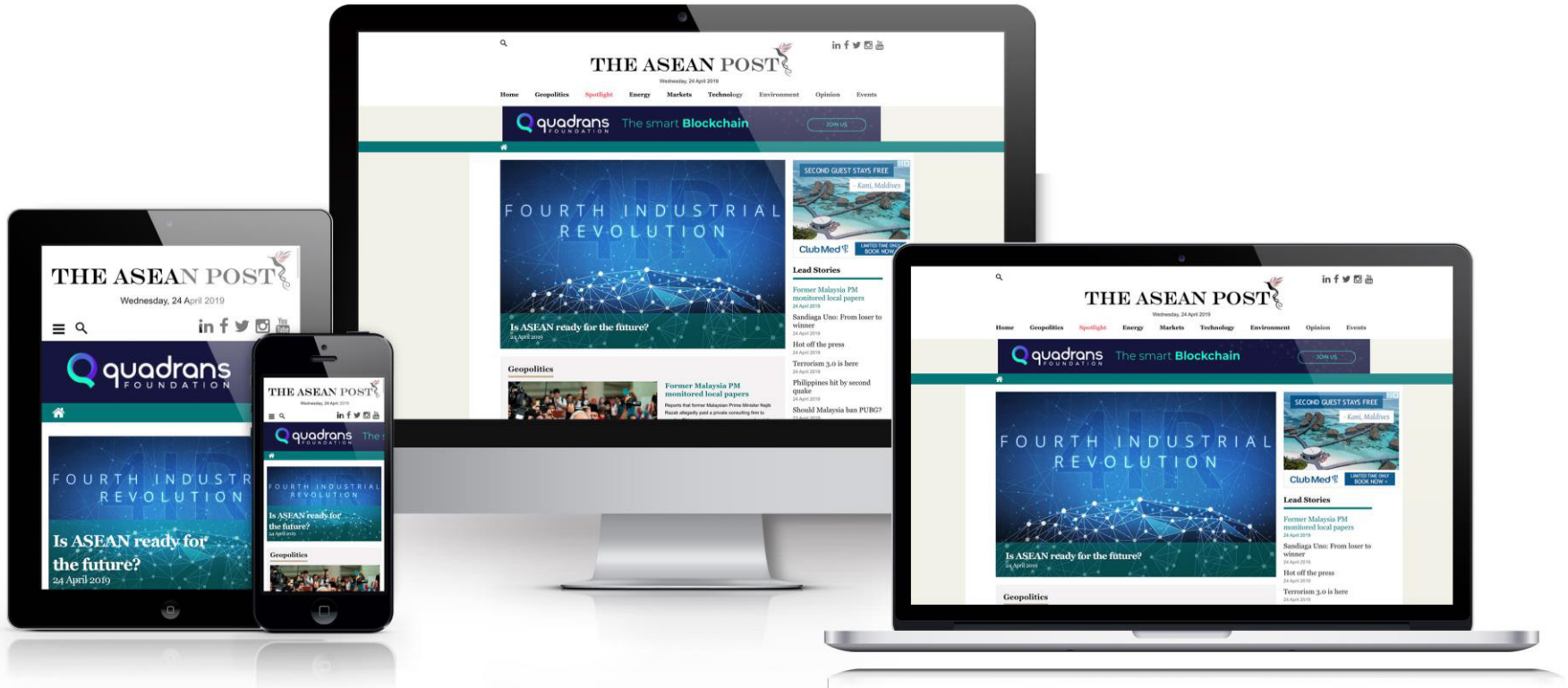




Media Kit
February 2020



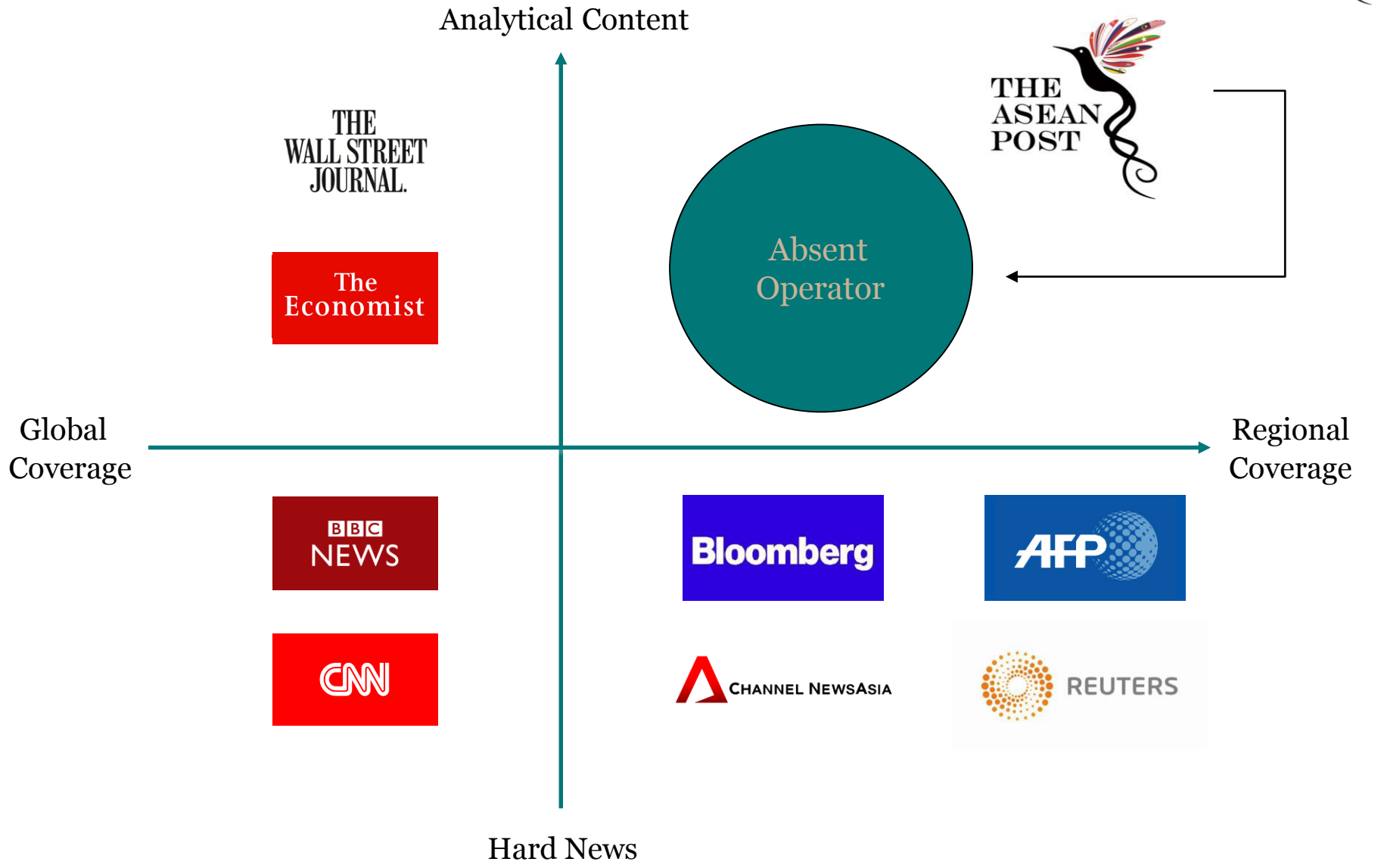
- The ASEAN Post was an idea conceived at INSEAD in June 2016 amidst the French union strikes and BREXIT.
- The ASEAN Post went live on 8 August 2017 in conjunction with ASEAN's 50th Anniversary.
- The ASEAN Post launches via forum titled “Reimagining Southeast Asia” on 29 November 2018 officiated by the Foreign Minister & International Trade Ministers’ of Malaysia.
- In short, The ASEAN Post is a technology - driven, communications and intelligence platform, which curates analytical content that expertly frames critical issues shaping the future of Southeast Asia.
- The ASEAN Post is focused on the trends shaping Southeast Asia, the Fourth Industrial Revolution and 21st Century Developments (Climate Change, Women Empowerment, Regionality).
- This commitment stretches across to helping brands raise their awareness in the ASEAN Economic Community.



- We are a diverse team of individuals with experience in digital media, investment banking, and technology.
- We have a strong interest in the ASEAN region from geopolitics, renewable energy, technology to climate change and environmental sustainability.
- We desire to translate this interest into strategic content thus becoming the information gateway to ASEAN and its very own Economic Intelligence Unit.
- We aim to be the leading voice and the Fourth Estate of one of the fastest growing economic communities in the world.
- To make this a dream a reality, we work with think tanks, research institutes, Embassies and High Commissions, Non Governmental Organisations (WEF, IMF, World Bank) as well as leading industry players to produce the strategic content you see on The ASEAN Post (“TAP”).



