



# COCONUTS MEDIA



PUBLICATIONS

BK<sup>o</sup>  
SoiMilk

CREATIVE

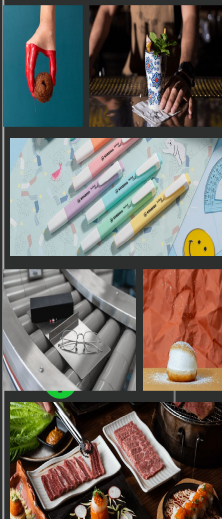
GROVE  
COCONUTS MEDIA BRAND STUDIO

# AT A GLANCE



**Grove** is a brand content studio backed by a platform that was built for authentic and real storytelling, with all the expertise in-house to ensure we deliver highly effective, impactful, and cost effective content.




We don't create advertising — **we create content and entertainment for brands.**



**FOR THE  
FOODIES &  
TRENDSETTERS  
IN BANGKOK**



Bangkok's leading source for **the best places to eat and hangout**

 259K  
 53K  
 44K

**15K**

Print Copies  
Distributed Free in  
> **300 Venues**

**160K**

Average Monthly  
Unique Visitors

**580K**




Average Monthly  
Page Views



**FOR THE  
TRENDY,  
YOUNG, AND  
BRAVE  
IN THAILAND**



A daily dose of fresh lifestyle news in Thai-language for **digital-savvy youth**

 229K  
 2K  
 6K

**220K**

Average Monthly  
Unique Visitors

**1M**

Average Monthly  
Page Views



# OUR SERVICES



## BRANDED ARTICLES

Create engaging, branded content written by our team of in-house experts - content that looks, feels, and sits authentically in the reader's editorial experience.



## DISPLAY & DIRECT ADVERTISING

Impactful display and direct advertising across our website to reach our highly engaged audience.



## BRANDED VIDEO & CREATIVE SERVICES

Leverage our editorial and production expertise to tell your brand story in a way that doesn't just engage, that entertains too. The same team producing pilots for Netflix, could be the team producing your next brand film.



# CLIENTS



SINGHA



DAIMLER



Shopee



Uber



nutella



SAMSUNG

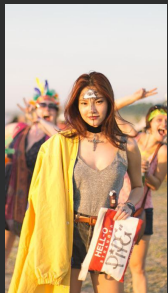


And More...



**BKO**

# ABOUT BK



**BK** is the premier English-language lifestyle media brand in Bangkok, and the trusted source for what's cool in the city. We don't hold back in our reviews and we speak out on the issues that matter to Bangkokians — and our readers love us for it.



# OUR MISSION



We care about our city. When we add our voice to the debate over the biggest issues in town, our readers listen. **BK** is the opinion leader for the city's best restaurants, shops, services, and entertainment.

# QUICK STATS

## PRINT COPIES

**15K**

Distributed free in **400** venues

## BKMAGAZINE.COM

**160K**

Average Monthly Unique Visitors

**580K**

Average Monthly Page Views

## THE SOCIALS



**259K**



**53K**



**44K**

# OUR AUDIENCE

## THE BK AUDIENCE

Food-loving

Active

Trend-setting

Tech-Savvy

Culture-driven

Affluent

### DETAILS

- 62% Live in Bangkok
- 68% Are Thai Residents
- 95% Have a Bachelor's Degree or Higher

Age Range 25 - 44

Male 52% 48% Female

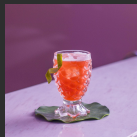
Average Income (THB/month) 65,500

### LOYALTY

- 98% Have been our fans for 1-5 years
- 70% Use BK Magazine to provide recommendations to friends and family about city living, entertainment, and events in Bangkok
- 50% Returning visitors to **BKmagazine.com**
- 50% Follow **BK Magazine** on Facebook
- 66% Use an iOS smartphone

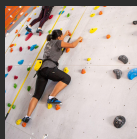


# OUR AUDIENCE



## Nightlife

Go to bars and club more than **60 times** a year



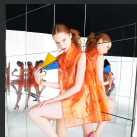
## Health & Fitness

Go to gyms and parks for exercise more than **48 times** a year



## Film

Go to the movies more than **12 times** a year



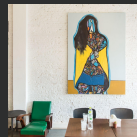
## Fashion & Style

Shop for the latest trends **12 times** a year



## Travel

Plan trips and book flights **6 times** a year



## Art

Visit art galleries or museums **10 times** a year



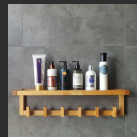
## Café Hopping

Visit the city's best cafés **72 times** a year



## Restaurants

Go out to eat more than **100 times** a year



## Beauty & Cosmetics

Shop both online and offline **10 times** a year



## Music & Concerts

Go to live concerts and shows **12 times** a year



# BRANDED ARTICLES



## GO BK

One **1,500** word creative soft sell or advertorial story published on **BKmagazine.com**.

### PACKAGE

Article	<b>1,500 words</b>
Photos*	<b>15</b>
Links	<b>5</b>
Revisions	<b>3</b>

### PRICE

Global	<b>US\$3,500</b>
Singapore	<b>S\$4,700</b>
Hong Kong	<b>HK\$27,300</b>
Thailand	<b>THB105,000</b>

### ALLOTMENTS

Facebook Post on @bkmagazine	<b>2</b>
Instagram Post on @bkmagazine	<b>2</b>
Tweets on @bkmagazine	<b>5</b>
Native Ad Impression on BKmagazine.com	<b>+160,000</b>
Creative Ideation	<b>Included</b>

### ALL BRANDED ARTICLE PRODUCTS

The same content can be cross-published:

1 other publication	<b>An overall 20% discount</b>
2 other publications	<b>An overall 40% discount</b>

\*Images provided by the client



# BRANDED ARTICLES



## BK CREATIVE

One **1,000** word creative soft sell or advertorial story published on **BKmagazine.com**.

