



Where Finance Meets
finews.asia

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Mediakit 2020

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Introduction

finews.asia was founded in 2016 by a team of experienced and independent journalists based in Singapore and Hong Kong.

Since then, the website has expanded substantially and has turned into a trendsetting news site for professionals in the financial industry in Asia. finews.asia is a subsidiary of Switzerland's leading website finews.ch, established in 2008.

finews.asia provides real-time news about banks, asset and fund managers, insurance companies, consultants, recruiters and lawyers. It also features people, opinion pieces, industry developments and background reports. The website has now more than 96,200 unique clients and over 261,000 page impressions per month, according to Google Analytics.

Since its launch in 2016 finews.asia has been hugely successful, matching the need of professionals in the financial industry for reliable and up-to-date news, reports and comments. Today, finews.asia is further expanding the team to enhance its coverage across Asia.

Team



Claude Baumann
Founder & CEO



Valerie Law
Managing Director



Timothy Misir
Reporter



Richard Otsuki
Chief Editor



Shruti Advani
Senior Editor



Ivan Schultheiss
Marketing & Sales

Web Analytics *finews.asia*

Monthly Page Impressions
271,830

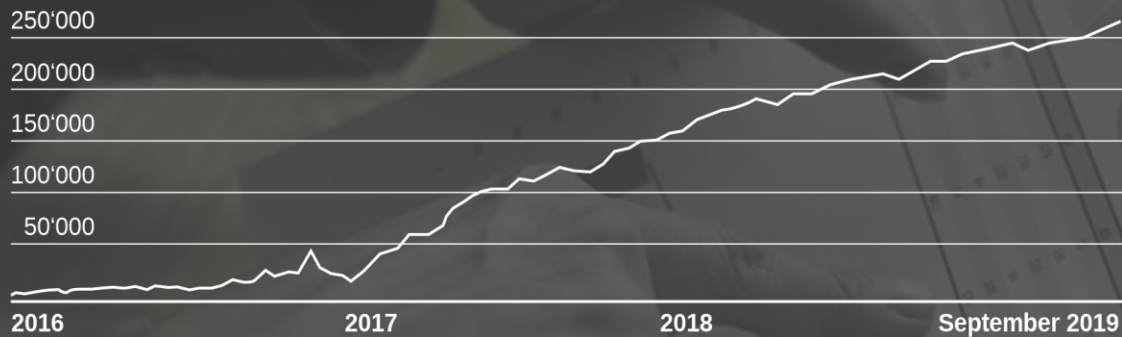
Monthly Visitors
163,500

Monthly Unique Users
115,600

Average Session Duration
2.38 Min

Newsletter Subscriber
12,350

Page Impressions



Source: Google Analytics 2019

More Numbers

Country / Percentage		Age Group / Percentage		Top Channels		Preferred Topics	Social Media
Singapore	38,2 %	18-24	6 %	Organic	40 %	Wealth Management	LinkedIn
Hong Kong	27,0 %	25-34	34 %	Direct	26 %	Asset Management	Twitter
United States	8,1 %	35-44	30 %	Emails	20 %	People Moves	Instagram
Switzerland	7,9 %	45-54	20 %	Socials	8 %	Fintech	Facebook
United Kingdom	7,6 %	55-64	7%	Referral	6 %	Financial Centers	
Malaysia	3,3 %	65+	3%			High-End/Lifestyle	
India	3,2 %					Real Assets	
South Korea	1,7 %					Education	
Philippines	1,0 %					Business Travel	

