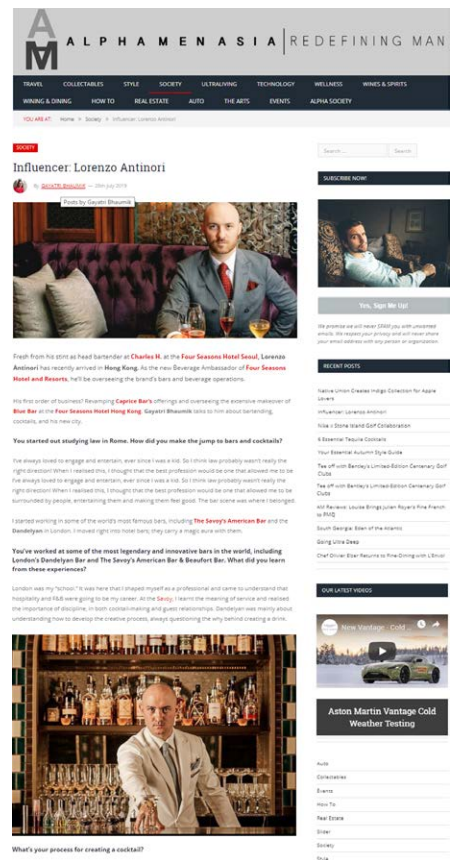
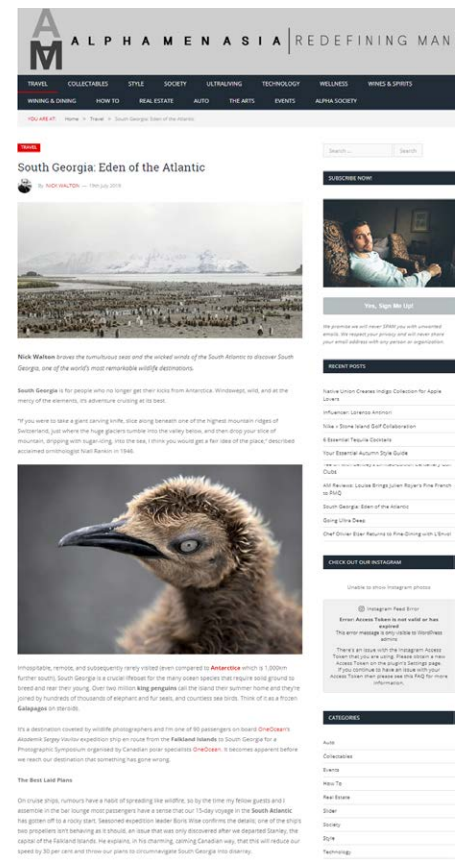