### PACKAGE

Article	<b>1,000 words</b>
Photos*	<b>10</b>
Links	<b>5</b>
Revisions	<b>2</b>

### PRICE

Global	<b>US\$2,500</b>
Singapore	<b>S\$3,400</b>
Hong Kong	<b>HK\$19,500</b>
Thailand	<b>THB80,000</b>

### ALLOTMENTS

Facebook Post on @bkmagazine	<b>1</b>
Instagram Post on @bkmagazine	<b>1</b>
Tweets on @bkmagazine	<b>2</b>
Native Ad Impression on BKmagazine.com	<b>+120,000</b>
Creative Ideation	<b>Included</b>

### ALL BRANDED ARTICLE PRODUCTS

The same content can be cross-published:

1 other publication	<b>An overall 20% discount</b>
2 other publications	<b>An overall 40% discount</b>

\*Images provided by the client





# HIGH IMPACT DISPLAY ADS

## BILLBOARD BUZZ & HALF-PAGE BUZZ

### BK BILLBOARD BUZZ

100% Share of Voice

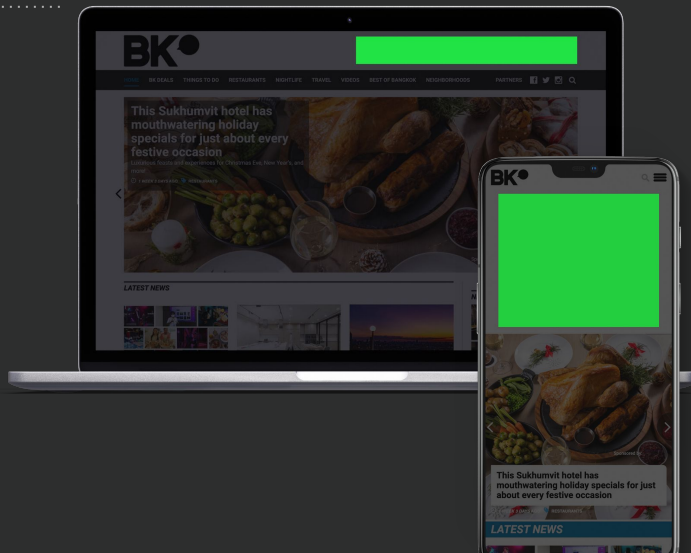
Location	BKmagazine.com
Ads	Desktop Billboard Mobile Leaderboard
Period	1 week

### SIZE

Desktop	728 x 90 px 300 x 250 px
Mobile	300 x 250 px

### PRICE

Global	US\$4,000
Singapore	S\$5,300
Hong Kong	HK\$31,200
Thailand	THB120,000



### BK HALFPAGE BUZZ

100% Share of Voice

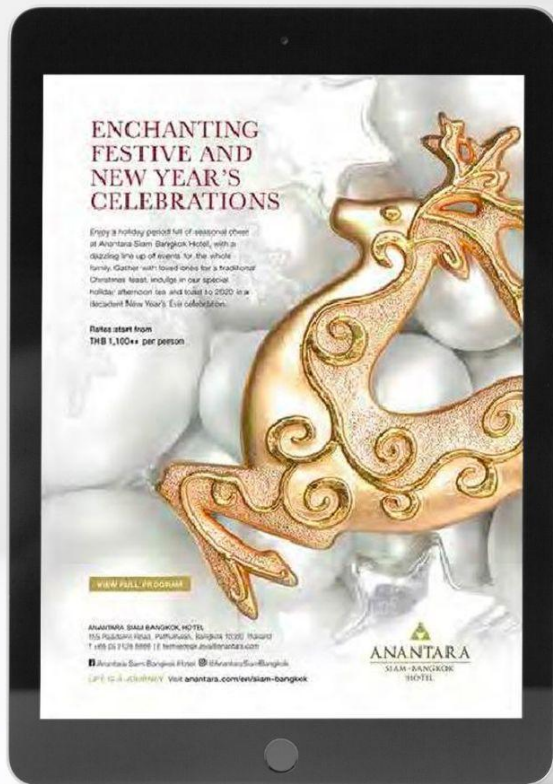
Location	BKmagazine.com
Ads	Desktop Halfpage Mobile MPU
Period	1 week

### SIZE

Desktop	728 x 90 px 300 x 250 px
Mobile	300 x 250 px

### PRICE

Global	US\$600
Singapore	S\$800
Hong Kong	HK\$4,680
Thailand	THB18,000



# EDM MARKETING

## PACKAGE

Sent to	BK Privileges newsletter subscribers
Dimension	728 px in width, any length
Headline	1
URL	1

## PRICE

Global	US\$600
Singapore	S\$800
Hong Kong	HK\$4,680
Thailand	THB20,000





## FACEBOOK POST

### PIC POST BK

No more than **7 photos**

#### PRICE

Global	<b>US\$2,400</b>
Singapore	<b>S\$3,200</b>
Hong Kong	<b>HK\$18,720</b>
Thailand	<b>THB75,000</b>

### PIC POST + PHOTOSHOOT BK

No more than **15 photos**

#### PRICE

Global	<b>US\$4,100</b>
Singapore	<b>S\$5,400</b>
Hong Kong	<b>HK\$31,980</b>
Thailand	<b>THB130,000</b>

### SHARED POST BK

#### PRICE

Global	<b>US\$1,400</b>
Singapore	<b>S\$1,800</b>
Hong Kong	<b>HK\$10,920</b>
Thailand	<b>THB45,000</b>

### RE-POST BK

Repost the existing post on BK Facebook Page

#### PRICE

Global	<b>US\$800</b>
Singapore	<b>S\$1,100</b>
Hong Kong	<b>HK\$6,240</b>
Thailand	<b>THB25,000</b>

# BK PRINT MAGAZINE ADS

## PRINT



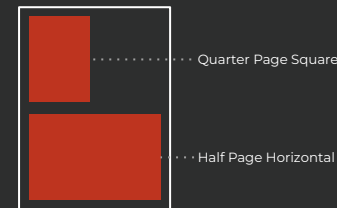
DESCRIPTION	DIMENSIONS	US\$	THB	S\$	HK\$
BK Full Page	225 x 270mm	\$2,900	\$88,000	\$3,800	\$22,620
BK Full Page Advertorial	225 x 270mm	\$3,500	\$110,000	\$4,600	\$27,300
BK Full Page Native Content	225 x 270mm	\$3,700	\$118,000	\$4,900	\$28,860
BK Half Page Vertical	112.5 x 270mm	\$1,700	\$53,000	\$2,300	\$13,260
BK Half Page Horizontal	225 x 135mm	\$1,700	\$53,000	\$2,300	\$13,260
BK Half Page Advertorial	112.5 x 270mm 225 x 135mm	\$2,200	\$69,000	\$2,900	\$17,160
BK Quarter Page Square	112.5 x 135mm	\$900	\$30,000	\$1,200	\$7,020

