



COCONUTS
MEDIA

WHO WE ARE

COCONUTS IS ASIA’S LEADING ALTERNATIVE MEDIA COMPANY.

Our mission is to inform and entertain by telling true stories that matter to our audience through a wide portfolio of publications and in-house studios.

COCONUTS

Fresh and juicy news on what’s happening in Bangkok, Manila, Singapore, Hong Kong, Kuala Lumpur, Jakarta, Bali, Yangon, and beyond.

BK MAGAZINE

Bangkok’s leading source for what’s new and cool in the city, including the best places to eat and hang out.

SOIMILK

A daily dose of lifestyle news for Thailand’s digital-savvy youth.

COCONUTS TV

World-class documentary programs on weird and wondrous stories from Asia for broadcast TV and streaming platforms.

GROVE

Our in-house brand studio that ideates and manages creative campaigns for leading international brands to run on Coconuts publications and beyond.

Each month, we reach an audience of millions across Southeast Asia and Hong Kong through digital, print, audio, and video.

Our passions are simple and unwavering: journalism, the media industry, and telling the untold stories of our region.

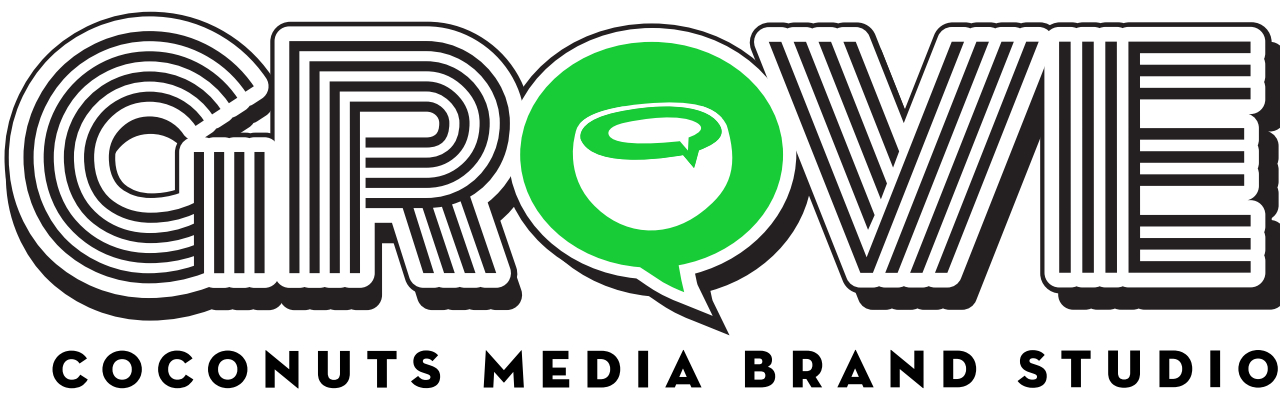
THE COCONUTS MEDIA OFFERING



Media



Creative



MEET OUR KEY TEAM MEMBERS



BYRON PERRY
Founder and CEO

Byron founded Coconuts from his apartment in Bangkok in 2011 with the vision of telling true stories that matter about big cities in Asia.

Byron has acted as Executive Producer on Coconuts TV broadcast productions for Netflix, Discovery Channel, MTV, and Mediacorp; and led advertising and content campaigns for brands including Hilton, Mercedes Benz, Johnnie Walker, and MasterCard. Before founding Coconuts, Byron worked as an editor for Hollywood trade magazine **Variety**, Cambodia’s English language newspaper The Phnom Penh Post, and local city magazine San Francisco. He graduated from Georgetown University in Washington, DC in 2005 and currently serves Chairman of the Society of Publishers in Asia.



CLARISSA CORTES
Head of Operations & Talent

Clarissa is the resident multi-tasker of Coconuts Singapore - she manages operations across the Coconuts offices, and heads our COCO+ membership programme. She has over 7 years of experience in office administration and arts management with a special interest in event planning, marketing, and client liaison.

She has taken on the role of Production Manager for numerous branded and Coconuts TV original videos, including “Coconuts TV on iflix” (iFlix) and “Can You Hack It?” for Mediacorp’s Toggle platform. Clarissa holds a BA (Hons) in Arts Management from LASALLE College of the Arts. Clarissa speaks English, French, Malay, and Tagalog.



VIM SHANMUGAM
Coconuts TV Head of Content & Production

Vim is Singaporean and American. After graduating from the University of Southern California - School of Cinematic Arts, Vim spent more than 18 years across the world producing content for TV, film, and digital platforms.

With almost a decade at NBC Universal in development programming, he’s also worked on various projects for Hulu and Netflix. From branded content to feature films, he has a proven track record of success with brands (P&G, Unilever, Apple, Google), agencies (Ogilvy, OMD, Publicis, Group M) and networks (NBC, DIVA, USA, Bravo). He believes strongly that the best content is created when the Art of Storytelling meets the Science of Data. Vim speaks English, Spanish, and Tamil.

MEET OUR KEY TEAM MEMBERS



SHERNAN PLAMERAS
Head of Business Development

Shernan brings with him more than a decade of sales and marketing experience in Singapore. His (sometimes crazy but surely cutting-edge) ideas helped clients not only win advertising awards but also execute successful campaigns that generated profit.

He was the Publisher and Advertising Director of SilverKris, the in-flight magazine of Singapore Airlines published by INK, and also worked at Asia City Media Group, publisher of SG (formerly IS Magazine) and WHERE Singapore.



DIETRICH NEU
Thailand Country Head
Managing Director, BK Magazine and Soimilk

Dietrich has over 10 years' experience in publishing, journalism and branded content with news agencies across Canada and Asia — including stints leading branded content teams at Asia City Media Group and Coconuts.

He now oversees two of Coconuts' core publications, BK Magazine and Soimilk, as Managing Director and is also the company's Thailand Country Head.

COCONUTS MEDIA BRANDS & AUDIENCES AT A GLANCE

Publications ◦



Fresh and juicy news from eight cities in Asia, reaching an audience of millions.

Audience: International forward thinking, youthful, employed, educated young people spread across Bangkok, Manila, Singapore, Hong Kong, KL, Jakarta, Bali, and Yangon. The biggest, most diverse, and most international Coconuts Media audience.

Biggest age segment: **25-34 (36%)** Gender: **55%** Male **45%** Female

1,471,000
Average Monthly Unique Visitors

3,328,000
Average Monthly Page Views

570K **53K** **24K** **10K**



Bangkok’s leading source for the best places to eat and hang out.

Audience: Active and affluent young professionals in Bangkok (both Thai and expats) who love food, socializing, and trend-setting.

62%
Live in Bangkok

Biggest age segment: **25-34 (40%)** Gender: **50%** Male **50%** Female

400
Venues in Bangkok where free Printed copies distributed

237,000
Average Monthly Unique Visitors

985,000
Average Monthly Page Views

260K **54K** **42K**



A daily dose of fresh lifestyle news for Thailand’s digital-savvy youth.

Audience: Trendy young Thai “*first jobbers*” in Bangkok, interested in what’s happening in town but also global trends and culture.

97%
Live in Thailand

Biggest age segment: **25-34 (43%)** Gender: **62%** Female **38%** Male

305,000
Average Monthly Unique Visitors

1,160,000
Average Monthly Page Views

220K **6K** **2K**

COCONUTS MEDIA BRANDS & AUDIENCES AT A GLANCE

TV Production & Creative



Coconuts TV is our video brand focused on exploring the weird and wondrous untold stories of Asia.

We distribute our videos on Youtube and Facebook, reaching an audience of millions each month.

We have also produced and licensed video series for **Netflix, iflix, MTV, Mediacorp Singapore, Fusion, and ABS-CBN.**



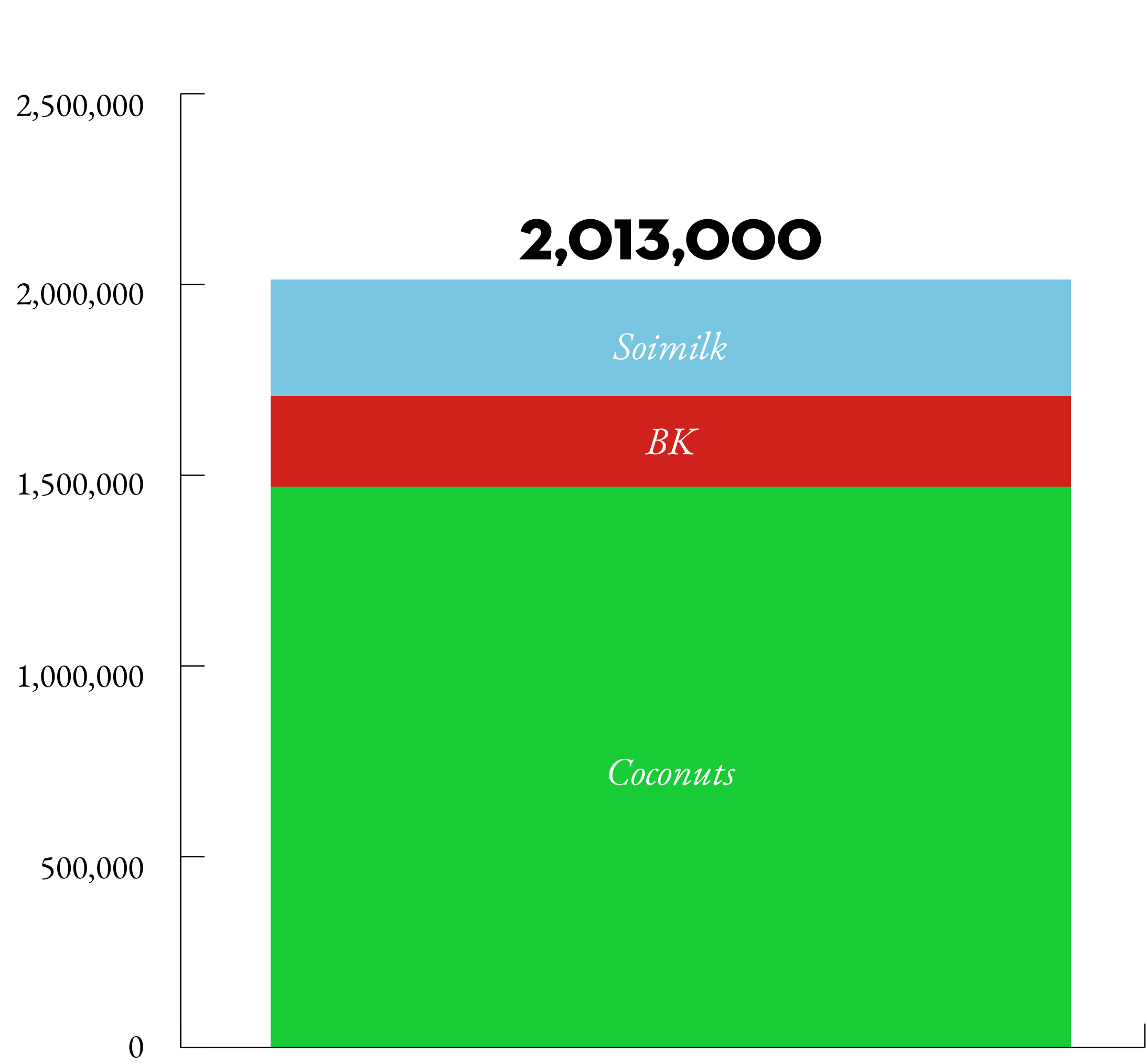
We are a **brand content studio** backed by a platform that was built for **authentic and real storytelling**, with all the expertise in house to ensure we deliver **highly effective, impactful and cost effective content.**

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

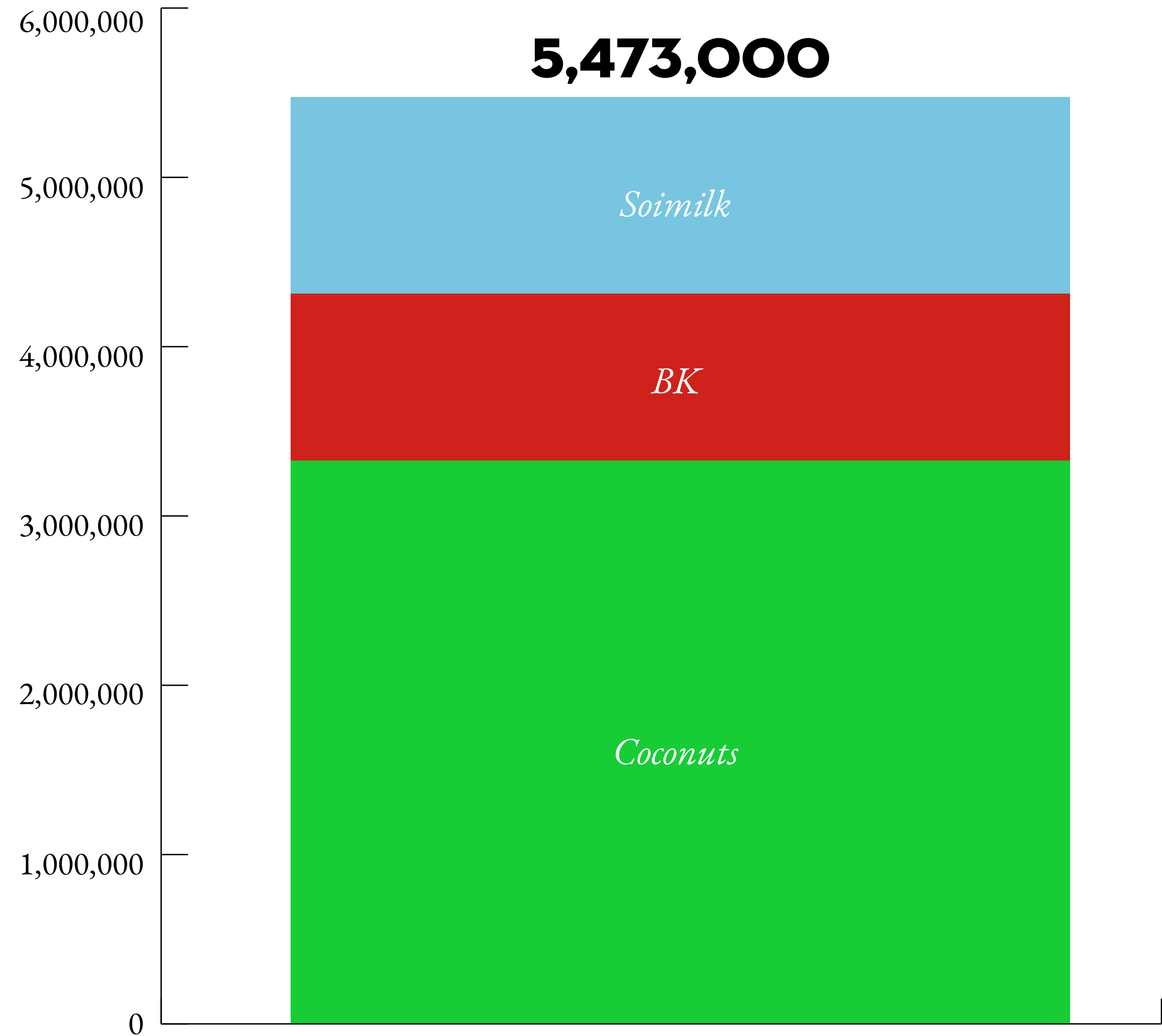
OUR REACH

Publications ○ —

AVERAGE MONTHLY UNIQUE VISITORS



AVERAGE MONTHLY PAGE VIEWS



CREATE WITH US

Tap into our editorial, entertainment and production expertise to create branded content that will cut through.