**TRAVEL & LUXURY, TECHNOLOGY  
AUTOMOTIVE**





# EXAMPLES OF OUR SECTIONS INCLUDE:

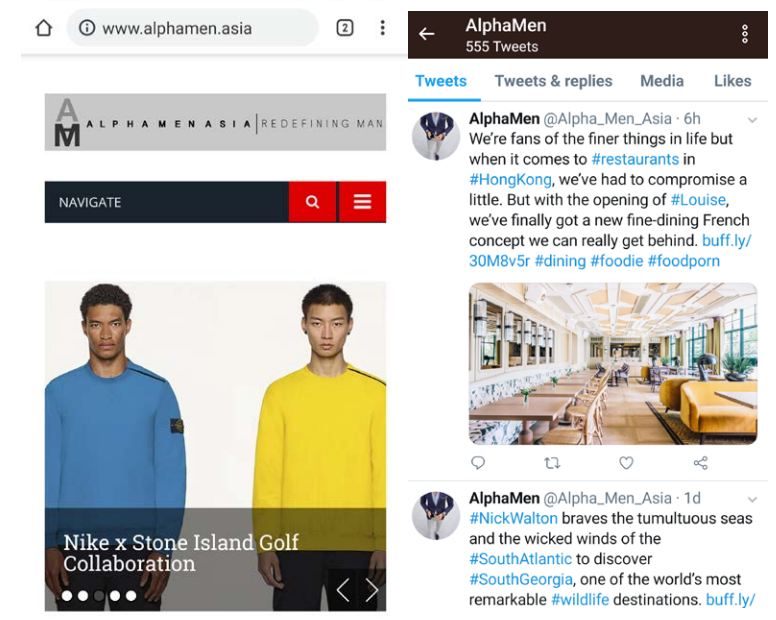
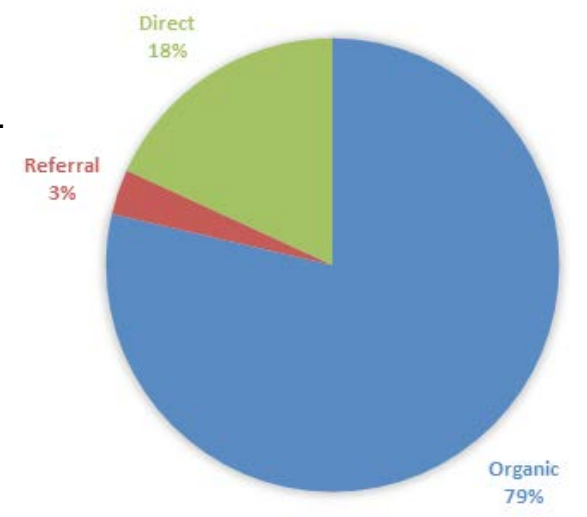


# IMPARTIAL EDITORIAL FOR TODAY'S SOPHISTICATED MALE CONSUMER

Alpha Men Asia is intrinsically linked to its readers and their lifestyle. We know our readers, and we know what they're looking for.

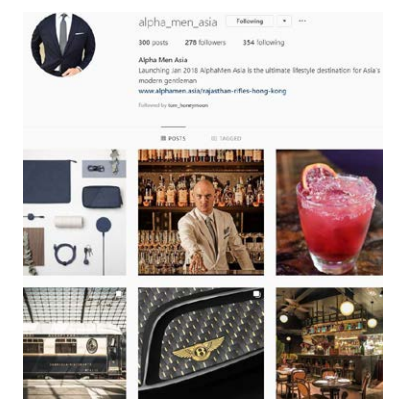
**MONTHLY PAGE VIEWS:**  
240k impressions (growing at 10% per week)

**MONTHLY UNIQUE VISITORS:**  
Growing at 20% per month 78% of our traffic comes from organic searches



## WHERE YOU'LL FIND US:

**ONLINE SOCIAL MEDIA (TWITTER, INSTAGRAM, LINKEDIN) CITY SPECIFIC EDM AND NEWSLETTER**



On-going social media campaigns, coupled with city-specific newsletters and an event series in 2020 will help increase engagement and overall audience across the region.



# HOW YOU CAN WORK WITH US

As an engaging and effective platform, there are myriad ways advertisers and collaborators can work with **Alpha Men Asia** to reach its influential audience.

**INCLUSION IN THEMATIC FEATURE (PLEASE CHECK UPDATED SCHEDULE)**  
**US\$50 (US\$80 with social media)**

**STAND-ALONE FACEBOOK OR INSTAGRAM POST**  
**US\$80 (US\$140 for both)**

**STAND-ALONE EVENT LISTING (UP TO 200 WORDS AND 1 X IMAGE  
WITH SOCIAL MEDIA SUPPORT)**  
**US\$200**

**BANNER ADS**  
**US\$250/week or US\$700/month**

**ADVERTORIAL (UP TO 600 WORDS AND 3X IMAGES WITH SOCIAL MEDIA SUPPORT)**  
**US\$400**

**BRANDED ADVERTORIAL “PRESENTED BY” FEATURE  
(UP TO 800 WORDS AND 5 X IMAGES WITH SOCIAL MEDIA SUPPORT):**  
**US\$600**

**VIDEO POST:**  
**US\$350**

**BESPOKE VIDEO PRODUCTION AND PRESENTATION  
(ONE MINUTE CUT + 15-SECONDS IG FORMAT)**  
**US\$500**

**DEDICATED EDM:**  
**US\$900**







WE LOOK FORWARD TO  
HEARING FROM YOU

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