Global Media Landscape — Our Positioning



Introducing the Asian Century & New Global Economic Centre of Gravity

Southeast Asia

Vibrant Market Potential



World's 3rd
Largest Market



680 million people



50% population
below age of 30



Digital Economy
USD200bn in 2025



High mobile internet
penetration

Our Audience Interests



Frontier Issues
(Geopolitics)



China's Belt & Road
Fourth
Industrial Revolution



Environmental
Ratification
& Clean Technology



Economic Drivers
(Energy, Markets
& Technology)



Framing 21st Century
Developments

Your Brand Opportunity



Enjoy instant
access to a lucrative
market



Engage the workforce
of the Fourth
Industrial Revolution



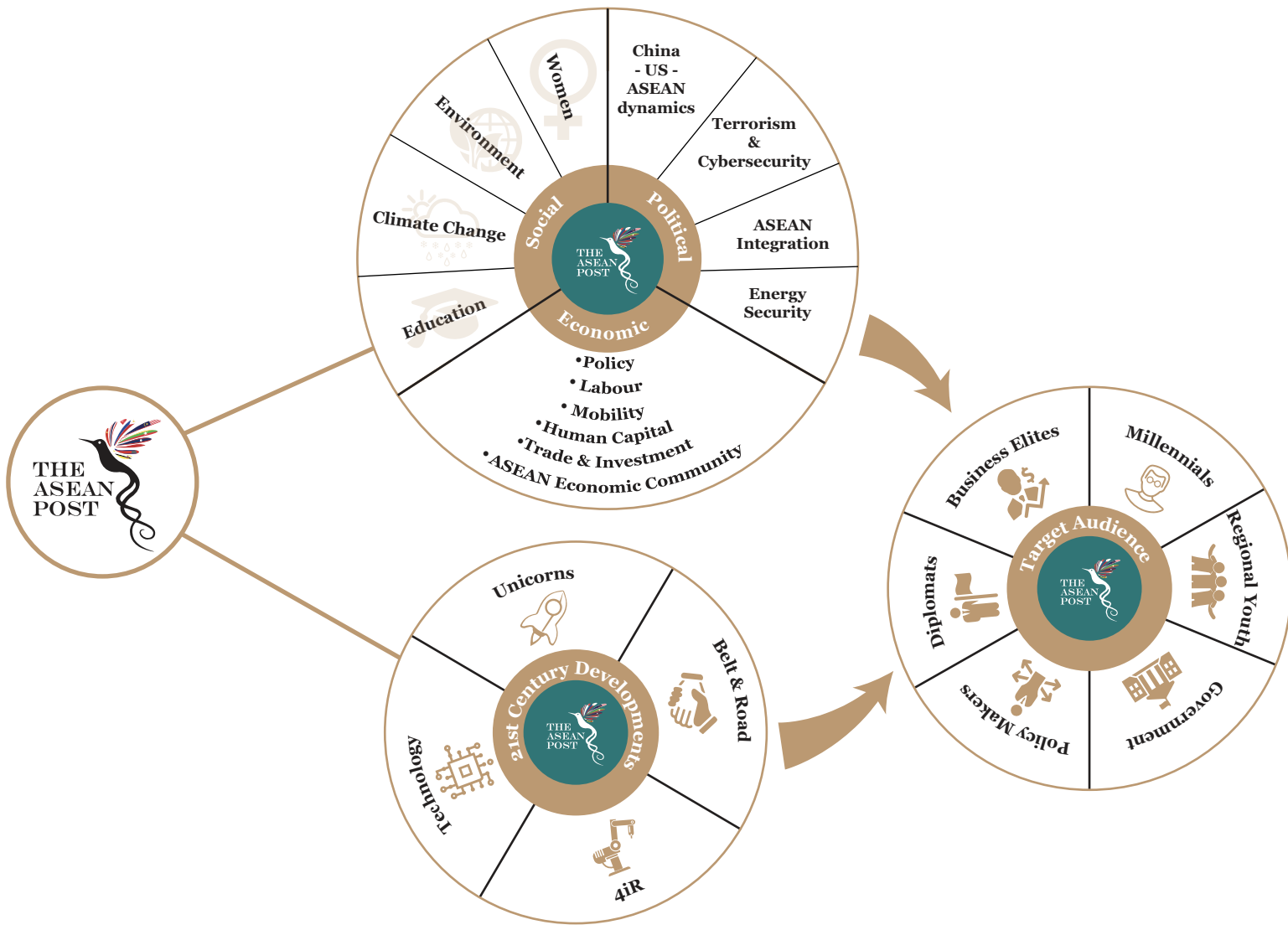
Influence the next
generation
of consumers