### DISPLAY SPECIFICATIONS

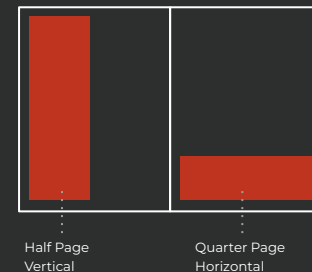
Magazine Size: 265 x 375mm

Please add 3mm bleed around all ads

#### Full Page



#### Double Page Spread



# BK PRINT MAGAZINE ADS

## PREMIUM POSITION/ SPECIAL BUY

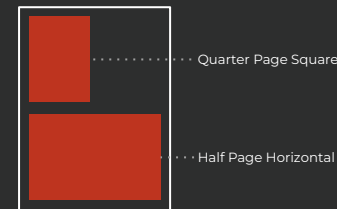
DESCRIPTION	DIMENSIONS	US\$	THB	S\$	HK\$
BK Back Cover	225 x 270mm	\$3,100	\$100,000	\$4,100	\$24,180
BK Inside Front Cover	225 x 270mm	\$2,800	\$90,000	\$3,700	\$21,840
BK Inside Back Cover	225 x 270mm	\$2,800	\$90,000	\$3,700	\$21,840
BK Premium Page Advertorial	225 x 270mm	\$3,600	\$115,000	\$4,700	\$28,080
BK Premium Page Native Content	225 x 270mm	\$3,800	\$121,000	\$5,000	\$29,640
BK Double Page Spread	450 x 540mm	\$5,000	\$160,000	\$6,600	\$39,000
BK Double Page Spread Advertorial	450 x 540mm	\$6,500	\$208,000	\$8,600	\$50,700
BK Double Page Spread Native Content	450 x 540mm	\$6,800	\$216,000	\$9,000	\$53,040

### DISPLAY SPECIFICATIONS

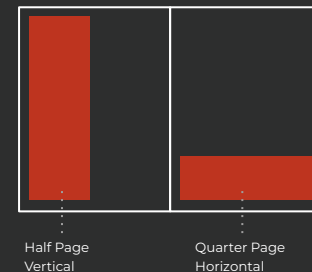
Magazine Size: 265 x 375mm

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#### Full Page



#### Double Page Spread



# BK PRINT MAGAZINE ADS

## PREMIUM POSITION/ SPECIAL BUY

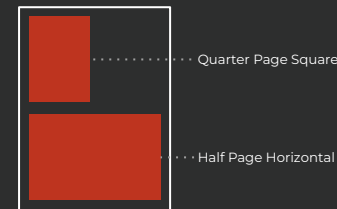
DESCRIPTION	DIMENSIONS	US\$	THB	S\$	HK\$
BK Center Spread Advertorial	450 x 540mm	\$6,700	\$214,000	\$8,800	\$52,260
BK Center Spread Native Content	450 x 540mm	\$7,000	\$223,000	\$9,200	\$54,600
BK Front Cover Banner	225 x 62 mm	\$4,700	\$150,000	\$6,200	\$36,660
BK Half Gate Fold	265 x 270mm	\$6,900	\$220,000	\$9,100	\$53,820
BK 2 Pages Cover Wrap	Front cover + Inside Front Cover (templates sent by Grove)	\$9,400	\$300,000	\$12,400	\$73,320
BK 4 Pages Cover Wrap	Front cover + Inside Front Cover + Back Cover (templates sent by Grove)	\$12,600	\$400,000	\$16,600	\$98,280
BK 3 Pages Upside-Down Cover Wrap	Back Cover + Inside Back Cover + Facing Inside Back Cover (templates sent by Grove)	\$11,000	\$350,000	\$14,500	\$85,800

### DISPLAY SPECIFICATIONS

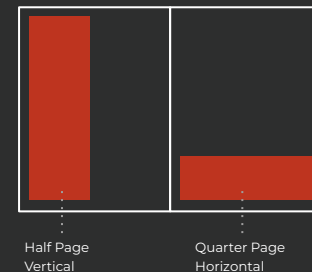
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#### Full Page



#### Double Page Spread



BK



# BK PRINT MAGAZINE ADS

## INSERTS & GUIDES



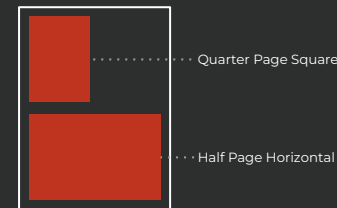
DESCRIPTION	DIMENSIONS	US\$	THB	S\$	HK\$
BK Insert (Full run)	A4 (depends on weight)	\$0.08	\$2.50	\$0.10	\$0.47
BK Insert (20,000-29,000 pcs)	A4	\$0.09	\$3.00	\$0.12	\$0.57
BK Insert (15,000-19,000 pcs)	A4	\$0.11	\$3.50	\$0.15	\$0.66
Top Tables - BC	145 x 210mm	\$2,500	\$80,000	\$3,300	\$19,500
Top Tables - IBC IFC	145 x 210mm	\$2,400	\$75,000	\$3,100	\$18,720
Top Tables - FP	145 x 210mm	\$2,200	\$70,000	\$1,900	\$17,160
Top Tables - HPV	66 x 178mm	\$1,400	\$45,000	\$1,800	\$10,920
Top Tables - HPH	132 x 87mm	\$1,400	\$45,000	\$1,800	\$10,920

