



**experiential
media + technology group**

sharing of insights ● integrity ● valour ● love

FINDING MORE WAYS TO SAY HELLO



WELCOME NOTE

Dear Esteemed Partner,

We began our entrepreneurial journey in 2006. Inspired by Greek entrepreneur, Stelios - founder of Easy Group of Companies, we were just two individuals who are passionate and keen to serve a creative service gap between the large advertising agencies and independent freelancers. It was an opportune time for us then and we've grown our business hand-holding Clients, many of whom have become friends. We've mingled with big name corporate figures, and also stars like DJ Steve Aoki, rap artist Missy Elliott, Lisa Simone daughter of jazz great Nina Simone, even Alfred Nobel!! Okay, it was his look-alike for the Sweden Embassy's Innovation Week conference. All in a day's work...

We pride in providing excellence in customer service and bespoke solutions that suit our Client's needs. Armed with the latest in Innovation & Technology solutions, it is our honour to play a role in the production of significant historical events and conferences. Our mission is to deliver awesome customer experiences at all times.

We look forward to being of service to you.

Jasmine Low & Nikki Yeo

Co-founders, GoInternationalGroup.com



AS SEEN IN:



NEW STRAITS TIMES



PR Newswire
a CISION company



MEDIA KIT

CREATIVE . EVENTS . TECHNOLOGY

MEDIA PRODUCTION SERVICES

ASIAFITNESSTODAY.COM

SPORTS ● FITNESS ● WELLNESS

Asia Fitness Today is a Sports, Fitness & Wellness news network that delivers rich content produced for a targeted Asia Pacific audience. Advertisers can reach fitness professionals via an eDM newsletter, website, social media, events and special projects like factual documentary production and print magazines. Established in 2015, analytics show 35,000 - 55,000 visitors per month from the APAC region and is fast growing!

Customer service: +603 2282 0093

Email: info@asiafitnesstoday.com

**ASIA FITNESS
TODAY** 

STANDARD DESKTOP AD UNITS (35,000+ VISITORS PER MONTH)

DIGITAL INVENTORY	SPECS (PIXELS)	DURATION	COST (USD/MYR)
Homepage buyout*		30 days	USD5,000/MYR20,000
Leaderboard 1	728 x 90	30 days	USD2,500/MYR10,000
Leaderboard 2	728 x 90	30 days	USD2,500/MYR10,000
Med Rec solo	300 x 252	30 days	USD1,200/MYR4,800
Med Rec with Leaderboard roadblock	300 x 250 728 x 90	30 days	USD3,800/MYR15,000
Commissioned Content		120 days	fr. USD2,000/MYR8,000
Advertorial (800 words)		120 days	fr. USD3,000/MYR12,000
60-second AFT TV interview inclusive production		120 days	fr. USD4,000/MYR16,000
30-second TVC provided by sponsor		30 days	fr. USD1,500/MYR6,000
E-commerce listing of product		12-months	fr. USD500/MYR2,000 ea

***Homepage buy-out includes Med Rec with Leaderboard roadblock, one Advertorial post, one 30-second TVC provided by the sponsor & one Leaderboard in eDM.**

CSR + EXERCISE

CREATIVE . EVENTS . TECHNOLOGY
EMPLOYEE TRANSFORMATION PROGRAMS



MOVEIT, MOVE8, MOVE AID

Move8.org is a fitness movement initiated by Asia Fitness Today with a mission to **halve obesity rates in Asia Pacific** - home to 3/4 of the world's population! In line with United Nations' SDG #3, our mission is to inspire citizens to live well by **moving** because **movement is therapy** and **food is life!** Companies supporting **Move8** programs help employees pivot their mindset starting from their workplace to live their best lives while bringing **movement AID** to elder communities.

Customer service: +603 2282 0093

Email: moveme@move8.org

ASIA FITNESS TODAY

TEAMS WHO TRAIN TOGETHER, STICK TOGETHER!

Inspire change from within the company and make it fun and engaging. Our programs and events incorporate rhythm and movement, making it fun, memorable and importantly, empowering!

COFIT100 GROUP TRANSFORMATION

When management, employees and clients work closely together they need to be aligned as ONE TEAM. COFIT100 gets everyone on the same page, transforms lives and gets results!

Duration: 10 weeks exercise + 2 weeks weigh-ins/theory

Pricing fr. US\$150/MYR450 per person in groups of 30

- Town hall with CEO & fitness coach
- Pre-Assessment & Post-Analytics
- 10x MOVE IT MONDAY fitness motivation
- 10x WE CAN! WEDNESDAY 15-mins indoor
- 10x FUNFITFRIDAY 45-mins outdoor

BRANDED SPORTING EVENTS

Conceptualise and organise your own branded sporting event!

Sponsor a PRO Sports team. Or partner with a non-profit organisation or sports club for your company CSR activity.

Contact our sales team: KL@gointernationalgroup.com





My MERCY Run 2015
<http://www.fb.com/BarefootAhfook>



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