CREATIVE & CONTENT SERVICES

- BRANDED CONTENT • BRANDED ARTICLES • VIDEOS
- SOCIAL MEDIA CAMPAIGNS • CAMPAIGN DEVELOPMENT AND PRODUCTION • CONTENT STRATEGY WORKSHOPS •

MEDIA & DISTRIBUTION

COCONUTS MEDIA



Services:

Reach our audiences with your branded content and advertising - from branded articles, social posts, TV sponsorships, video, eDMs, native advertising and so much more!

BRAND'S OWN PLATFORM

Services:

Create impactful content with us that can be shown on your platforms.

SOCIAL & DIGITAL PLATFORM

Services:

Distribute the content you create with us on our social media platforms for extra reach.

Work with us to create and manage your social media channels/campaigns.

MEDIA BUYING

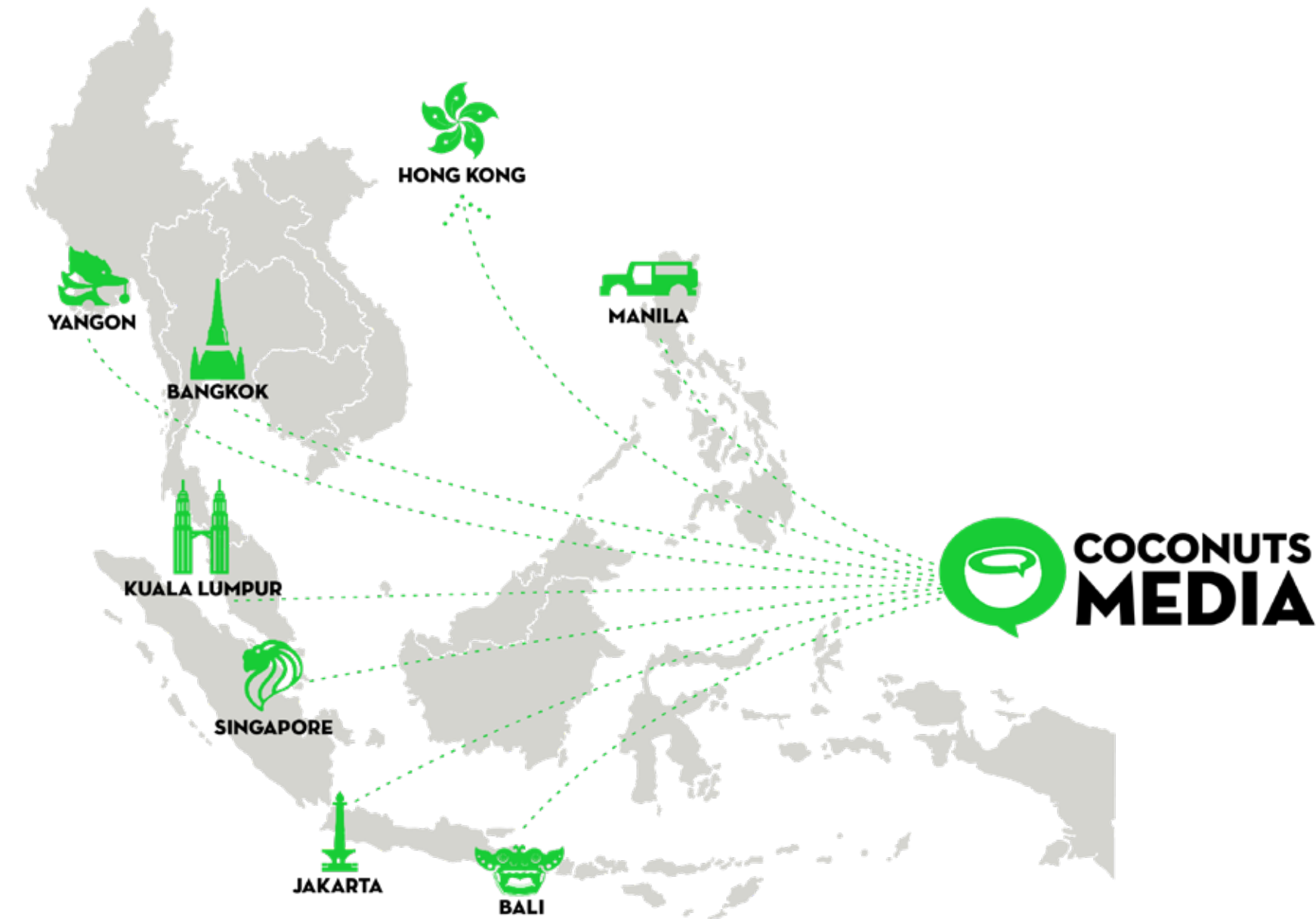
Services:

Buy media (advertising or branded content) on other publishers/platforms through us.



A PURPOSE DRIVEN PUBLICATION

Coconuts is an alternative online publisher reaching an audience of millions with fresh, juicy stories and videos.



The **Coconuts.co** news and lifestyle website produces in-depth coverage of what's happening in Bangkok, Manila, Singapore, Hong Kong, KL, Jakarta, Bali, Yangon, and beyond.

OUR CORE VALUES

- We **believe** in freedom of expression.
- We will **promote** equality and justice for all people regardless of gender, race, religion, sexual orientation, disability, or wealth.
- We will fight to **protect** animals and the environment.

OUR MISSION

To **inform and entertain** our audience by publishing true stories that matter about Bangkok, Manila, Singapore, Hong Kong, Kuala Lumpur, Jakarta, Bali and Yangon.

WE CREATE AWARD WINNING CONTENT



AN ARMY OF COCONAUTS

The **Coconuts** audience is comprised of forward-thinking, youthful, employed, educated, tech-savvy, sophisticated, funny and international people.

COCONUTS.CO

Average Monthly Unique Visitors

1,471,000

Average Monthly Page Views

3,328,000

THE SOCIALS

570K



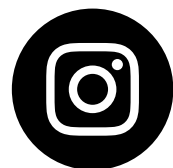
53K



24K

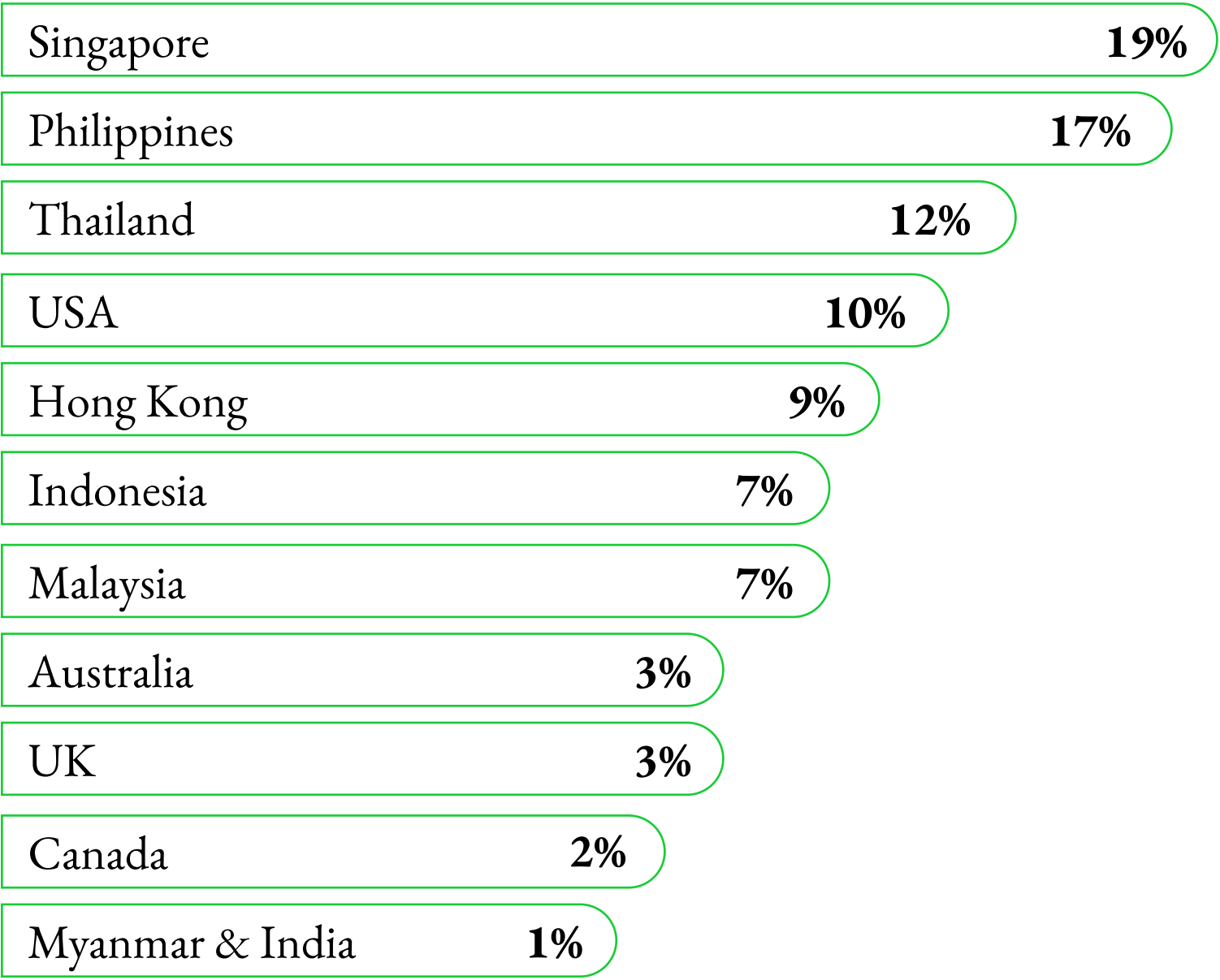


10K



WHO ARE THEY?