### DISPLAY SPECIFICATIONS

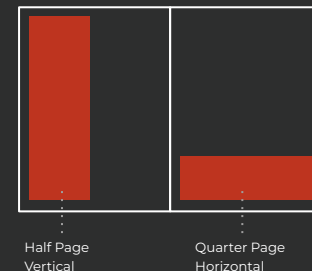
Magazine Size: 265 x 375mm

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#### Full Page



#### Double Page Spread



# BK PRINT MAGAZINE ADS

## GUIDES



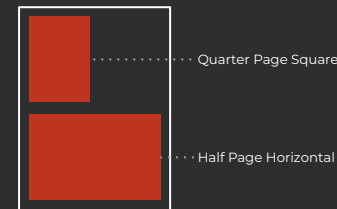
DESCRIPTION	DIMENSIONS	US\$	THB	S\$	HK\$
Top Tables - Advertorial	145 x 210mm	\$3,200	\$102,000	\$4,200	\$24,960
Top Tables - DP	290 x 210mm	\$4,400	\$140,000	\$5,800	\$34,320
BK Best Eats - BC	145 x 210mm	\$2,400	\$75,000	\$3,200	\$18,720
BK Best Eats - IBC IFC	145 x 210mm	\$2,200	\$70,000	\$2,900	\$17,160
BK Best Eats - FP	145 x 210mm	\$2,100	\$66,000	\$2,800	\$16,380
BK Best Eats - HPV	66 x 178mm	\$1,300	\$42,000	\$1,700	\$10,140
BK Best Eats - HPH	132 x 87mm	\$1,300	\$42,000	\$1,700	\$10,140
BK Best Eats - Advertorial	145 x 210mm	\$3,100	\$99,000	\$4,100	\$24,180

### DISPLAY SPECIFICATIONS

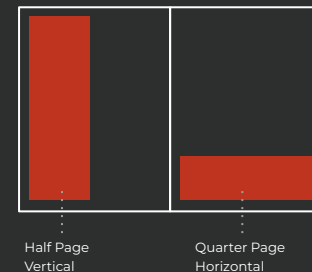
Magazine Size: 265 x 375mm

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#### Full Page



#### Double Page Spread



# BK PRINT MAGAZINE ADS

## GUIDES



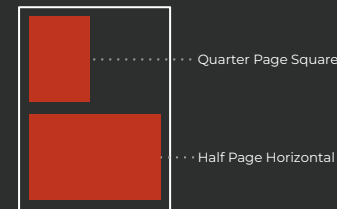
DESCRIPTION	DIMENSIONS	US\$	THB	S\$	HK\$
BK Best Eats - DP	290 x 210mm	\$4,200	\$135,000	\$5,500	\$32,760
B.A.D. Guide - BC	145 x 210mm	\$2,200	\$69,000	\$2,900	\$17,160
B.A.D. Guide - IBC IFC	145 x 210mm	\$1,800	\$58,000	\$2,400	\$14,040
B.A.D. Guide - FP	145 x 210mm	\$1,700	\$53,000	\$2,200	\$13,260
B.A.D. Guide - HPV	66 x 178mm	\$1,000	\$32,000	\$1,300	\$7,800
B.A.D. Guide - HPH	132 x 87mm	\$1,000	\$32,000	\$1,300	\$7,800
B.A.D. Guide - Advertorial	145 x 210mm	\$2,500	\$79,000	\$3,300	\$19,500
B.A.D. Guide - DP	290 x 210mm	\$4,100	\$130,000	\$5,400	\$31,980

### DISPLAY SPECIFICATIONS

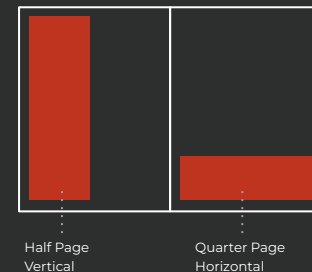
Magazine Size: 265 x 375mm

Please add 3mm bleed around all ads

#### Full Page



#### Double Page Spread



# BK PRINT MAGAZINE ADS

## GUIDES PACKAGES



PACKAGE	DETAILS	US\$	THB	S\$	HK\$
Top Tables, Best Eats, B.A.D Guides	<b>Top Tables:</b> Full page ad + listing in the back of the guide + 1 week Billboard Buzz on City Page Coconuts.co <b>Best Eats:</b> Full page ad + listing in the back of the guide + 1 week Billboard Buzz on City Page Coconuts.co <b>B.A.D Guide:</b> Full page ad + listing in the back of the guide + 1 week Billboard Buzz on City Page Coconuts.co	\$11,200	\$355,000	\$14,800	\$87,360
Top Tables, Best Eats Guide	<b>Top Tables:</b> Full page ad + listing in the back of the guide + 1 week Billboard Buzz on City Page Coconuts.co <b>Best Eats:</b> Full page ad + listing in the back of the guide + 1 week Billboard Buzz on City Page Coconuts.co	\$7,700	\$245,000	\$10,200	\$60,060
Best Eats, B.A.D Guides	<b>Best Eats:</b> Full page ad + listing in the back of the guide + 1 week Billboard Buzz on City Page Coconuts.co <b>B.A.D Guide:</b> Full page ad + listing in the back of the guide + 1 week Billboard Buzz on City Page Coconuts.co	\$7,200	\$230,000	\$9,500	\$56,160
Top Tables, B.A.D Guides	<b>Top Tables:</b> Full page ad + listing in the back of the guide + 1 week Billboard Buzz on City Page Coconuts.co <b>B.A.D Guide:</b> Full page ad + listing in the back of the guide + 1 week Billboard Buzz on City Page Coconuts.co	\$7,400	\$235,000	\$9,800	\$57,720





A musician wearing a black hat and glasses is playing a guitar on a stage. The background is a warm, orange-hued sky with several bright, out-of-focus light sources. The text 'SoiMilk' is overlaid in a white, stylized font. The 'S' is large and bold, followed by 'oi' in a smaller, lowercase font, and 'Milk' in a larger, bold font. The 'i' in 'Milk' has a dot that looks like a milk drop.

SoiMilk

# ABOUT SOIMILK



## YOUR DAILY DOSE OF FRESHNESS

**Soimilk** is a Thai-language lifestyle brand offering high-quality, well-curated content for the in-the-know Bangkokians. **Honest, informative, and entertaining**, Soimilk tells its digital-native demographic where to spend their time and how to make their baht go a little bit further.

