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

Coconuts

Creative

BKO

SoimilK

Grove

Coconuts Media Brand Studio

Coconuts TV
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 leads 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

### COCONUTS
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.

<table>
<thead>
<tr>
<th>Gender</th>
<th>25-34 (36%)</th>
<th>55%</th>
<th>45%</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,471,000</td>
<td>Average Monthly Unique Visitors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3,328,000</td>
<td>Average Monthly Page Views</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### BK
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.

- **Gender:** 62% Male 50% Female
- **Biggest age segment:** 25-34 (40%)
- **Live in Bangkok:** 400
- **Venues in Bangkok where free Printed copies distributed:** 237,000 Average Monthly Unique Visitors

### SoiMilk
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.

- **Gender:** 97% Female 38% Male
- **Biggest age segment:** 25-34 (43%)
- **Live in Thailand:** 305,000 Average Monthly Unique Visitors

### Statistics
- **Gender:** 55% Male 45% Female
- **Average Monthly Unique Visitors:** 1,160,000
- **Average Monthly Page Views:** 237,000

### Social Media
- **COCONUTS MEDIA:** Facebook 57K, Twitter 53K, Instagram 24K
- **BK:** Facebook 260K, Twitter 54K, Instagram 42K
- **SoiMilk:** Facebook 220K, Twitter 6K, Instagram 2K
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

AVERAGE MONTHLY UNIQUE VISITORS

- Coconuts: 2,013,000
- Soimilk: 5,473,000
- BK: 5,473,000

AVERAGE MONTHLY PAGE VIEWS

- Coconuts: 5,473,000
- Soimilk: 5,473,000
- BK: 5,473,000
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

BRAND’S OWN PLATFORM

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!

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.

SERVICES:
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**

6-time **Winner**

![The Sopa Awards](image)
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

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<tr>
<th>Country</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Singapore</td>
<td>19%</td>
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<tr>
<td>Philippines</td>
<td>17%</td>
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<tr>
<td>Thailand</td>
<td>12%</td>
</tr>
<tr>
<td>USA</td>
<td>10%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>9%</td>
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<tr>
<td>Indonesia</td>
<td>7%</td>
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<tr>
<td>Malaysia</td>
<td>7%</td>
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<tr>
<td>Australia</td>
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<td>UK</td>
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<td>Canada</td>
<td>2%</td>
</tr>
<tr>
<td>Myanmar &amp; India</td>
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### GENDER

<table>
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<tr>
<th>Gender</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Male</td>
<td>55%</td>
</tr>
<tr>
<td>Female</td>
<td>45%</td>
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</table>

### AGE

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
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<tr>
<td>18-24</td>
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<tr>
<td>25-34</td>
<td>36%</td>
</tr>
<tr>
<td>35-44</td>
<td>21%</td>
</tr>
<tr>
<td>45-54</td>
<td>13%</td>
</tr>
<tr>
<td>55-64</td>
<td>10%</td>
</tr>
<tr>
<td>65+</td>
<td>6%</td>
</tr>
</tbody>
</table>

### TRAVEL

- **97%** Buy airline tickets and hotel reservations online
- **81%** Are mid-range or luxury leisure travelers
- **84%** Travel at least twice a year for leisure
- **51%** Prefer premium airlines

### DETAILS

- **87%** Are Employed
- **77%** Have Bachelor’s Degree or higher
- **43%** Are Married
- **41%** Have Children

### FINANCE

- **91%** Make online purchase
- **85%** Own Credit cards
- **81%** Pay for content from online services like Netflix, Spotify, and Newspaper subscriptions
- **66%** Earn over US$3,000 per month
- **27%** Earn over US$10,000 per month

### FOOD & DRINK

- **84%** Eat out at least once a week
- **80%** Drink alcohol

---

*Source: Google Analytics
Source: Audience Survey 2020*
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 photo
- 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 Native
- 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**

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.

**WHY BANGKOK LOVES US**

**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

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

80%
Source: Google Analytics

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

CAFE HOPPING
Visit The City’s Best Cafes
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

Source: Google Analytics
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.
BK PRODUCTS & RATES

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

PACKAGE

<table>
<thead>
<tr>
<th>Article</th>
<th>1,000 words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photos*</td>
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PRICE

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<tbody>
<tr>
<td>Thailand</td>
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ALLEMTENTS

| 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

BK BUZZ
One 500 words advertorial story published on BKmagazine.com

PACKAGE

<table>
<thead>
<tr>
<th>PACKAGE</th>
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PRICE

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<tr>
<td>Global</td>
<td>US$ 2,000</td>
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ALLOTMENTS

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<tr>
<td>@bkmagazine</td>
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<tr>
<td>BKmagazine.com</td>
<td>1</td>
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</tbody>
</table>