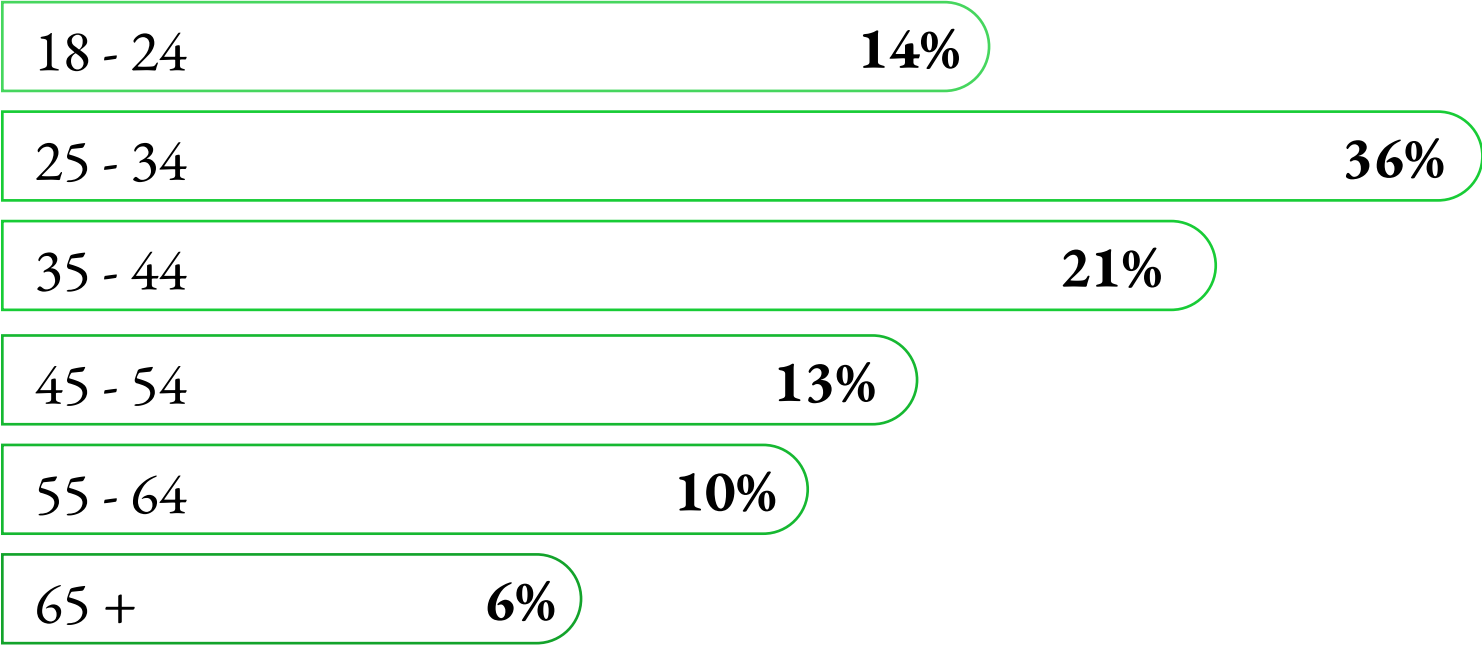
GEOLOCATIONS



GENDER

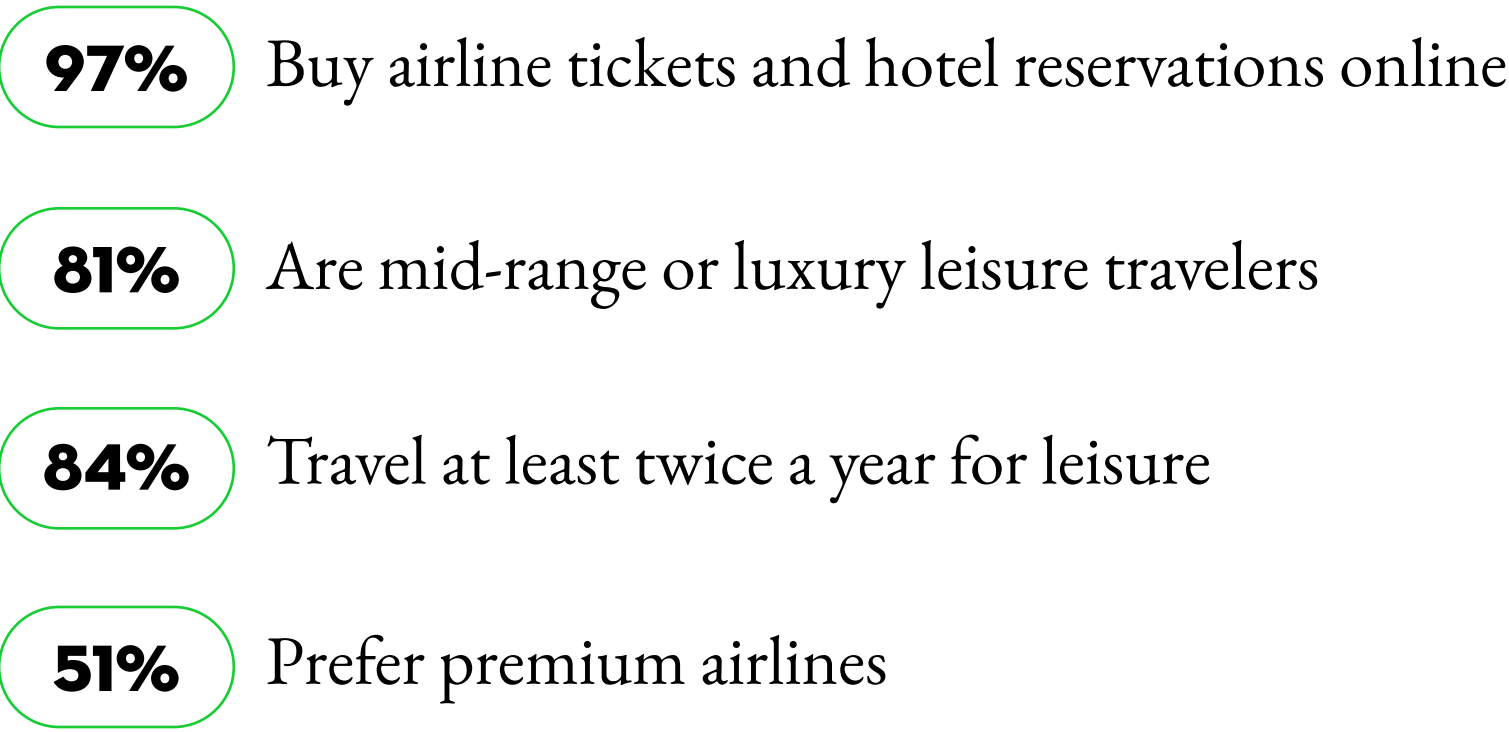


AGE

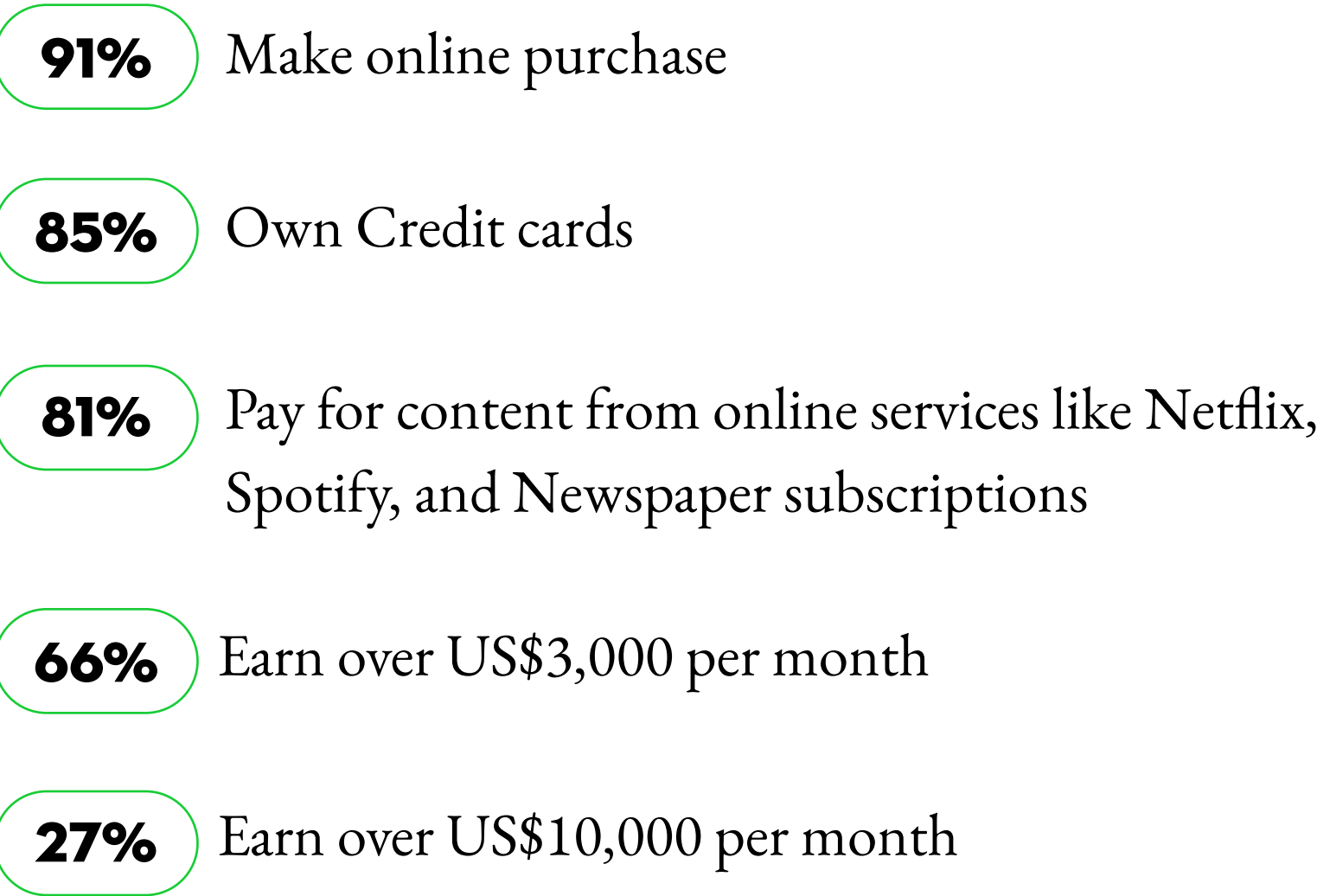


Source: Google Analytics

TRAVEL

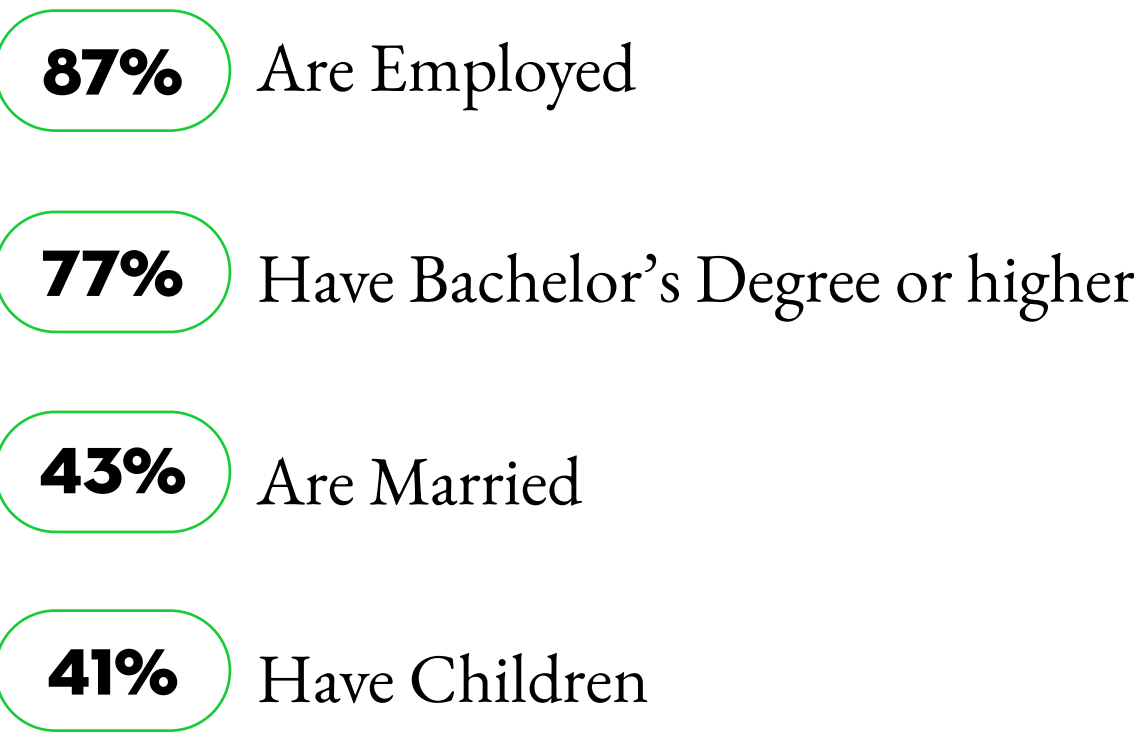


FINANCE

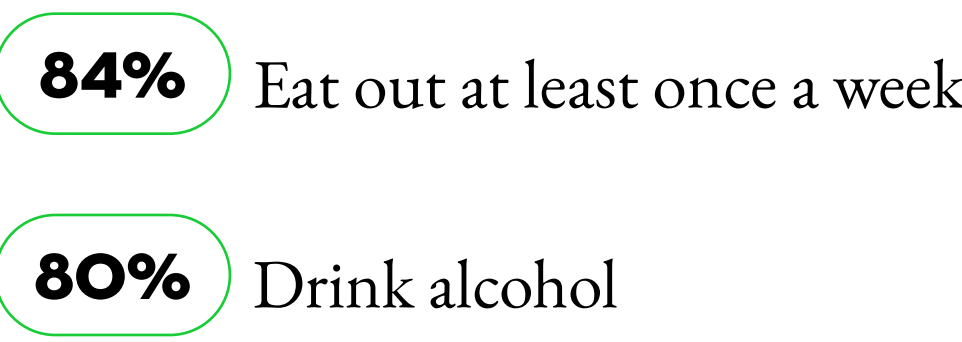


Source: Audience Survey 2020

DETAILS



FOOD & DRINK



YOUR MEDIA ARSENAL

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.