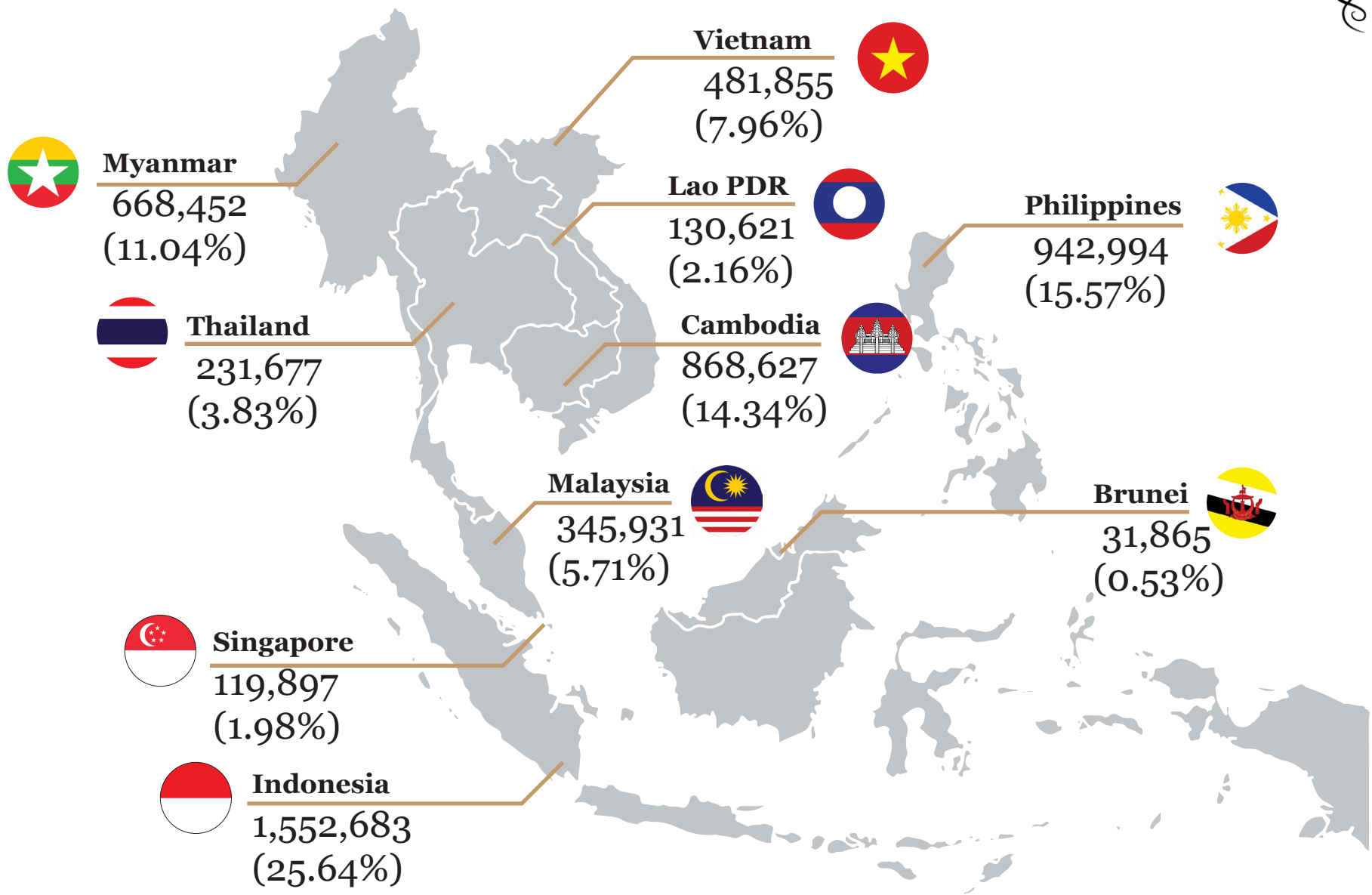


Tap into the fastest
growing internet
economy

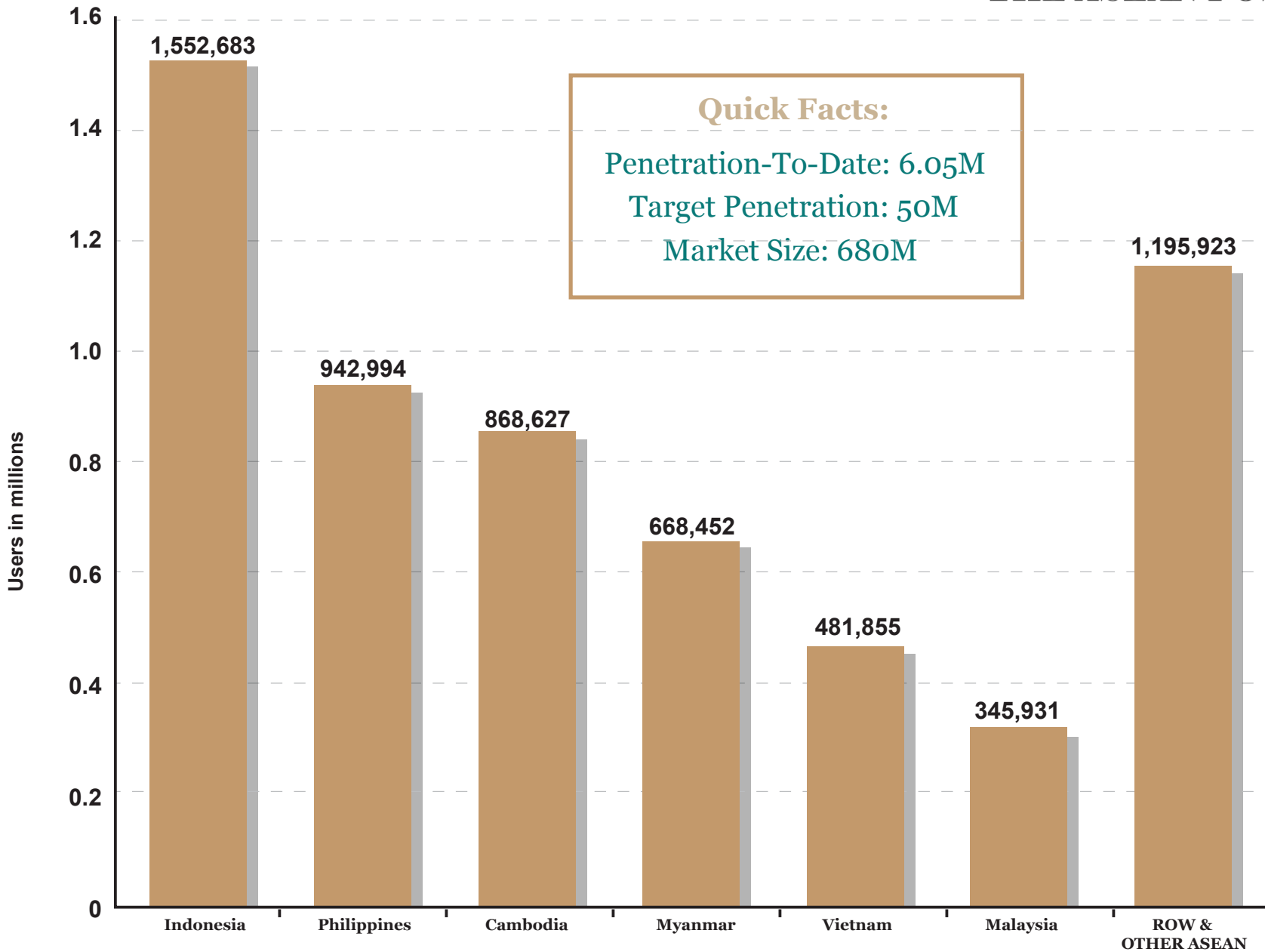