+120,000

*Images provided by the client
## BK PRODUCTS & RATES

### BILLBOARD & HALF PAGE BUZZ

#### BK BILLBOARD BUZZ

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

#### BK HALFPAGE BUZZ

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

#### SIZE

<table>
<thead>
<tr>
<th></th>
<th>Desktop</th>
<th>Mobile</th>
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<tr>
<td>Billboard BUZZ</td>
<td>728x90px / 300x250px</td>
<td>300x250px</td>
</tr>
<tr>
<td>Halfpage BUZZ</td>
<td>728x90px / 300x250px</td>
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#### PRICE

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Billboard BUZZ</td>
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</tr>
<tr>
<td>Halfpage BUZZ</td>
<td>US$ 600</td>
<td>THB 18,000</td>
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</table>
BK PRODUCTS & RATES

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

<table>
<thead>
<tr>
<th></th>
<th>US$ 600</th>
<th>THB 20,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thailand</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
BK PRODUCTS & RATES

FACEBOOK POST

PIC POST BK
- No more than 7 photos
- Global  $2,400 | Thailand  THB 75,000

SHARED POST BK
- No more than 15 photos
- Global  $1,400 | Thailand  THB 45,000

PIC POST + PHOTOSHOOT BK
- No more than 15 photos
- Global  $4,100 | Thailand  THB 130,000

RE-POST BK
- Repost the existing post on BK Facebook Page.
- Global  $800 | Thailand  THB 25,000

---

All share posts must be reviewed by the Grove team to meet BK standards before approval.
# BK PRODUCTS & RATES

## BK PRINT MAGAZINE ADS

### ROP

<table>
<thead>
<tr>
<th>Description</th>
<th>Dimensions</th>
<th>THB</th>
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<tbody>
<tr>
<td>Full Page Display Ad</td>
<td>265 x 375 mm WxH</td>
<td>฿88,000</td>
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<td>Half Page Vertical Display Ad</td>
<td>125 x 343 mm WxH</td>
<td>฿53,000</td>
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<tr>
<td>Half Page Horizontal Display Ad</td>
<td>254 x 170 mm WxH</td>
<td>฿53,000</td>
</tr>
<tr>
<td>Quarter Page Display Ad</td>
<td>125 x 170 mm WxH</td>
<td>฿32,000</td>
</tr>
</tbody>
</table>

*Advertorial: Additional 20% of the page size rate*

### Display Specifications

- Magazine Size 265 x 375 mm
- *Please add 3mm bleed around all ads*
# BK PRODUCTS & RATES

## BK PRINT MAGAZINE ADS

### PREMIUM POSITIONS

<table>
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<tr>
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<tbody>
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<td>Inside Front Cover</td>
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<tr>
<td>Inside Back Cover</td>
<td>265 x 375 mm WxH</td>
<td>$90,000</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>265 x 375 mm WxH</td>
<td>$100,000</td>
</tr>
</tbody>
</table>

### SPECIAL BUYS

<table>
<thead>
<tr>
<th>Description</th>
<th>THB</th>
</tr>
</thead>
<tbody>
<tr>
<td>2pp Cover Wrap</td>
<td>$300,000</td>
</tr>
<tr>
<td>4pp Cover Wrap</td>
<td>$400,000</td>
</tr>
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</table>

**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

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

Package

<table>
<thead>
<tr>
<th>Article</th>
<th>1,500 words</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
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<td>Links</td>
<td>5</td>
</tr>
<tr>
<td>Revisions</td>
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Price

<table>
<thead>
<tr>
<th>Global</th>
<th>US$ 2,200</th>
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<tr>
<td>Thailand</td>
<td>THB 70,000</td>
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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

SOIMILK CREATIVE

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

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**Package**

<table>
<thead>
<tr>
<th>Package</th>
<th>Articles</th>
<th>Photos*</th>
<th>Links</th>
<th>Revisions</th>
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<tbody>
<tr>
<td>Article</td>
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**Price**

<table>
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<tr>
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<tr>
<td>Thailand</td>
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**Allotments**

- Facebook Post on @soimilkbangkok
- Instagram Post on @soimilkbangkok
- Tweets on @soimilkbangkok
- Native Ad Impression on soimilk.com

**Creative Ideation** Included

*Images provided by the client*
## SOIMILK PRODUCTS & RATES

### BILLBOARD & HALFPAGE BUZZ

**Soimilk Billboard Buzz**

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

<table>
<thead>
<tr>
<th>Price</th>
<th>Global</th>
<th>US$ 800</th>
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<td></td>
<td>Thailand</td>
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**Soimilk Halfpage Buzz**

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

<table>
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### Native Ad

- Billboard
- Bubble Banner
- Box Banner
- High Impact Display Ads

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COCONUTS MEDIA

PRESENTED BY

High Impact Display Ads
SOIMILK PRODUCTS & RATES

FACEBOOK POST

Pic Post Soimilk
- No more than 8 photos
- Global  US$ 2,100  |  Thailand  THB 67,000

Shared Post Soimilk
- No more than 25 photos
- 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

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*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**
  Thailand’s Marijuana Awakening
  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 Asia 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
LET’S GET CRACKING!

advertising@coconuts.co