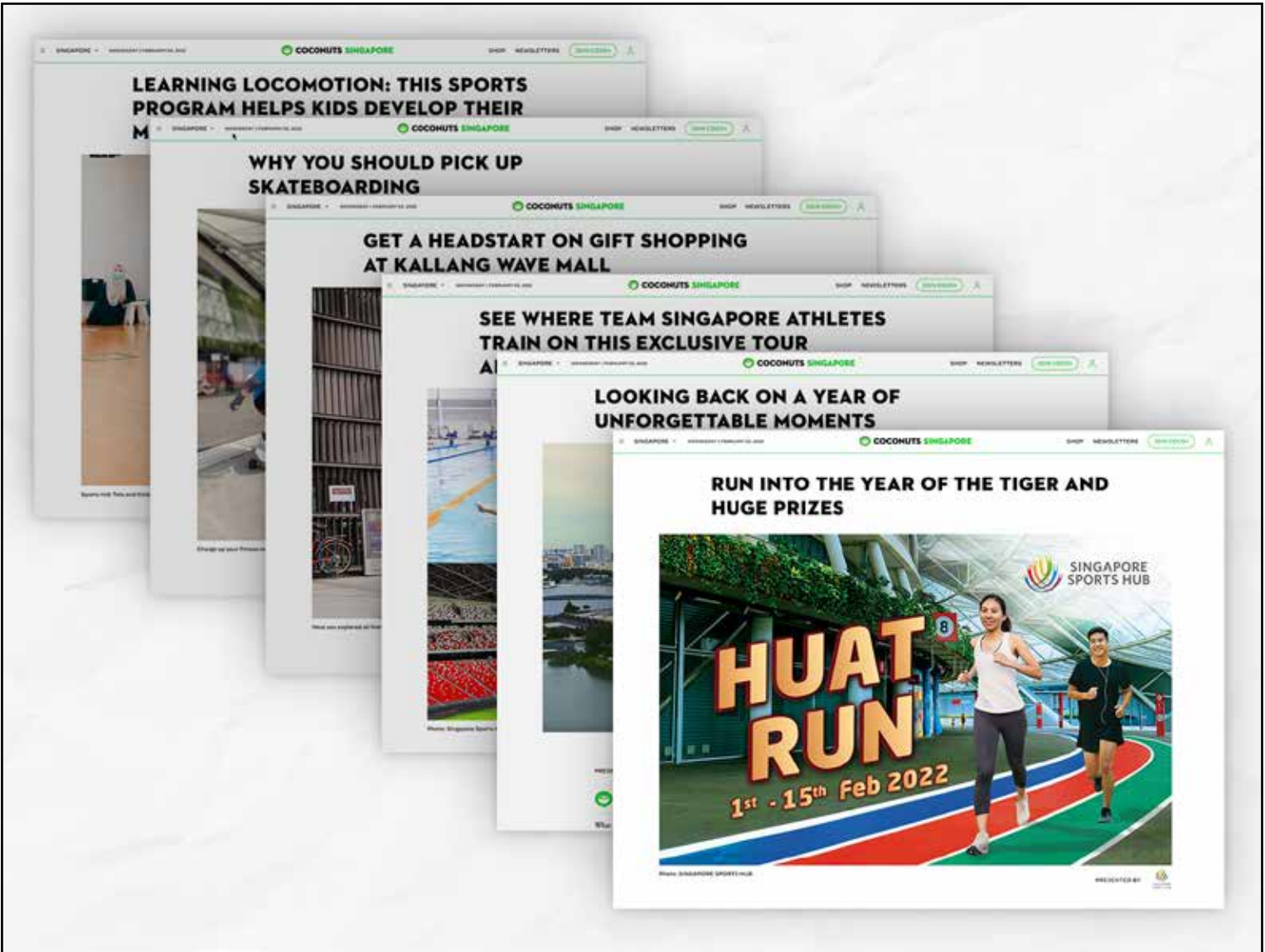
BRANDED VIDEO & CREATIVE SERVICES

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

BRANDED ARTICLES

Build your brand story through a series of 6 articles that each focus on different aspects, all building up to a bigger brand positioning.

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

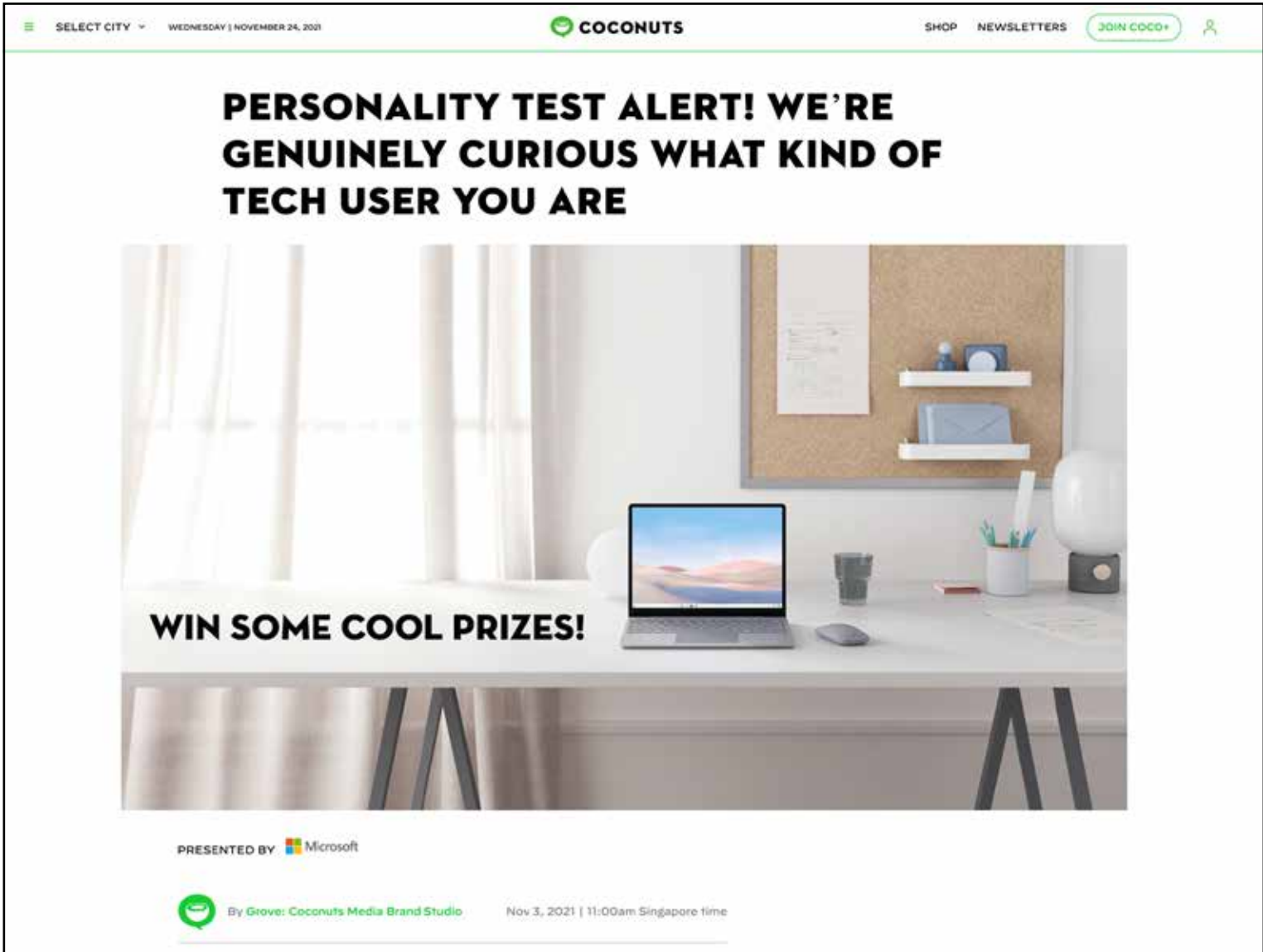


BRAND STORYTELLING

US\$8,000 ONLY

Build your brand story through a series of **6 articles** that each focus on different aspects, all building up to a bigger brand positioning.

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

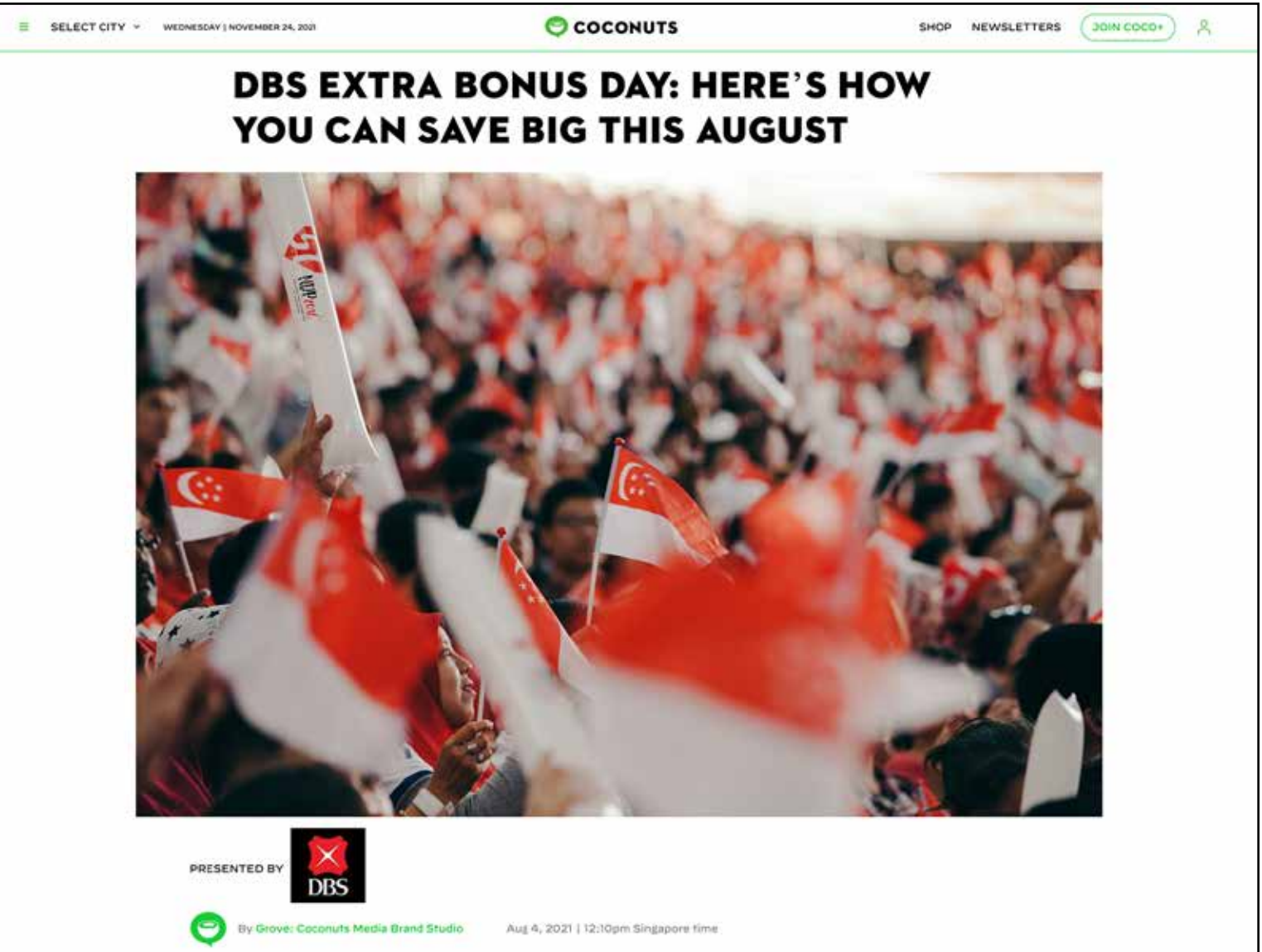


COCO CREATIVE

US\$2,500 ONLY

- **1,000** words creative soft sell or advertorial story published on one Coconuts city section
- **10** photos, **5** links, **2** revisions
- **1** Facebook Post on **@Coconuts**
- **1** Instagram Post on **@Coconuts**
- **1** Tweet on **@Coconuts**
- Native ad banner creation and **120,000** impressions on **Coconuts.co** to drive traffic to the feature

* Image provided by the client



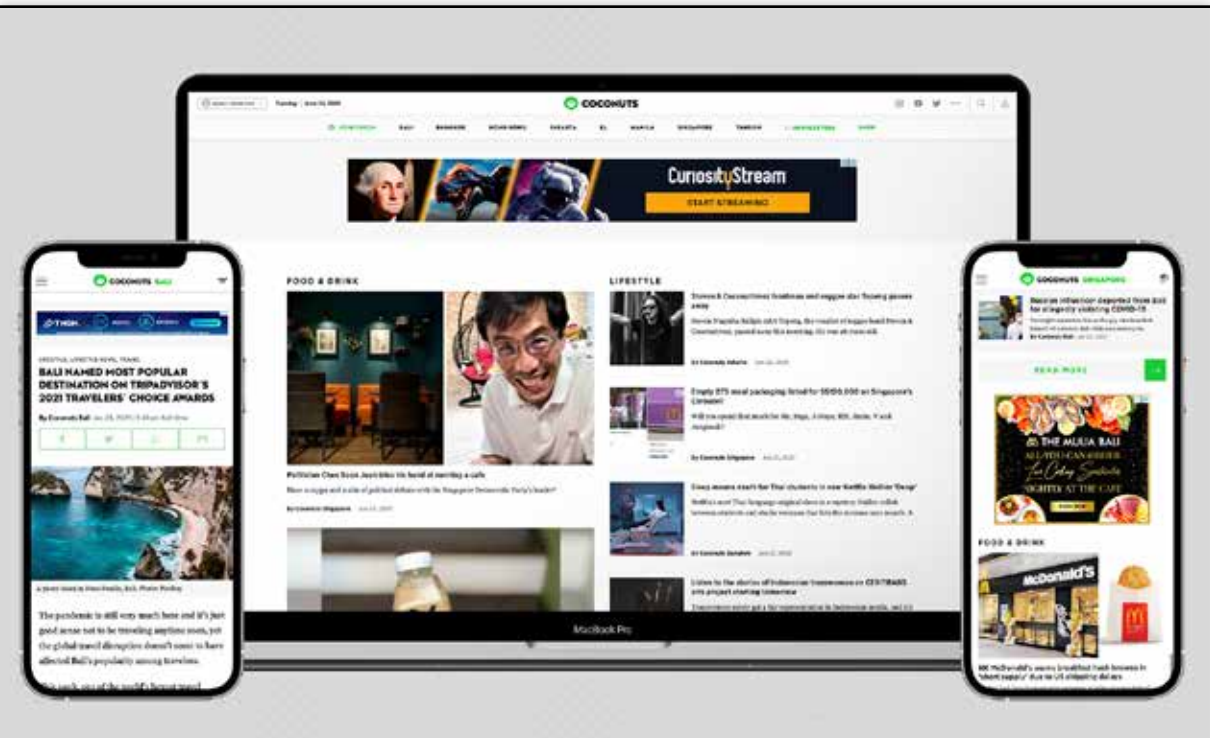
COCO BUZZ

US\$2,000 ONLY

- **500** advertorial story published on one Coconuts city section
- **1** photos
- **1** link, **1** revision
- **1** Facebook Post on **@Coconuts**
- **1** Tweet on **@Coconuts**
- Native ad banner creation and **80,000** impressions on **Coconuts.co** to drive traffic to the feature

* Image provided by the client

DISPLAY & DIRECT ADVERTISING



COCONUTS GLOBAL TAKEOVER

US\$8,000 ONLY

Our most impactful product, take over all the major ad units across all of **coconuts.co** for **1** week. Great for high visibility, brand awareness led communications.

