

Asia's Exclusive Liveboard Magazine

**Floatingasia**<sup>®</sup>  
*com*

[www.floatingasia.com](http://www.floatingasia.com)

**MEDIA KIT 2018**

**BI-ANNUAL MAGAZINE**  
**SUMMER EDITION : MAY 2018**  
**WINTER EDITION : NOVEMBER 2018**



# Floatingasia®

www.floatingasia.com



Destinations, Surfing, Diving, Cruising, Equipments, Advertorials, Advertisements, Directory

## INTRODUCTION

Floating Asia is a Magazine dedicated to those who wishes to enjoy, explore and experience the Splendor of Asian Surf Breaks, Dive Sites and Asian Liveaboards.

After 11 Years of Successful delivery, the team is ready to proceed the publication bi-annually commencing from 2017 onwards. With Floating Asia, we aim to provide you with the best information available on Asian Destinations which are popular for ocean holidays.

Whether you are into Scuba Diving, Surfing, Game Fishing or just Cruising, a Liveaboard experience is the perfect dream Holiday. South East Asia and the Indian Ocean are the world's Hotspot of marine biodiversity and therefore the most ideal region for liveaboards. Nowhere else on earth can you enjoy richer waters or such abundance of marine life.

Liveaboard and House Boats industry in this region has proliferated immensely in the last couple of years with diverse options ranging from Cruising along Thailand's spectacular west coast to exploring the picturesque islands of the Maldives with it's white sandy beaches and turquoise lagoons while experiencing the beautiful and unforgettable scenes of Alleppey. Therefore the need for an exclusive Liveaboard and House Boat magazine of Asia is absolute. Hence, Floating Asia continues to step up with expanding the frequency making it bi-annual tasking up providing the boating holiday enthusiasts, the latest news and articles on all aspects of Asian Floating Holidays.

Asia's Exclusive Liveaboard Magazine

**Floatingasia**®  
SUMMER  
.com

Every May

Asia's Exclusive Liveaboard Magazine

**Floatingasia**®  
WINTER  
.com

Every November

## TECHNICAL DATA & RATES

**FRONT COVER :**

Size :A4  
USD 8,000.00

**BACK COVER :**

Size : A4  
USD 7,000.00

**INSIDE FRONT COVER :**

Size : A4  
USD 6,000.00

**INSIDE BACK COVER :**

Size : A4  
USD 4,500.00

**1ST Ad PAGE:**

Size : A4  
USD 4,500.00

**FULL PAGE Ad :**

Size : A4  
USD 2,200.00

**HALF PAGE VERTICAL:**

Size : A4  
USD 1,200.00

**DIRECTORY (UNIFORM LISTING) :**

profile, limited pictures ,  
factsheet, contacts.  
USD 450.00

## MATERIAL REQUIREMENTS

PDF files (minimum 330 dpi in cmyk mode - press quality) with color proofs.

All tones must be embedded.

Remove all profiles while saving into pdf format , eg. icc profile

Minimum, 3mm extra bleed from each side (on ads provided by the client)

## PRINTING

Cover : 200 gsm Art Card with Spot Varnish  
and matt lamination.

Inside Pages : 110 gsm Matt Finish Art paper.

Binding : Perfect Bind

No. of Pages : 120 - 140 pages

## KEY STATISTICS



CIRCULATION : 10,000 COPIES



TARGET READERSHIP : 60,000 PER EDITION



DISTRIBUTION : ALL MAJOR TRAVEL AND BOAT  
FAIRS, DIVE SHOPS, MARINE EQUIPMENT SHOPS,  
SELECTED HOTELS, FEATURED LIVEBOARDS.



FREQUENCY : BI- ANNUAL (MAY & NOVEMBER)



LANGUAGE : ENGLISH

## DEADLINE

### SUMMER EDITION

BOOKING : 06th APRIL 2018

MATERIAL : 13th APRIL 2018

PUBLISHING : MAY 2018

### WINTER EDITION

BOOKING : 15TH SEP 2018

MATERIAL : 30TH SEP 2018

PUBLISHING : NOV 2018

20% DISCOUNT FOR FEATURING ON BOTH SUMMER AND  
WINTER EDITION

## CONTACT

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