Source: Google Analytics, 2018

Audience

40%



of the readers are female

60%

of the readers are male

Many have managerial roles within the financial industry



Education
College graduates or
post graduates

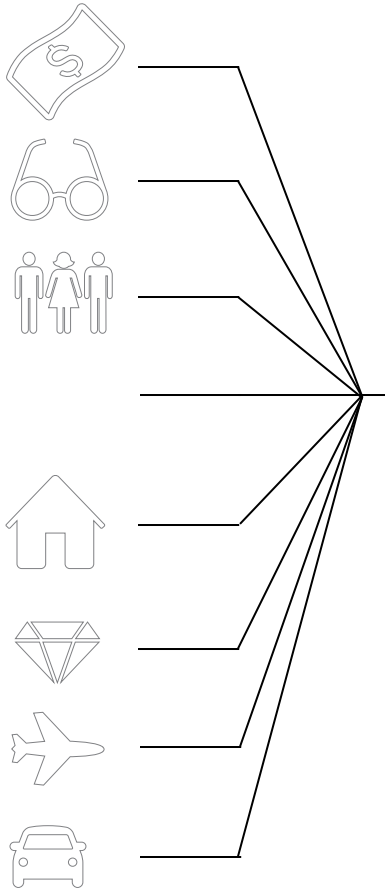


Average income
 \geq **US\$ 120,000**

Source: New sletter, Surveys,



Personal Interests



The most important professional interests

Passion Investments

Career

Professional Networking

Further Education

Property Market

Luxury Goods

Travel

Cars



Source: New sletter, Surveys

Advertising Based on CPM

Online prices and formats

Further forms of advertising available on request

Ad Type	Maxiboard	Wideboard
Dimension	994 x 118 px	994 x 250 px
Format	GIF, PNG, JPG, HTML5, Redirect/Third Party Tag	GIF, PNG, JPG, HTML5, Redirect/Third Party Tag
CPM/CPT	US\$ 80	US\$ 90
Placement	Run of Site	Run of Site



Advertising Based on CPM

Online prices and formats

Further forms of advertising available on request

Ad Type	Rectangle	Half Page Ad
Dimension	300 x 250 px	300 x 600 px
Format	GIF, PNG, JPG, HTML5, Redirect/Third Party Tag	GIF, PNG, JPG, HTML5, Redirect/Third Party Tag
CPM/CPT	US\$ 70	US\$ 90
Placement	Run of Site	Run of Site



Advertising Based on CPM

Online prices and formats

Further forms of advertising available on request

Ad Type	Impact Mix	Creative Mix	Finews Mix
Dimension	Wideboard Half Page Ad	Various Formats (at least 3 formats)	Various Formats (at least 3 formats)
Format	GIF, PNG, JPG, HTML5, Redirect/Third Party Tag	GIF, PNG, JPG, HTML5, Redirect/Third Party Tag	GIF, PNG, JPG, HTML5, Redirect/Third Party Tag
CPM/CPT	US\$ 90	US\$ 80	US\$ 80
Placement	Run of Site The impact mix is made up of at least two rotating high impact ad units, Wideboard and Half page Ad	Run of Site The creative mix is made up of at least three rotating ad units, e.g. Wideboard, Half page Ad and Rectangle.	Run of Site The finews mix is made up of at least three rotating ad units on two different sites, e.g. finews.asia, finews.com and/or finews.ch

Advertising Based on CPM

Online prices and formats

Further forms of advertising available on request

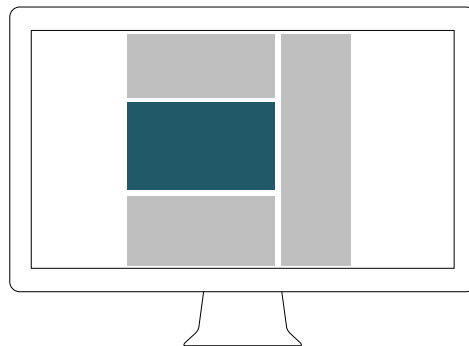
Ad Type	InRead Video Ad
Dimension	Ratio 16:9, max. 20 FPS
Format	AVI, MPEG, MOV, WMA, 3PG
CPM/CPT	US\$ 100
Placement	Articles

Native Ad
Headline, Text, Image and Link to external landing page
According to specifications
US\$ 50
Run of Site

Native Ad Specifications

Headline up to 100 characters, front-page copy up to 200 characters, image 300x180 px, in color, JPG

- Placement on desktop and tablet devices next to news on the right side, on mobile devices directly beneath content
- Optional placement within newsletter at USD 500 per distribution

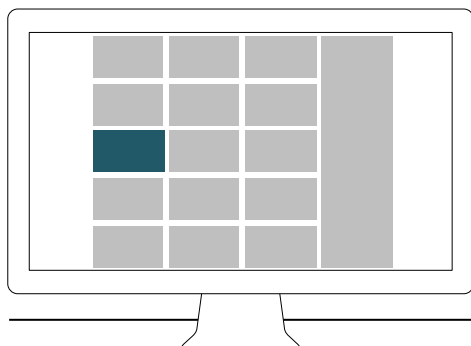


Advertising Based on Flat Rates

Online prices and formats

Further forms of advertising available on request

Ad Type	Advertorial with Teaser
Dimension	Article and Teaser (Headline, Text, Image)
Format	According to specifications
CP Article	US\$ 2,500
Placement	Homepage/Article



Specifications Advertorial

Headline up to 100 characters, front-page copy up to 200 characters, article up to 4,000 characters, 4 images or charts (500x300 pixel) and 4 links; publication of article without time restriction in the advertorial's listing.