- Coconuts Billboard Buzz
- Coconuts Half Page Buzz
- Homepage Native
- All City Homepage Native
- City All Articles Native
- All End Text and End Card

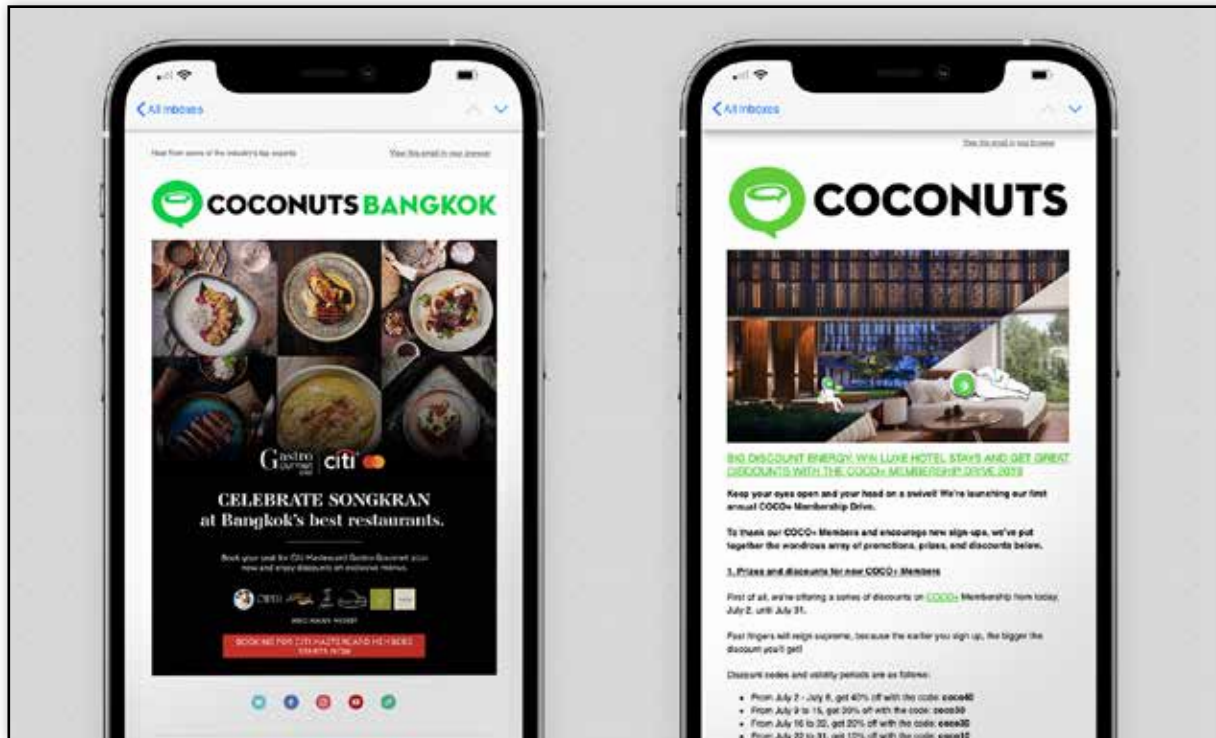


FULL CITY TAKEOVER

US\$4,700 ONLY

Select a city or market and take over all major display ad units on city home page and all city article pages for **1** week.

- City Billboard Buzz
- City Half Page Buzz
- City Homepage Native
- City All Articles
- End Card & End Text



DEDICATED DIRECT ADVERTISING

US\$16,200* ONLY

Reach the people most primed to receive and respond to your brand message!

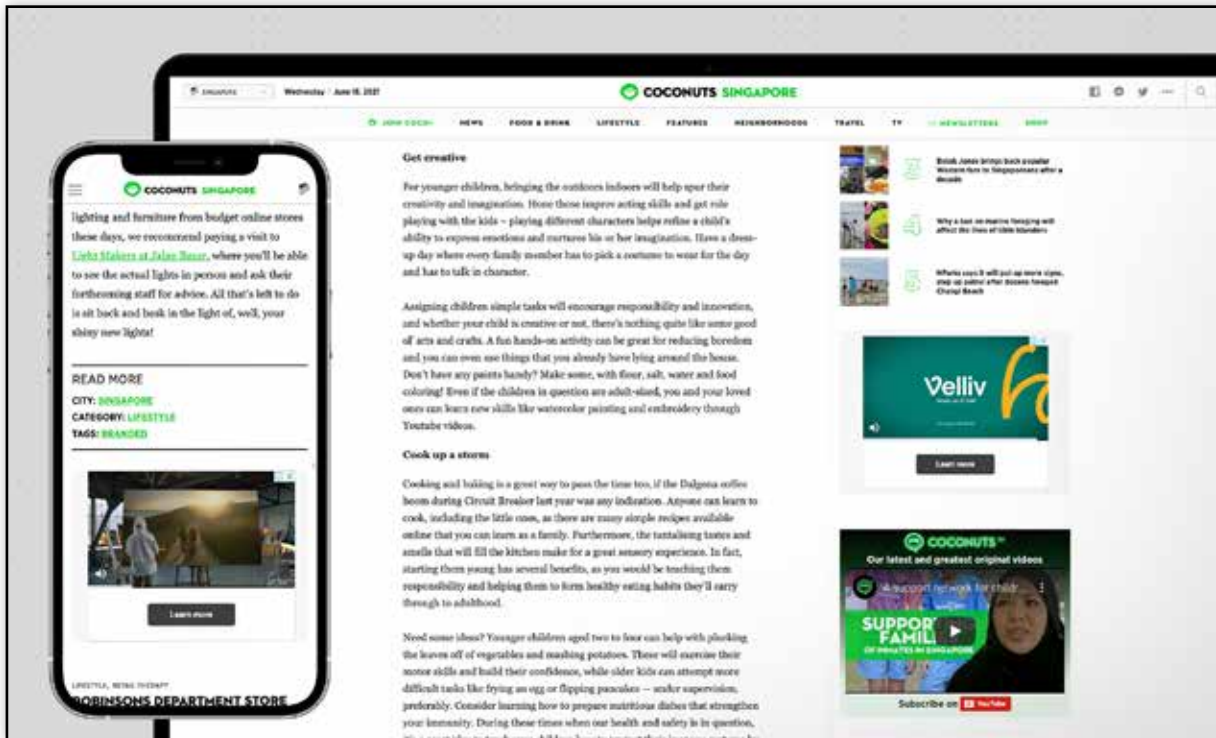
**All 56,000 (and growing) subscribers*



IMMERSIVE SKIN

FROM US\$30 PER CPM

The most impactful presence for your brand on **desktop** and **mobile**.



OUTSTREAM VIDEO

FROM US\$20 PER CPM

We have the reach and space for your video content to excel its full viewing potential and more.



WHO WE ARE

WHY BANGKOK LOVES US

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.

WE ARE THE OPINION LEADER

Our readers trust us and turn to us for unbiased opinions and recommendations on the city’s best restaurants, shops, services, and entertainment. **BK** is often the first to spot — and set—new trends in the city.

WE MAKE A DIFFERENCE

We care about our city. When we add our voice to the debate over the biggest issues in town, our readers listen.

WE KNOW BANGKOK BEST

The writers and columnists at **BK Magazine** are held in high esteem as experts on our city: the only independent food reviews in town, viciously funny editorials, carefully curated travel deals and the most comprehensive listings for the capital’s latest happenings. **BK Magazine** is the go-to source for deep local knowledge about the city.

THE INSIDE SCOOP

Bangkok changes fast, and so do we. Week in and week out, we scour the city to find the best of Bangkok—the brand new venues everyone’s talking about, the coolest new shops, the hottest bars and the best new restaurants.

BRAND ENGAGEMENT

We provide a complete portfolio of lifestyle content, from print to digital, that caters to the needs of our readers. These channels enable our clients to reach out—and be engaged with Bangkok’s most desirable demographics.

OUR POWERFUL, ACTIVE AUDIENCE

Our audience is a food-lovin’, socializing, tech savvy, culture driven, trend-setting bunch and we speak directly to the city’s most affluent and active young professionals.

61.81%

Live in Bangkok

67.24%

Thai Residents

50.1% / 49.9%

Male

Female

25 - 40

Top Age Range

65,500

Average Income
(THB/Month)

95%

Have A Bachelor’s
Degree or Higher

Source: Google Analytics

LOYAL & PASSIONATE

98%

Have Been Our Fans For 1-5 Years

70%

Use BK Magazine To Provide Recommendations To
Friends & Family About City Living, Entertainment
And Events In Bangkok

50%

Returning Visitors to BKmagazine.com

50%

Follow BK Magazine On Facebook

TECH SAVVY

66%

Use An iOS Smartphone

HEALTH & FITNESS

Go To Gyms And Parks
For Exercise More Than
48 Times A Year

FASHION & STYLE

Shop For The Latest Trends
12 Times A Year

ART

Visit Art Galleries Or
Museums 10 Times A Year

RESTAURANTS

Go Out To Eat More
Than 100 Times A Year

MUSIC & CONCERTS

Go To Live Concerts And
Shows 12 Times A Year

NIGHTLIFE

Go To Bars And Club
More Than 60 Times A Year

FILM

Go To The Movies More
Than 12 Times A Year

TRAVEL

Plan Trips And Book Flights
6 Times A Year

CAFE HOPPING

Visit The City’s Best Cafes
72 Times A Year

BEAUTY & COSMETICS

Shop Both Online And Offline
10 Times A Year

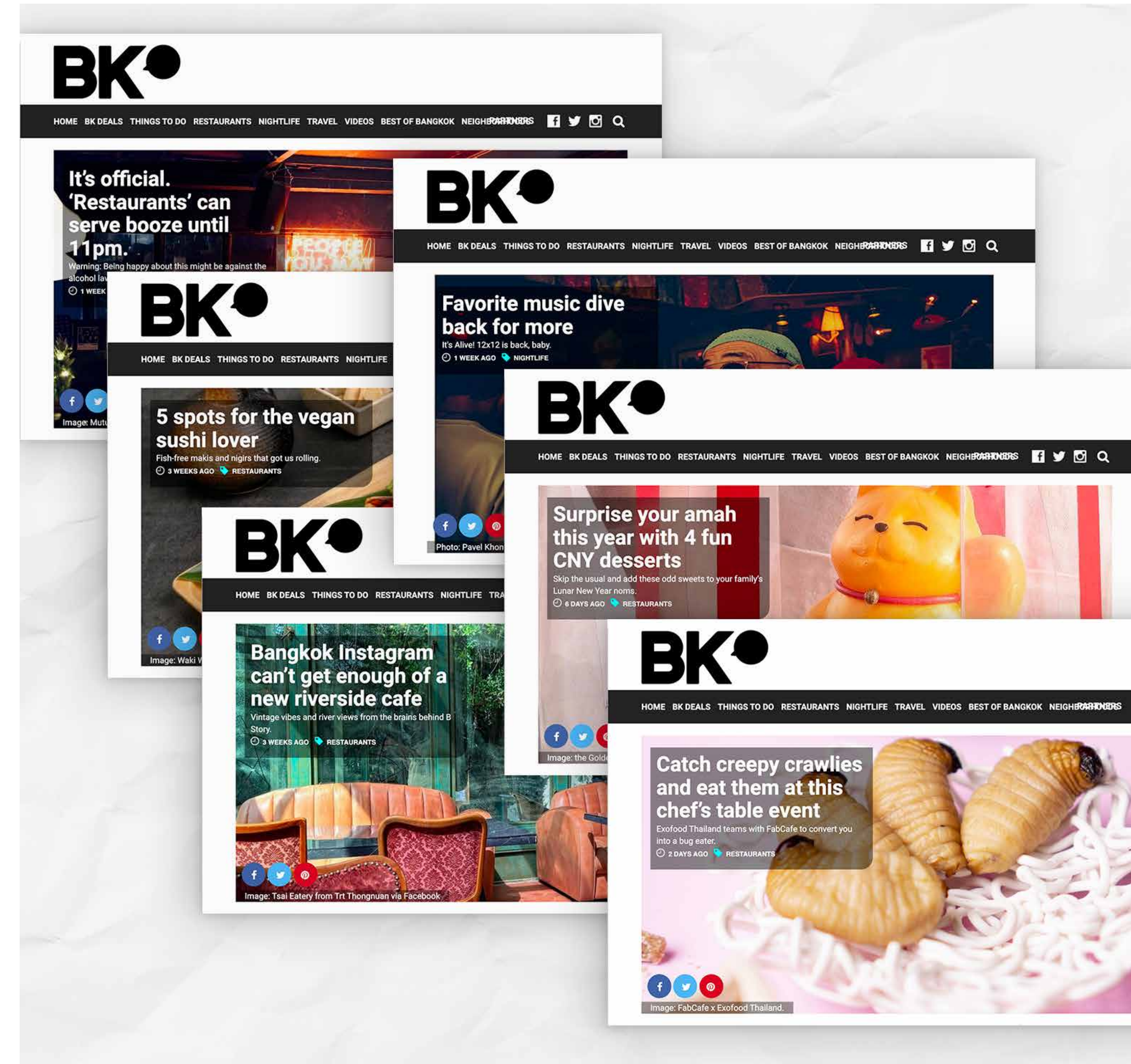
BK PRODUCTS & RATES

BRAND STORYTELLING

Build your brand story through a series of **6 articles** that each focuses on different aspects, all building up to a bigger brand positioning.

