



### ABOUT *IGNITES ASIA*

*Ignites Asia* is the premier source of news and business intelligence for and about professionals working in the asset management industry in Asia. Key areas of coverage include retail, high-net-worth and institutional markets, regulatory shifts, fund flows, and industry trends across the 12 largest Asian fund markets.

### OUR AUDIENCE

*Ignites Asia* is read by top-level executives, fund management professionals and consultants across the asset management industry in Asia.



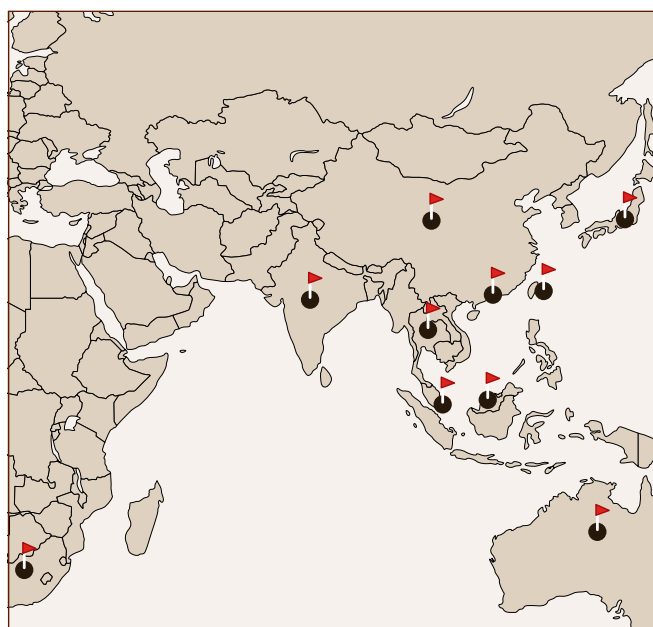
**16,000**  
registered users



**9,000**  
C-Suite/Executive  
level readers



Over **320,000**  
monthly pageviews



#### WHERE ARE OUR READERS?

Hong Kong - 56%	Taiwan - 3%
Singapore - 19%	Malaysia - 3%
Australia - 5%	China - 3%
Japan - 4%	South Africa - 2%
India - 4%	Other - 1%

#### SPONSORED CONTENT OPPORTUNITIES

##### Position Yourself as a Thought Leader

**Custom Webcast:** Work with us to develop a timely topic to be discussed on a live audio webcast. Our team assembles a panel, handles all the technical/operational details, and markets the webcast to *Ignites Asia* readers. The webcast is archived on *Ignites Asia*'s website for 12 months. \$15,000

**Paid Post:** Publish your firm's original content on *Ignites Asia* for one week. Promote 3-5 individual pieces of newly written or repurposed content. Your articles will be seen each day on the website and in that morning's eNewsletter. \$23,000

**Custom Event:** Host a live networking event focused on a timely industry topic. Our team will work with you to plan a panel discussion and market the event to *Ignites Asia* readers. *Please inquire for rates.*



### DIGITAL DISPLAY ADVERTISING RATES

	CPM for spend level \$0 - \$100K	CPM for spend level \$100K+	CPM for targeting demographic segments: Financial Advisor, Institutional Investor, Pension Fund/Consultant, Asset Manager, C-Suite
Desktop includes all ad sizes: 728x90, 300x250 and 300x600	Rate: \$110	Rate: \$100	Rate: \$130
Exclusive eNewsletter sponsorship: 728x90	Flat rate: \$1,176 per insertion (per day) for 100% SOV sponsorship		

### AD SPECS

Unit	Dimensions	File Size	Formats	Duration
Leaderboard	728w x 90h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Medium Rectangle	300w x 250h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Half-Page MPU	300w x 600h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Exclusive Email Leaderboard Position	728w x 90h	50k	JPEG	NA

\* HTML5 must be served via 3rd-party tag.

### IMPORTANT NOTES:

- We gladly accept all major third-party tags for site placement.
- No blocking tags.
- Ad serving results reports are available upon request.

The collage illustrates various digital advertising placements:

- Email Banner 728x90:** A horizontal banner at the top of an email newsletter with a blue background and white text.
- Leaderboard 728x90:** A horizontal banner at the top of a desktop website with a blue background and white text.
- Medium Rectangle 300x250:** A vertical rectangular ad on the right side of a desktop website.
- Article 300x250:** A vertical rectangular ad on a mobile app interface, featuring a red background and white text.
- Half-Page MPU 300x600:** A large vertical advertisement on the right side of a desktop website, featuring a man's face and a red background.

eNewsletter Example and Article Page Example