From outdoor markets to new destinations in Thailand to the latest food crazes and fashion trends, Soimilk has deep, on-the-ground insights into the freshest, tastiest, and coolest things happening in town.

# ABOUT SOIMILK

BY YOUNG PEOPLE FOR YOUNG PEOPLE



## TRENDING

Fashion, beauty, technology, and entertainment

## EVENTS

Concerts, performances, and food festivals

## TRAVEL

Thailand's hidden-gem destinations

## HEART THE CITY

Bangkok's rich art and culture scenes

## RESTAURANT & BAR

The latest dining and nightlife trends in Bangkok

SOIMILK

# QUICK STATS

SOIMILK.COM

220K

Average Monthly Unique Visitors

1M

Average Monthly Page Views

## THE SOCIALS



229K



2K



6K





# BRANDED ARTICLES

## GO SOIMILK



One **1,500** word creative soft sell or advertorial story published on [soimilk.com](https://soimilk.com).

### PACKAGE

Article	<b>1,500 words</b>
Photos*	<b>15</b>
Links	<b>5</b>
Revisions	<b>3</b>

### PRICE

Global	<b>US\$2,200</b>
Singapore	<b>S\$2,900</b>
Hong Kong	<b>HK\$17,160</b>
Thailand	<b>THB70,000</b>

### ALLOTMENTS

Facebook Post on @soimilkbangkok	<b>2</b>
Instagram Post on @soimilkbangkok	<b>2</b>
Tweets on @soimilkbangkok	<b>5</b>
Native Ad Impression on soimilk.com	<b>+160,000</b>
Creative Ideation	<b>Included</b>

### ALL BRANDED ARTICLE PRODUCTS

The same content can be cross-published:

1 other publication	<b>An overall 20% discount</b>
2 other publications	<b>An overall 40% discount</b>

\*Images provided by the client



# BRANDED ARTICLES

## SOIMILK CREATIVE



One **1,000** word creative soft sell or advertorial story published on [soimilk.com](https://soimilk.com).

### PACKAGE

Article	<b>1,000 words</b>
Photos*	<b>10</b>
Links	<b>5</b>
Revisions	<b>2</b>

### PRICE

Global	<b>US\$1,700</b>
Singapore	<b>S\$2,200</b>
Hong Kong	<b>HK\$13,260</b>
Thailand	<b>THB55,000</b>

### ALLOTMENTS

Facebook Post on @soimilkbangkok	<b>1</b>
Instagram Post on @soimilkbangkok	<b>1</b>
Tweets on @soimilkbangkok	<b>2</b>
Native Ad Impression on soimilk.com	<b>+120,000</b>
Creative Ideation	<b>Included</b>

### ALL BRANDED ARTICLE PRODUCTS

The same content can be cross-published:

1 other publication	<b>An overall 20% discount</b>
2 other publications	<b>An overall 40% discount</b>

\*Images provided by the client



# BRANDED ARTICLES

## SOIMILK BUZZ



One **500** word advertorial story published on [soimilk.com](https://soimilk.com).

### PACKAGE

Article	<b>500 words</b>
Photos*	<b>1</b>
Links	<b>1</b>
Logo	<b>1</b>

### PRICE

Global	<b>US\$1,400</b>
Singapore	<b>S\$1,800</b>
Hong Kong	<b>HK\$10,920</b>
Thailand	<b>THB45,000</b>

### ALLOTMENTS

Facebook Post on @soimilkbangkok	<b>1</b>
Tweets on @soimilkbangkok	<b>1</b>
Native Ad Impression on soimilk.com	<b>80,000</b>

### ALL BRANDED ARTICLE PRODUCTS

The same content can be cross-published:

1 other publication	<b>An overall 20% discount</b>
2 other publications	<b>An overall 40% discount</b>

\*Images provided by the client

# HIGH IMPACT DISPLAY ADS

## BILLBOARD BUZZ & HALF-PAGE BUZZ

### SOIMILK BILLBOARD BUZZ

100% Share of Voice

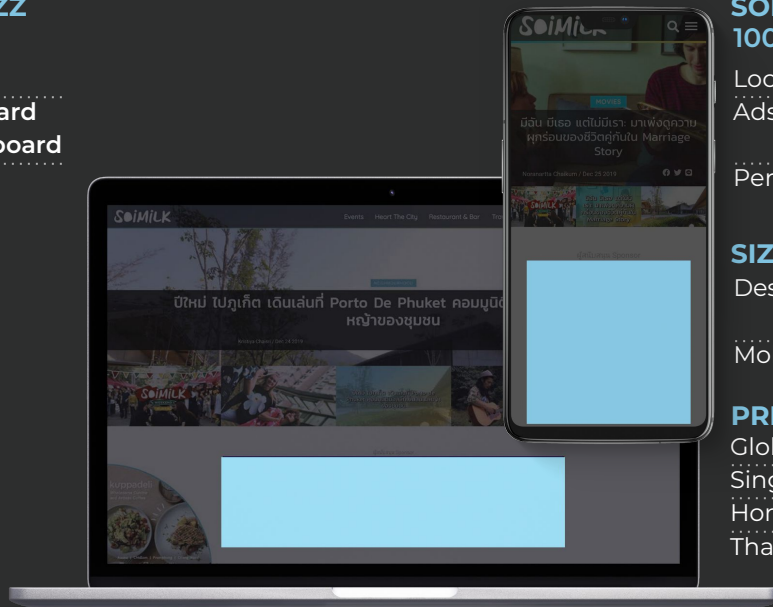
Location	soimilk.com
Ads	Desktop Billboard
	Mobile Leaderboard
Period	1 week

### SIZE

Desktop	728 x 90 px
	300 x 250 px
Mobile	300 x 250 px

### PRICE

Global	US\$800
Singapore	S\$1,100
Hong Kong	HK\$6,240
Thailand	THB24,000



### SOIMILK HALFPAGE BUZZ

100% Share of Voice

Location	soimilk.com
Ads	Desktop Halfpage
	Mobile MPU
Period	1 week

### SIZE

Desktop	728 x 90 px
	300 x 250 px
Mobile	300 x 250 px

### PRICE

Global	US\$600
Singapore	S\$800
Hong Kong	HK\$4,680
Thailand	THB18,000





# FACEBOOK POST

## PIC POST SOIMILK

No more than **8 photos**

### PRICE

Global	<b>US\$2,100</b>
Singapore	<b>S\$2,800</b>
Hong Kong	<b>HK\$16,380</b>
Thailand	<b>THB67,000</b>