Placement of teaser for one week:

In rotation with other teasers on homepage desktop, tablet & mobile within news flow and on category pages desktop and tablet.

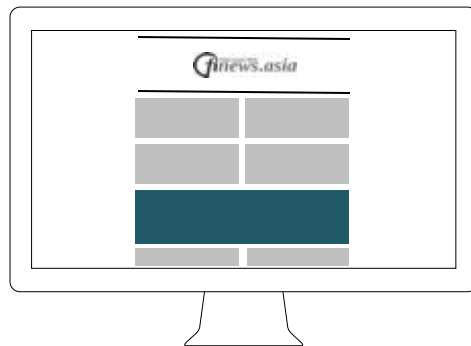
In social media channels and within newsletter.

Advertising Based Flat Rates

Online prices and formats

Further forms of advertising available on request

Ad Type	Newsletter Banner	Newsletter Native Ad	Newsletter Sponsoring
Dimension	659 x 200 px	Headline, Text, Image and Link to external landing page	3 Placements
Format	GIF/JPG	Text, GIF/JPG	Text, GIF/JPG
Cost per Distribution	US\$ 1,000	US\$ 1,000	US\$ 3,000
Delivery	Weekdays	Weekdays	Saturday

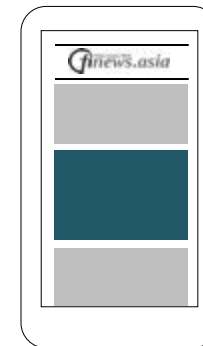
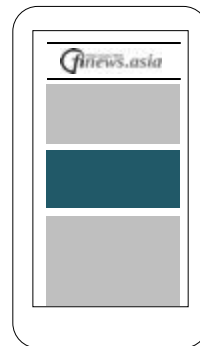
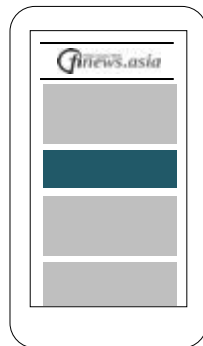


Advertising Based on CPM

Mobile prices and formats

Further forms of advertising available on request

Ad Type	Mobile Banner	Mobile Widebord	Mobile Rectangle
Dimension	320 x 100 Pixel	300 x 160 px	300 x 250 Pixel
Format	GIF, PNG, JPG, HTML5, Redirected/Third Party Tag	GIF, PNG, JPG, HTML5, Redirected/Third Party Tag	GIF, PNG, JPG, HTML5, Redirected/Third Party Tag
CPM/CPT	US\$ 50	US\$ 60	US\$ 70
Placement	Run of Site	Run of Site	Run of Site



Terms, Conditions and Rebates

US Dollar Contractual Discounts			
<5,000	–	25,000	13%
5,000	5%	30,000	15%
10,000	7%	40,000	17%
15,000	9%	50,000	20%
20,000	11%	100,000	25%

Booking Terms and Conditions

- All prices are in US\$, excl. VAT
- CPM means cost per 1,000 ad impressions
- Rates are subject to change
- Advertising materials must be received 3 business days prior to campaign start
- Change of advertising materials within one business day Services

Sponsoring and Cooperation

- Information upon request

Consulting Commission

- 5% for commercial advertising

Cost of Service

- Technical Service 120 per hour
- Editorial Service 200 per hour

Consulting Fees:

- Functional targeting*: free of charge
- Other forms of targeting: CPM 10
- Expandable formats: CPM 15

Services

- Deeply-reported features
- Pre-reporting as well as during and after the campaign
- Permanent improvement of your campaign based on your KPIs
- Debriefing at the end of the campaign

* Geo-, weekday- or time-targeting, etc.

Editorial Calendar 2020

Main Topics

- January/February Earnings Season, Philanthropism
- *March/April* *Investments 2020, Lifestyle*
- May/June Asset Management, Business Travel
- *July/August* *Wealth Management, Financial Centers in Asia*
- September/October Family Business, Family Offices
- *November/December* *Fintech Part (SFF & HK FF), Outlook 2021*

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