



Thirst MAG.COM

The Drink Journal 2012

m e d i a k i t





thirstMAG

is a unique, Malaysia-based drinks journal, reaching out to today's increasingly discerning consumers.

It is a one-stop cyberspace home for all subjects of the liquid persuasion, exploring drinking culture and issues, featuring hot venues, great products and progressive industry pros.

We work closely with the industry experts, with the aim of not only documenting but also creating a new gateway to advocate a better drinking culture.

Thirstmag is an online journal that is reaching today's tech-savvy market of consumers from 21 to 45. It aims to reach beyond the current magazine market and reach not only consumers in Malaysia, but also the larger South East Asian/ Pan-Asian region.



Live Feeds

- Our Facebook page (www.facebook.com/ThirstMag) and Twitter account (follow us at twitter.com/thirstmag) keeps the readers updated about the latest drinks news and serve as a forum for any drinks-related subjects.

Updated weekly

- News Flash and Features sections
- Products for review
- Venues, which include openings and reviews
- People, interviews and bios on industry stalwarts

Updated monthly

- The Gourmet section, full of innovative, exciting recipes and ideas.

Readership – 21- to 45-year-old medium- to high-end consumers, with a minimum monthly income of RM3,500; industry professionals and investors.



Why choose Thirstmag.com?

1. It's a specific, focused media platform for information related to drinks.
2. It creates a real-time connection 24/7 with readers.
3. It's a creative and unique way to promote brand awareness.
4. It's a vehicle for readers to interact with each other and industry pros.
5. It increases brand recognition, drives traffic to your own website and provides quality leads.
6. It has an enthusiastic and engaged audience! ... and an even more enthusiastic team!

The Thirstmag.com team ... we are all these and more

- High caliber individuals, a mixture of experienced writers, professional and marketing personalities involved in the F&B industry.
- Enthusiastically working towards increasing people's knowledge and awareness of the drinks industry
- Just as enthusiastically working to improve the standards of said industry.
- People who matter to the industry and who want to deliver only the best for consumers.
- Influential drinks experts.
- In touch with the consumers daily via operations, and we know their needs.
- Creative professionals constantly finding ways to help brands reach out to consumers.

Advertising Rates:

Section	Dimension (Pixel)	Size (kb)	Homepage (RM)	Landing Page (RM)
Leaderboard (Top)	728 (w) x 90 (h)	60	900	700
MPU (Top)	300 (w) x 250 (h)	50	800	650
MPU (Bottom)	300 (w) x 250 (h)	50	650	400
Leaderboard (Bottom)	468 (w) x 60 (h)	30	300	200

Notes:

- Rates quoted above are as per week
- Minimum booking is 4 weeks
- Discount available on rates:
 - More than 12 weeks = 5%
 - More than 24 weeks = 10%
 - More than 36 weeks = 15%
 - More than 48 weeks = 20%

Contests, events and promotions

Thirstmag.com can create contests, events and promotions exclusively for existing advertisers, in order to increase and impact brand awareness and generate effective leads. Through the creation of such campaigns, we can partner with you to maintain and expand your desired audience.

Social Media

Thirstmag.com uses multiple channels of social media to disseminate messages, grow audiences and extend marketing campaigns. Contents on Facebook and Twitter are scheduled to be updated collaboratively with the website and partnership campaigns.



Contacts

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