

# MEDIA KIT

CREATIVE . EVENTS . TECHNOLOGY

**MEDIA PRODUCTION SERVICES**

## ASIAFITNESSTODAY.COM

SPORTS ● FITNESS ● WELLNESS

**Asia Fitness Today** is a Sports, Fitness & Wellness news/media network that delivers rich content for an Asia-Pacific target audience. Advertisers can reach fitness professionals via an eDM newsletter, website, social media, events and special projects like documentary production and magazines. Established in Kuala Lumpur in 2015, the website welcomes over 35,000+ visitors per month and is growing!

**Customer service:** +603 2282 0093

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### 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	USD1,800/MYR7,200
Leaderboard 2	728 x 90	30 days	USD1,800/MYR7,200
Med Rec solo	300 x 252	30 days	USD900/MYR3,800
Med Rec with Leaderboard roadblock	300 x 250 728 x 90	30 days	USD2,500/MYR10,000
Commissioned Content		120 days	fr. USD2,000/MYR8,000
Advertorial		120 days	fr. USD3,000/MYR12,000
60-second AFT TV interview		120 days	fr. USD4,000/MYR16,000
30-second TVC provided by sponsor		30 days	fr. USD1,000/MYR4,000

### MONTHLY EDM AD UNITS (DATABASE OF 5,000)

Leaderboard	728 x 90	1x	fr. USD500/MYR2,000
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**\*Homepage buy-out includes Med Rec with Leaderboard roadblock, one Advertorial post, one 30-second TVC provided by the sponsor & one Leaderboard in eDM**