## PIC POST + PHOTOSHOOT SOIMILK

No more than **25 photos**

### PRICE

Global	<b>US\$3,100</b>
Singapore	<b>S\$4,100</b>
Hong Kong	<b>HK\$24,180</b>
Thailand	<b>THB100,000</b>

## SHARED POST SOIMILK

### PRICE

Global	<b>US\$1,400</b>
Singapore	<b>S\$1,800</b>
Hong Kong	<b>HK\$10,920</b>
Thailand	<b>THB45,000</b>

## RE-POST SOIMILK

Repost the existing post on BK Facebook Page

### PRICE

Global	<b>US\$800</b>
Singapore	<b>S\$1,100</b>
Hong Kong	<b>HK\$6,240</b>
Thailand	<b>THB25,000</b>





# REEL



We are **consumer-first**. Others say it, we were literally **born from it**.

We are a content studio backed by a platform that was built for authentic and real storytelling, with all the expertise in-house to ensure we deliver highly effective, impactful, and cost-effective content.

Our work harnesses Coconuts Media's publishing expertise and audience of millions across the region to inform our content strategy and creative campaigns.

[SHOWREEL](#)

# CREATE WITH US

WORK WITH GROVE ON A  
360-DEGREE MARKETING CAMPAIGN

## CREATIVE & CONTENT SERVICES

Branding  
Branded Content  
Branded Article  
Videos  
Social Media Campaigns  
Campaign Development & Production  
Content Strategy Workshops

## MEDIA & DISTRIBUTION

### COCONUTS MEDIA

Sale of branded content and advertising, campaign crafting, and management on Coconuts, BK and Soimilk

### SOCIAL & DIGITAL PLATFORM

Facebook, Instagram, Twitter, YouTube, TikTok, and Google social media, and paid campaign management

### MEDIA BUYING

Buy media (advertising or branded content) on publishers/ platforms ranging from print, digital, TV, to outdoor



# OUR SERVICES



## WRITTEN CONTENT

An original voice for copywriting, press releases, social media, and management, blog posts, website content, offline written materials — brochures, guidebooks, magazines.



## VISUAL DESIGN

Unique and appealing visuals, graphic design, UX, website and microsite design, display ads, email marketing design, design for social media.

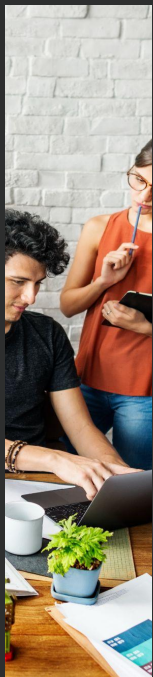


## VIDEO PRODUCTION

End-to-End Support  
Long form productions, branded videos, TVCs, social media video, motion graphics, and animated videos.

# OUR PRODUCTS

## RESEARCH & STRATEGY



### CONTENT STRATEGY WORKSHOP

A half-day workshop led by our Head of Production and Head of Grove, to help you develop and define your brand's content strategy.

The output would be an objective-based content strategy document, sample content calendar and example of types of content.



### CUSTOM RESEARCH

A custom research project to help inform, develop, or validate your brand/product proposition.

This includes desktop research and exclusive interviews with our editorial staff across the region to help tap into their audience expertise.



### MEDIA AND/OR BRAND STRATEGY

A custom proposal where our team of media and brand strategy experts harnesses our audience knowledge, and editorial access to help develop your campaign (or brand) strategy.

This includes a robust research aspect covering desktop research and interviews.



# OUR PRODUCTS

## CREATIVES



### INTEGRATED CREATIVE CAMPAIGN DEVELOPMENT

Leverage our creative, audience, and publishing expertise to develop your next brand campaign.

This is a fully custom campaign that includes strategic and creative development, and can run across all agreed channels (including or excluding our publications).



### SOCIAL MEDIA CAMPAIGN DEVELOPMENT & MANAGEMENT

We know content, and we know pop culture. Work with us to create a social media campaign, or let us get you set up and running with your whole social media presence, from scratch. We have writers, doodlers, photographers, graphic designers, and social media experts in-house to get people talking (and sharing, clicking, and liking!)



### BRANDED PODCAST

A chance to own a wider pop culture or lifestyle topic and tell your brand story through it.

SCOPE:  
Ideation, scripting, audio post-production



### CUSTOM BRANDED PUBLICATIONS

Create your own branded magazine with our in-house publishing experts

SCOPE:  
Conceptualization, writing, design, layout production, and bespoke photography



### CUSTOM PHOTOSHOOT

Create a portfolio of lifestyle or product photos that can be used across all your marketing materials

SCOPE:  
Conceptualization, photography, styling

# CREATIVES



## CUSTOM MICROSITE/ CONTENT HUB

A content hub provides a single, immersive, rich branded experience for potential users, increasing the chance of conversion. Grove provides the full suite of services to plan, build, create, and manage all aspects of a custom microsite — including developing all the content.

MICRO-SITE EXAMPLE

# CUSTOM VIDEO PRODUCTION

BRANDED VIDEO CONTENT/SERIES



Let the same team that produces content for Netflix, Discovery, and MTV create your next brand story through a series of engaging pieces of video content.

From travelogues to documentaries, our team has produced a wide genre of award winning content all across Asia and beyond.