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

Branded Articles —



BK PRODUCTS & RATES

Branded Articles ◦

BK CREATIVE

One **1000** words max creative soft sell or advertorial story published on **BKmagazine.com**

PACKAGE

Article	1,000 words
Photos*	10
Links	5
Revisions	2

PRICE

Global	US\$ 2,500
Thailand	THB 80,000

ALLOTMENTS

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

*Images provided by the client



BK PRODUCTS & RATES

Branded Articles ◦

BK BUZZ

One **500** words advertorial story published on **BKmagazine.com**

PACKAGE

Article	500 words
Photos*	1
Links	1
Revisions	1

ALLOTMENTS

@bkmagazine	1
@bkmagazine	
BKmagazine.com	1
	+120,000

PRICE

Global	US\$ 2,000
Thailand	THB 60,000

*Images provided by the client



BK PRODUCTS & RATES

High Impact Display Ads ◦

BILLBOARD & HALFPAGE BUZZ

BK BILLBOARD BUZZ

100% Share of Voice on Desktop Billboard + Mobile Leaderboard on **BKmagazine.com** for 1 week.

SIZE

Desktop 728x90px / 300x250px
Mobile 300x250px

PRICE

Global US\$ 800
Thailand THB 24,000

BK HALFPAGE BUZZ

100% Share of Voice on Desktop Half Page + Mobile MPU on **BKmagazine.com** for 1 week.

SIZE

Desktop 728x90px / 300x250px
Mobile 300x250px

PRICE

Global US\$ 600
Thailand THB 18,000



BK PRODUCTS & RATES

EDM —

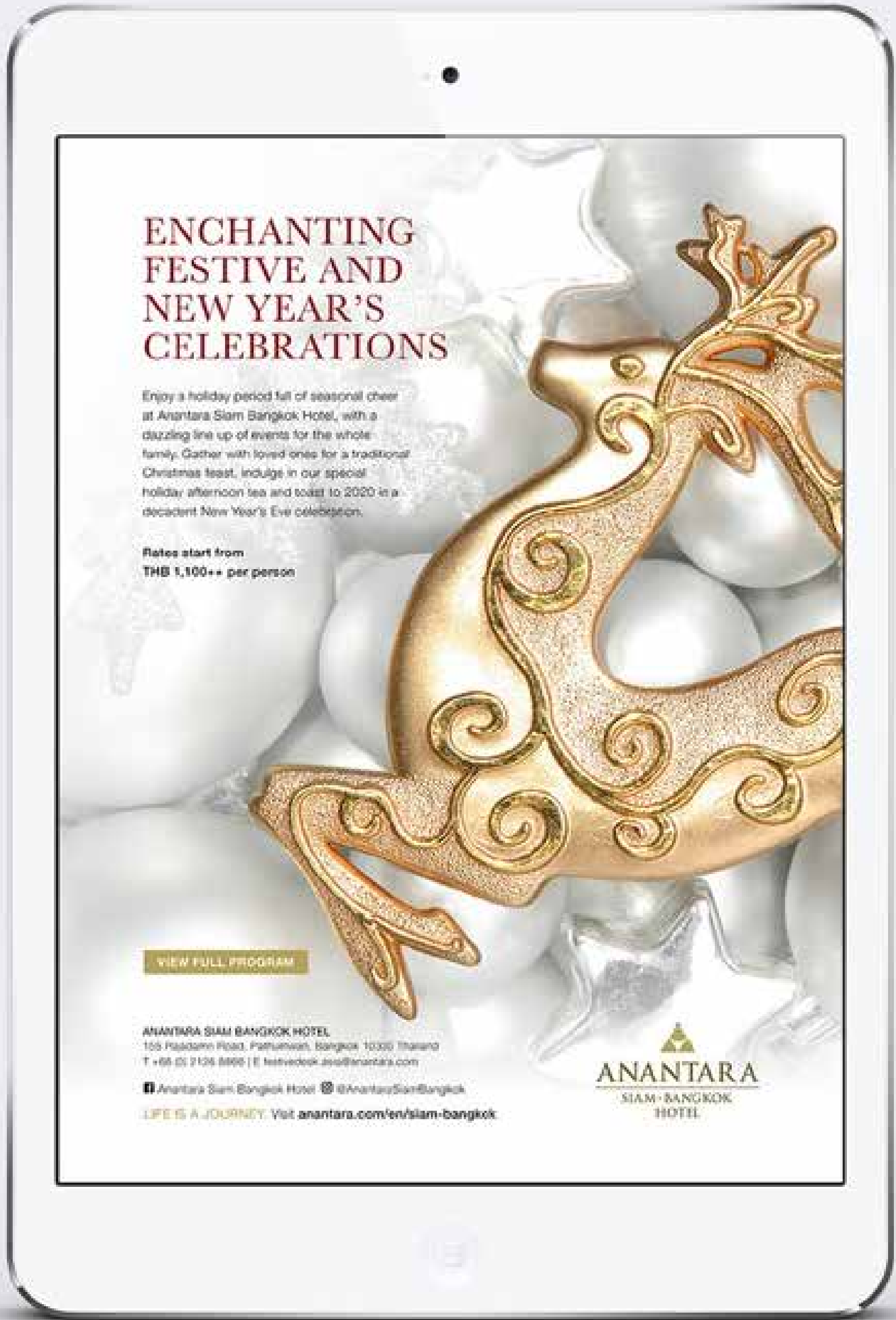
EDM MARKETING

BK EDM

- Blast to **BK Privileges** newsletter subscribers.
- Dimension of **728** pixels in width at any length
- **1** Headline
- **1** Click-through URL

PRICE

Global	US\$ 600
Thailand	THB 20,000



BK PRODUCTS & RATES

Social ◌

FACEBOOK POST

PIC POST BK

- No more than 7 photos
- 🏷️ Global **US\$ 2,400** | Thailand **THB 75,000**

SHARED POST BK

- 🏷️ Global **US\$ 1,400** | Thailand **THB 45,000**

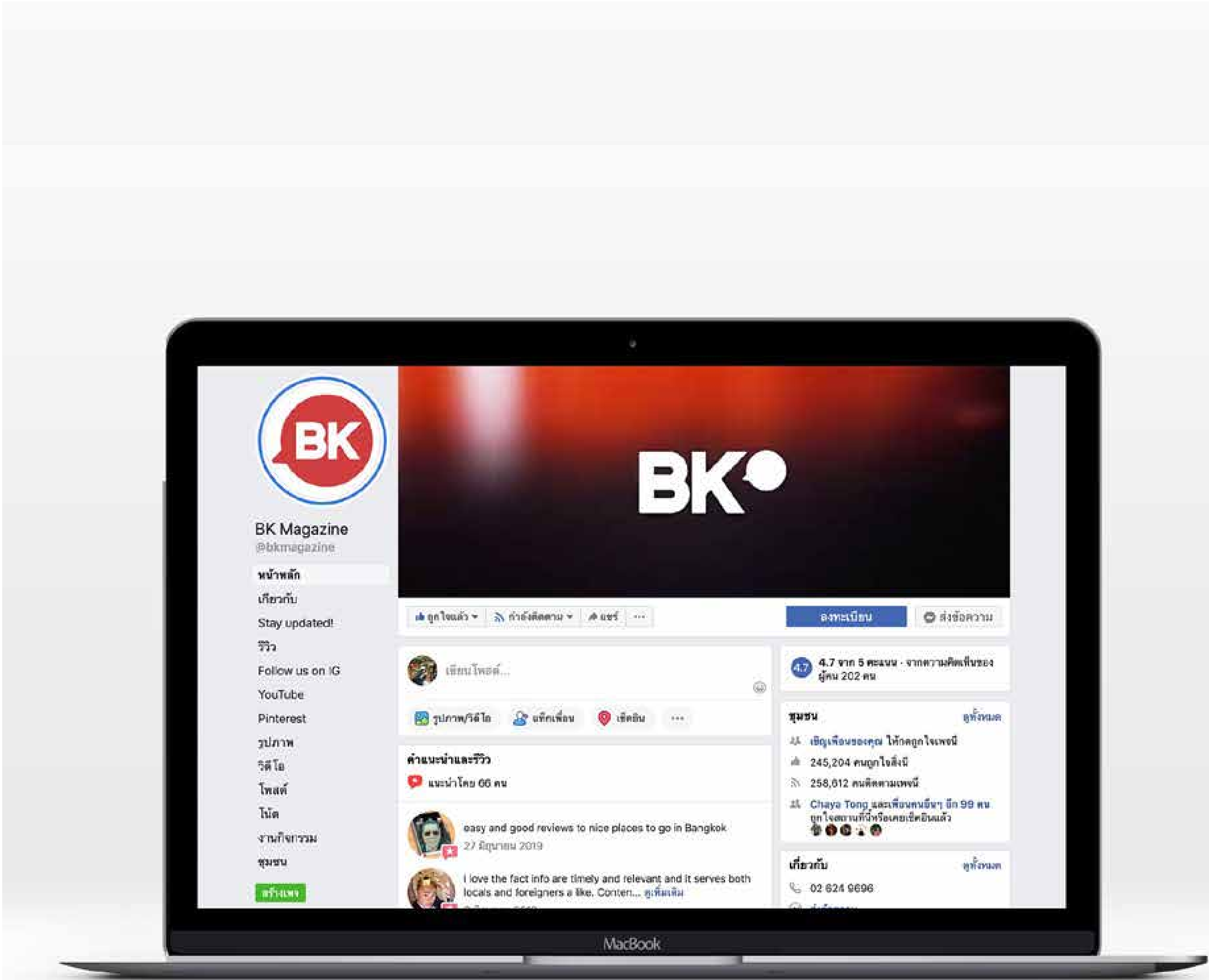
PIC POST + PHOTOSHOOT BK

- No more than 15 photos
- 🏷️ Global **US\$ 4,100** | Thailand **THB 130,000**

RE-POST BK

- Repost the existing post on BK Facebook Page.
- 🏷️ Global **US\$ 800** | Thailand **THB 25,000**

— All share posts must be reviewed by the Grove team to meet BK standards before approval.



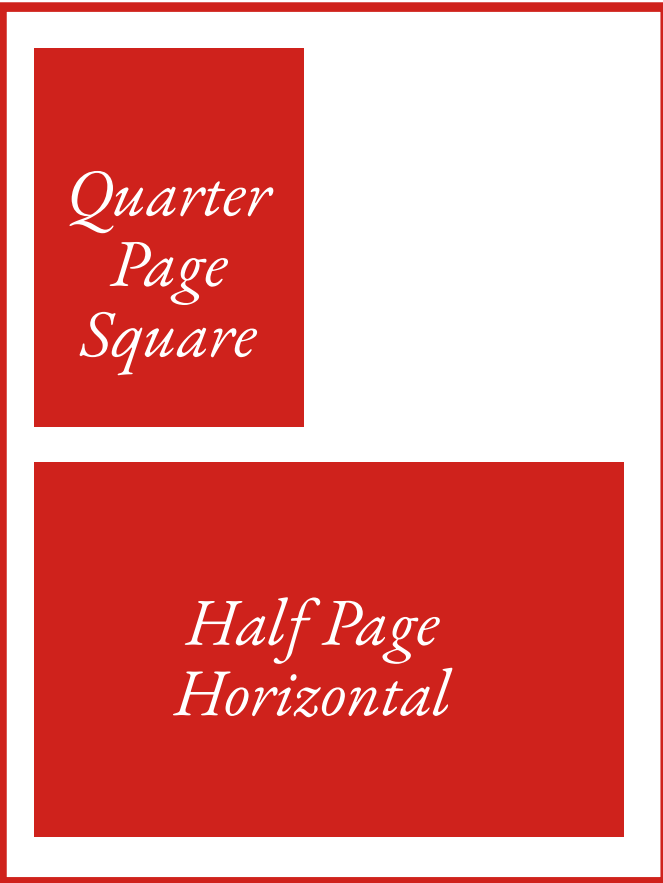
BK PRINT MAGAZINE ADS

ROP

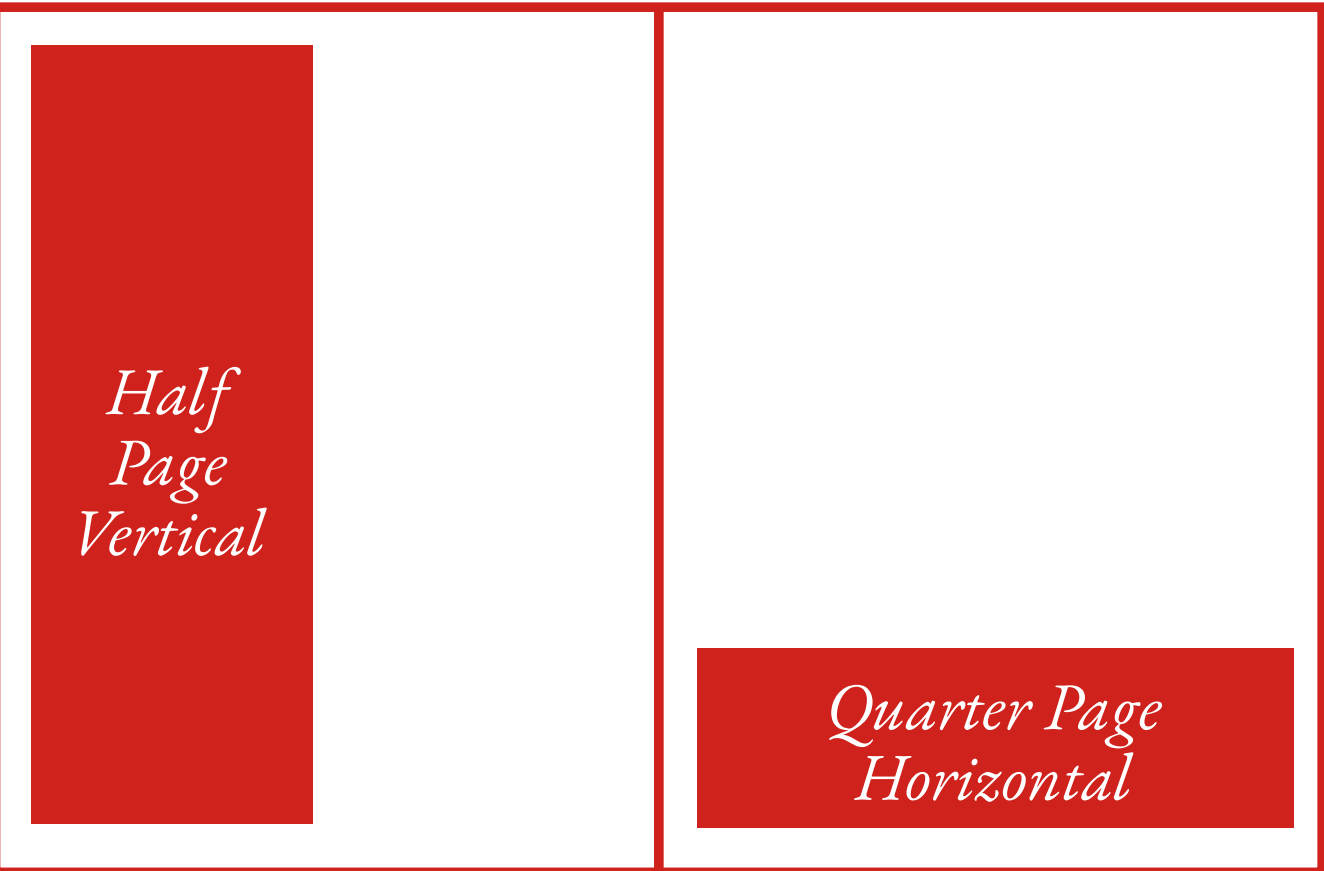
	Description	Dimensions	THB
	Full Page Display Ad	265 x 375 mm WxH	฿88,000
	Half Page Vertical Display Ad	125 x 343 mm WxH	฿53,000
	Half Page Horizontal Display Ad	254 x 170 mm WxH	฿53,000
	Quarter Page Display Ad	125 x 170 mm WxH	฿32,000
Advertorial: Additional 20% of the page size rate			

Display Specifications

Magazine Size 265 x 375 mm
*Please add 3mm bleed around all ads



Full Page




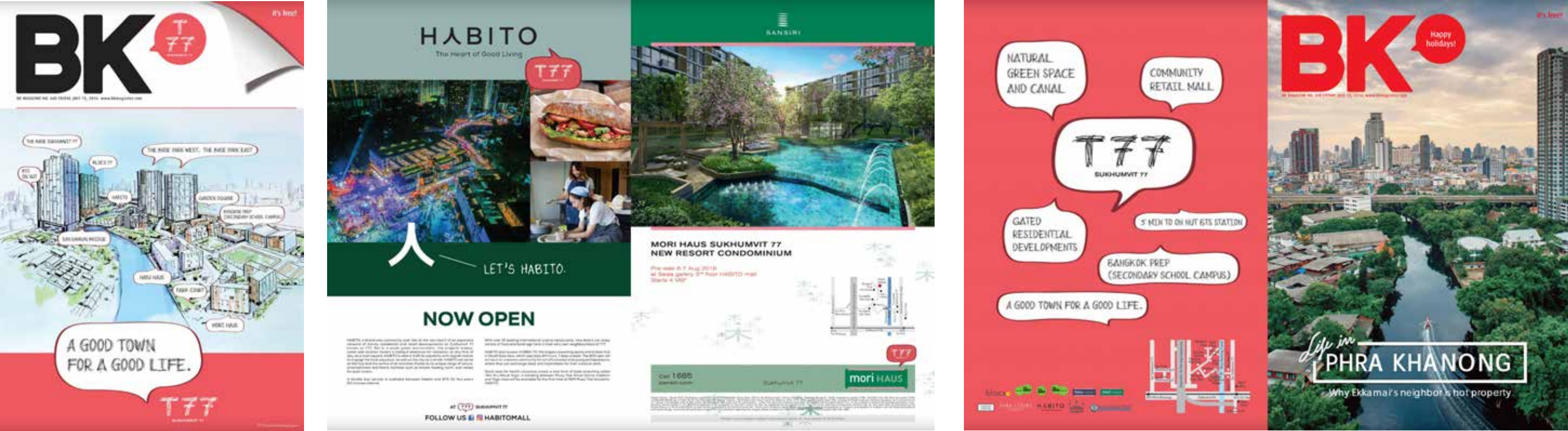
Double Page Spread

BK PRINT MAGAZINE ADS

PREMIUM POSITIONS

Description	Dimensions	THB
Inside Front Cover	265 x 375 mm WxH	฿90,000
Inside Back Cover	265 x 375 mm WxH	฿90,000
Outside Back Cover	265 x 375 mm WxH	฿100,000

SPECIAL BUYS

Description	THB
2pp Cover Wrap <div></div>	฿300,000
4pp Cover Wrap <div></div>	฿400,000
Inserts: Price and dimension available upon request	

SoiMilk

YOUR DAILY DOSE OF FRESHNESS

Soimilk is a Thai-language lifestyle brand offering high-quality, well-curated content for 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.



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

RESTAURANTS & BARS

The latest dining and nightlife trends in Bangkok



SOIMILK PRODUCTS & RATES

Branded Articles ◦

GO SOIMILK

One **1,500** words creative soft sell or advertorial story published on **soimilk.com**

Package

Article	1,500 words
Photos*	15
Links	5
Revisions	3

Price

Global	US\$ 2,200
Thailand	THB 70,000

Allotments

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

**Images provided by the client*



SOIMILK PRODUCTS & RATES

Branded Articles ◦

SOIMILK CREATIVE

One **1000** words max creative soft sell or advertorial story published on **soimilk.com**

Package

Article	1,000 words
Photos*	10
Links	5
Revisions	2

Price

Global	US\$ 1,700
Thailand	THB 55,000

Allotments

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

*Images provided by the client



SOIMILK PRODUCTS & RATES

High Impact Display Ads ◌

BILLBOARD & HALFPAGE BUZZ

Soimilk Billboard Buzz

100% Share of Voice on Desktop
Billboard + Mobile Leaderboard on
soimilk.com for 1 week.

Price

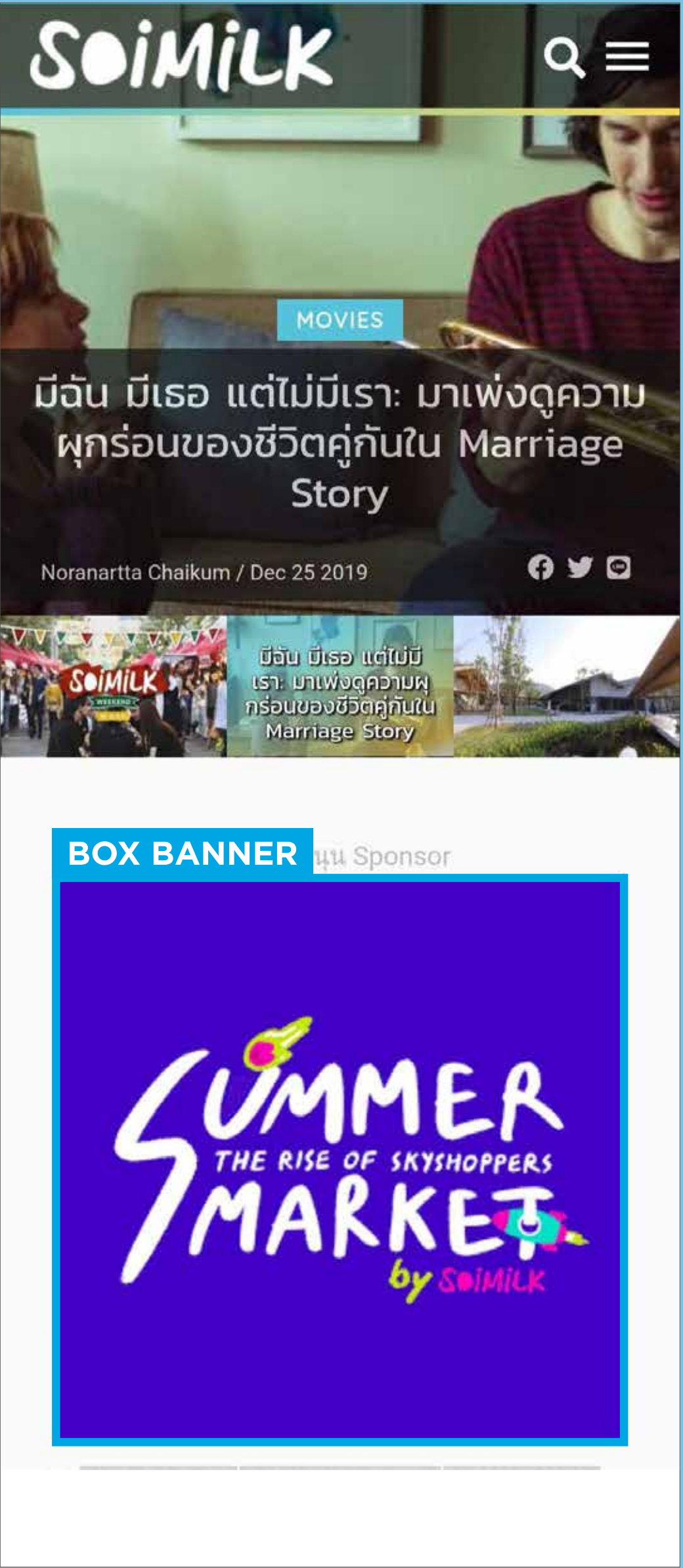
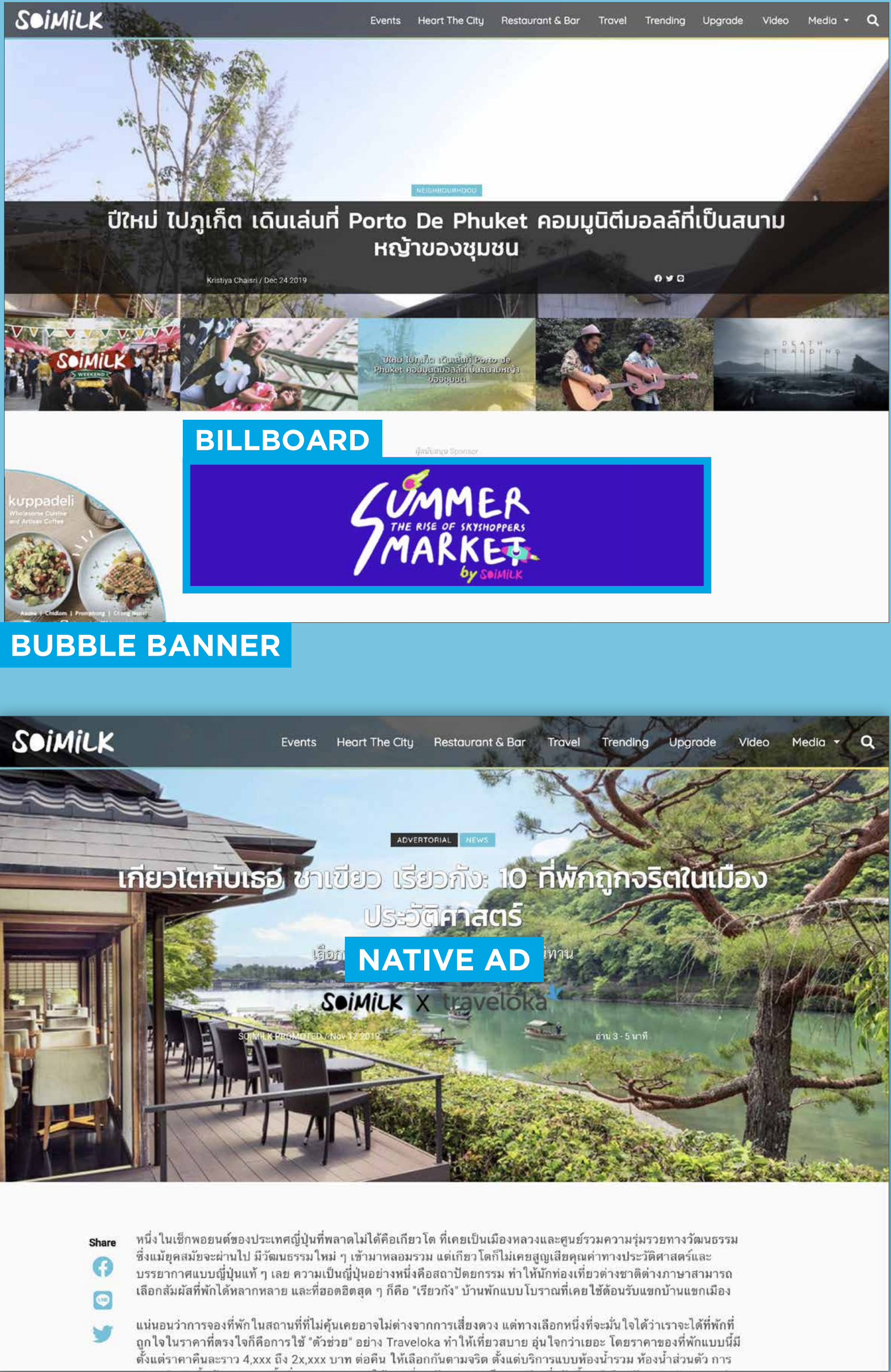
Global	US\$ 800
Thailand	THB 24,000

Soimilk Halfpage Buzz

100% Share of Voice on
Desktop Half Page + Mobile MPU
on soimilk.com for 1 week.