VISUAL REFERENCE

# CUSTOM VIDEO PRODUCTION

EVENT VIDEO PRODUCTION

Hours	½ day shoot (5 hours)
Venue	1 location
Scope	Scripting, filming
Duration	2 minutes
Lead Time	2-3 weeks

## Starting from

Global	US\$4,500
Singapore	S\$5,900
Hong Kong	HK\$35,100
Thailand	THB143,000

VISUAL REFERENCE



# CUSTOM VIDEO PRODUCTION



F&B/HOSPITALITY VIDEO PRODUCTION

Hours	½ day shoot (5 hours)
Venue	1 location
Scope	Scripting - text cards
Duration	1-2 minutes
Lead Time	2-3 weeks
No talent	

## Starting from

Global	US\$4,000
Singapore	S\$5,300
Hong Kong	HK\$31,200
Thailand	THB127,000

VISUAL REFERENCE



# CUSTOM VIDEO PRODUCTION

2D ANIMATED EXPLAINER VIDEO

## Social Brokers



Scope	Scripting, storyboards
Duration	30 seconds
Lead Time	3 weeks
Talent	1 in-house talent shooting with mobile phones (Basic Production)

### Starting from

Global	US\$5,000
Singapore	S\$6,600
Hong Kong	HK\$39,000
Thailand	THB159,000

VISUAL REFERENCE

# CUSTOM VIDEO PRODUCTION

LIVE STREAMING

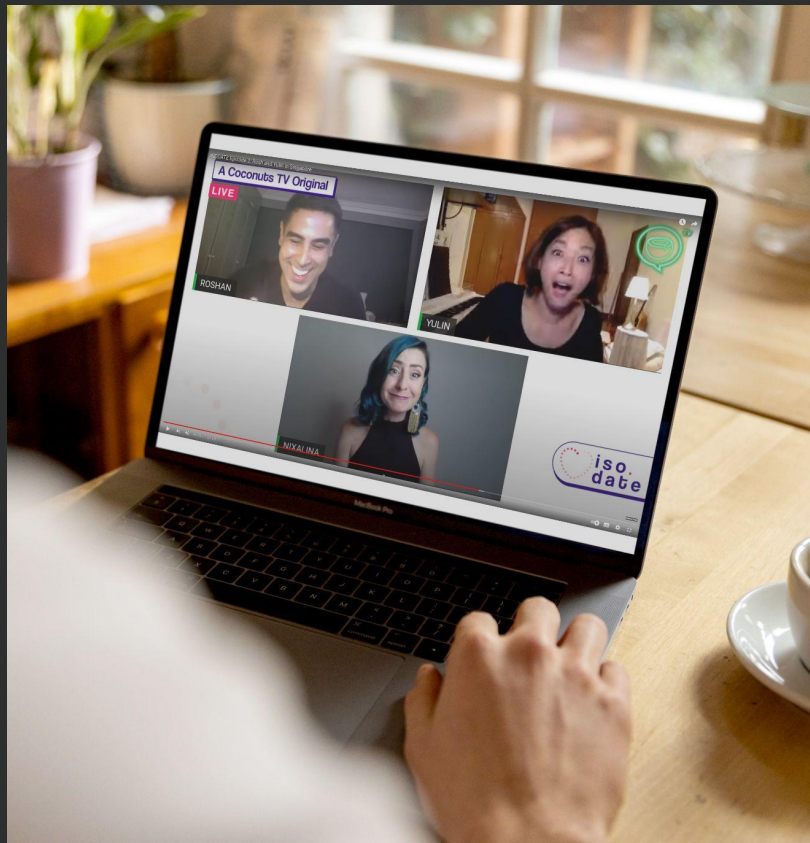
Now more than ever, connecting with your consumers virtually, and giving them access to you in a meaningful way, is business critical.

Let us help you tell your story live through a livestream at your next product/ event/ campaign launch.

Includes ideation and production of live streams for lifestyle content, events, seminars, etc.




Scope: Ideation, scription, production, remote hosting, and tech.

VISUAL REFERENCE



# SOCIAL VIDEO RELEASE

Publish your video on Coconuts Media social channels to access our engaged audience.

SOCIAL	CHANNELS	DETAILS	US\$	THB	S\$	HK\$
	/Coconuts	553K+ Followers	\$1,500	\$45,000	\$2,000	\$11,700
	/BKmagazine	260K+ Followers	\$1,000	\$30,000	\$1,300	\$7,800
	/soimilkbangkok	231K+ Followers	\$1,000	\$30,000	\$1,300	\$7,800
	/Coconuts	13K+ Followers	\$500	\$15,000	\$700	\$3,900
	/BKmagazine	41.5K+ Followers	\$1,000	\$30,000	\$1,300	\$7,800
	/soimilkbangkok	6K+ Followers	\$500	\$15,000	\$700	\$3,900
	/Coconuts	27K+ Followers	\$500	\$15,000	\$700	\$3,900
	/BKmagazine	54K+ Followers	\$1,000	\$30,000	\$1,300	\$7,800
	/soimilkbangkok	2K+ Followers	\$160	\$5,000	\$210	\$1,248

# SOCIAL MEDIA MANAGEMENT



Work with our team of digital specialists to boost your social posts and campaigns.

This can be done on a general campaign basis, or as an add-on to any of our media product packages.

Social Boosting Management Fee:  
20% of Boosting Budget

# CAMPAIGN PACKAGES



We have created bespoke packages using our  
**best and most proven products.**

These are based on brand and business objectives we  
are most frequently asked to help with.

They are robust, with a specially selected combination  
of products to deliver results!





## BRAND STORYTELLING SERIES

Develop your brand story through a series of articles that each focus on different aspects, all building up to a bigger brand positioning.

Brands can also use this series to discuss a new product range, or different ways in which a product or a brand can be used.

Written in our signature editorial style, this provides a seamless and authentic way to get your story in front of our readers.