Price

Global	US\$ 600
Thailand	THB 18,000



SOIMILK PRODUCTS & RATES

Social ◯

FACEBOOK POST

Pic Post Soimilk

➡ No more than 8 photos

📌 Global **US\$ 2,100** | Thailand **THB 67,000**

Shared Post Soimilk

📌 Global **US\$ 1,400** | Thailand **THB 45,000**

Pic Post + Photoshoot Soimilk

➡ No more than 25 photos

📌 Global **US\$ 3,100** | Thailand **THB 100,000**

Re-post Soimilk

➡ Repost the existing post on Soimilk Facebook Page.

📌 Global **US\$ 800** | Thailand **THB 25,000**

— All share posts must be reviewed by the Grove team to meet Soimilk standards before approval.

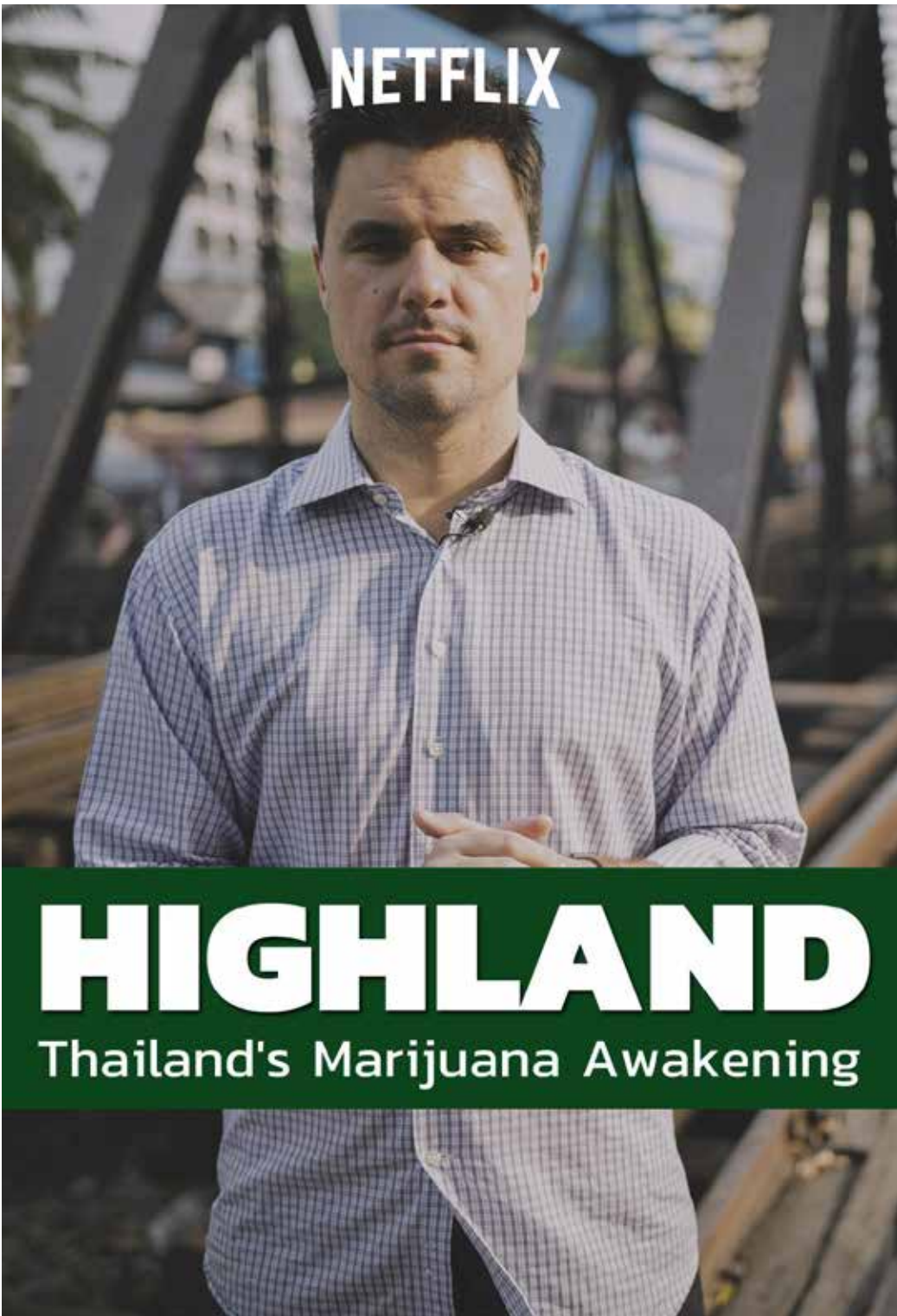




ABOUT COCONUTS.TV

Coconuts TV is our video brand focused on exploring the weird and wondrous untold stories of Asia. We distribute our videos on Youtube and Facebook, reaching an audience of millions each month. We have also produced and licensed video series for Netflix, iflix, MTV, Mediacorp Singapore, Fusion, and ABS-CBN.

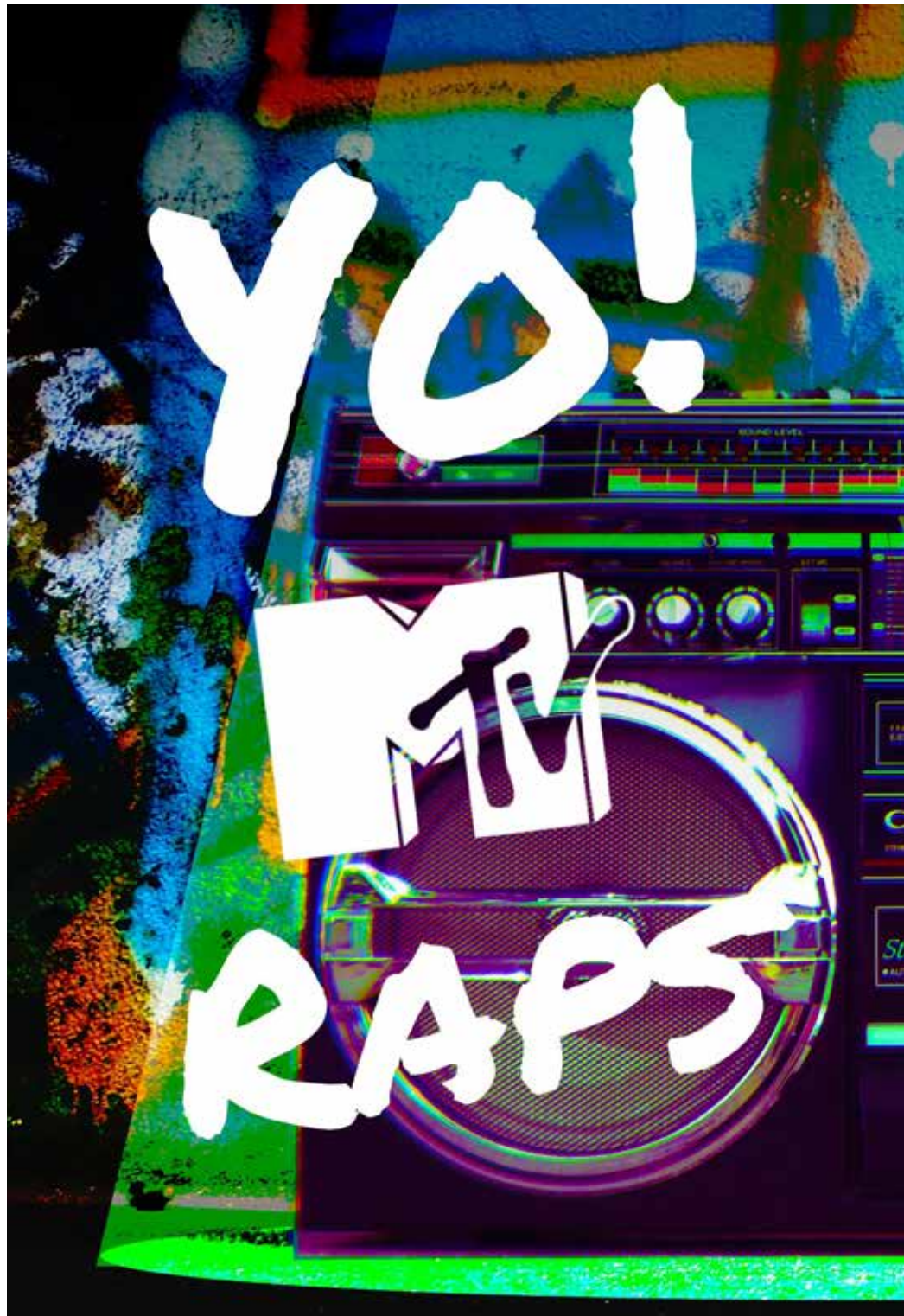
**WE CREATE
AWARD WINNING
CONTENT**



HIGHLAND
licensed to Netflix in 2017.
[Watch here.](#)



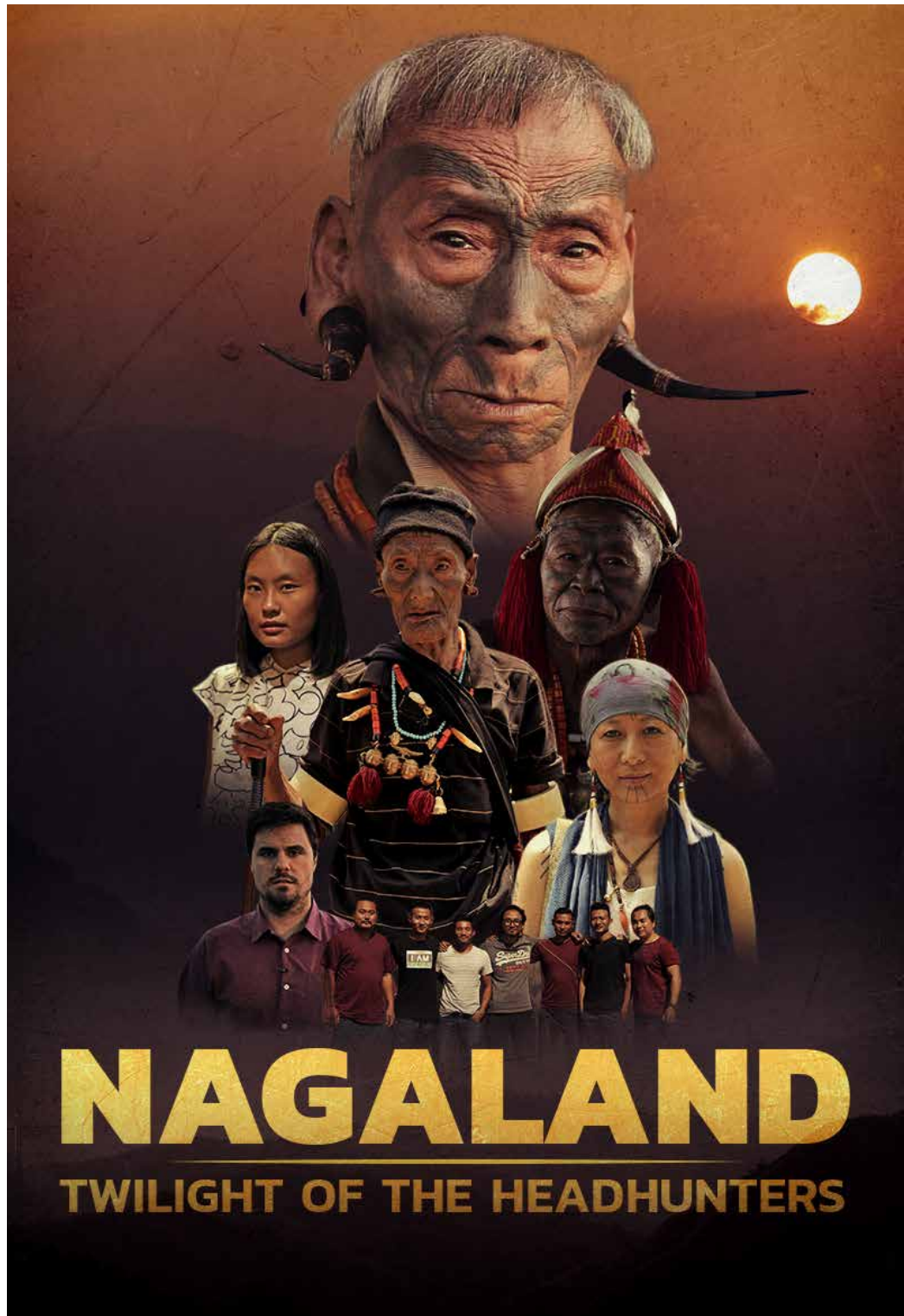
COCONUTS TV ON IFLIX
Commissioned by iflix in 2018.
[Watch here.](#)



YO! MTV RAPS
Digital series commissioned by
MTV Asiav in 2019.



CAN YOU HACK IT?
Chinese language show,
commissioned by Mediacorp for its
Toggle in 2019.



NAGALAND
48-minutes documentary licensed
by Discovery Asia in 2019.

COCONUTS TV SIZZLE REEL

Documentary, commercial, corporate, food, lifestyle, travel, and more.



COCONUTS TV PRODUCTS & RATES

COCONUTS TV VIDEO SPONSORSHIP

Soft sell approach featuring brand at the beginning and end, with subtle product placement.

ALLOTMENTS

- Released on **one Coconuts city** Facebook page
- Released on **Coconuts TV YouTube** channel
- Embedded on **Coconuts.co/city** on a complimentary **COCO Buzz**
- **Custom Quotation** using Video Products

PRICE

Custom

* Coconuts has creative control

^ Video IP owned by Coconuts





COCONUTS MEDIA

BK[•]



COCONUTS

SoiMilk

GROVE
COCONUTS MEDIA BRAND STUDIO



COCONUTS^{TV}

LET'S GET CRACKING!

advertising@coconuts.co