### ALLOTMENTS

- 6 Branded Articles on BK
- Visuals/ pictures
- 33% overall discount

### PRICE

Global	US\$8,000
Singapore	S\$10,500
Hong Kong	HK\$62,400
Thailand	THB240,000

# HIGH IMPACT DISPLAY ADS

## ALL SITE BILLBOARD BUZZ

100% Share of Voice

Location	All article pages across Coconuts, BK and Soimilk
Ads	Desktop Billboard Mobile Leaderboard
Period	1 week

## PRICE

Global	US\$5,000
Singapore	S\$6,600
Hong Kong	HK\$39,000
Thailand	THB150,000

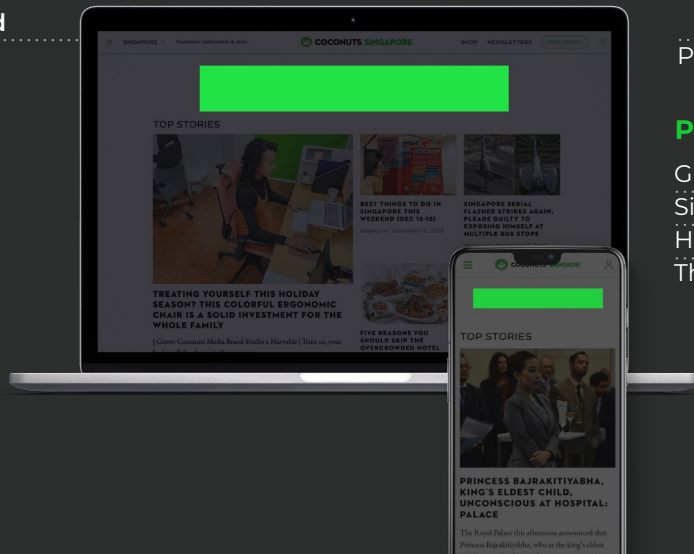
## ALL SITE HALFPAGE BUZZ

100% Share of Voice

Location	All article pages across Coconuts, BK and Soimilk
Ads	Desktop Half Page Mobile MPU
Period	1 week

## PRICE

Global	US\$3,500
Singapore	S\$4,600
Hong Kong	HK\$27,400
Thailand	THB105,000



# CROSS PUBLISHING



Leverage the reach, scale, and efficiencies of  
advertising across our publications.



# BRANDED ARTICLES CROSS PUBLISH



Leverage our portfolio of brands to maximize your brand's reach and save.

## DETAILS

For all **Branded Article Products**:

- **Get 20% off** when you cross-publish the same content in an equivalent product to **1 other publication**.
- **Get 40% off** when you cross-publish the same content in an equivalent product to **2 other publications**.

Translation for articles published to/ from **Soimilk** included.

## PRICE

**20% — 40%**  
discounts in total

## EXAMPLE

Content from a	US\$2,000
<b>Coco Buzz</b>	
Cross-published to	US\$2,000
<b>BK Buzz</b>	
Cross-published to	US\$1,400
<b>Soimilk Buzz</b>	
Total	US\$5,400
Discount	-40%
Grand Total	US\$3,240



# VIDEO CONTENT CROSS PUBLISH

Distribute your video across multiple social pages in the Coconuts Media Group.

## DETAILS

When you cross-publish **Video Distribution Social Posts**:

20% Off	1 other page
30% Off	2 other pages
40% Off	3 other pages
50% Off	4 or more other pages

## PRICE

20% — 50%  
discounts in total

## EXAMPLE

Video posted on

<b>BKmagazine FB</b>	US\$1,500
<b>+Soimilkbangkok FB</b>	US\$1,000
<b>+BKmagazine IG</b>	US\$ 500
<b>+Soimilkbangkok IG</b>	US\$1,000
Total	US\$4,000
Discount	US\$2,000
Grand Total	US\$2,000



# CREATIVE SKIN

## CROSS PUBLISH

Driving Clicks and Traffic

### DETAILS

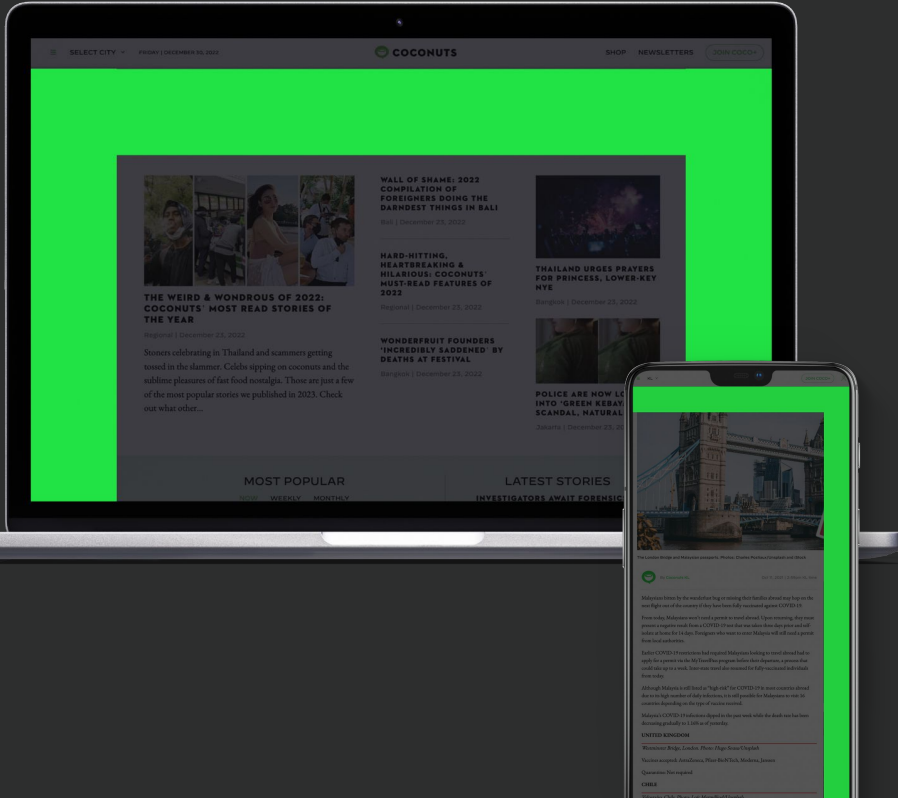
Hire **Grove** to ideate and design gorgeous and impactful Skin rich media display ads, then run them on blast across the Coconuts Media network for **1,000,000** impressions.

### PRICE

Global	US\$20,000
Singapore	S\$26,000
Hong Kong	HK\$156,000
Thailand	THB600,000

### ALLOTMENTS

- Campaign ideation
- Skin ad design and technical production
- 1,000,000 impression across **Coconuts, BK,** and/or **Soimilk**





# COCONUTS MEDIA

**CONTACT** [advertising@coconuts.co](mailto:advertising@coconuts.co)