Get 24/7 visibility for
your brand/product

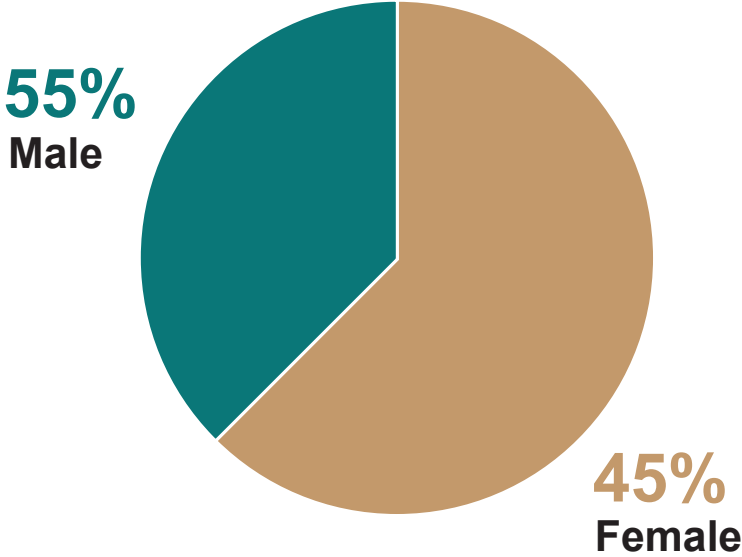




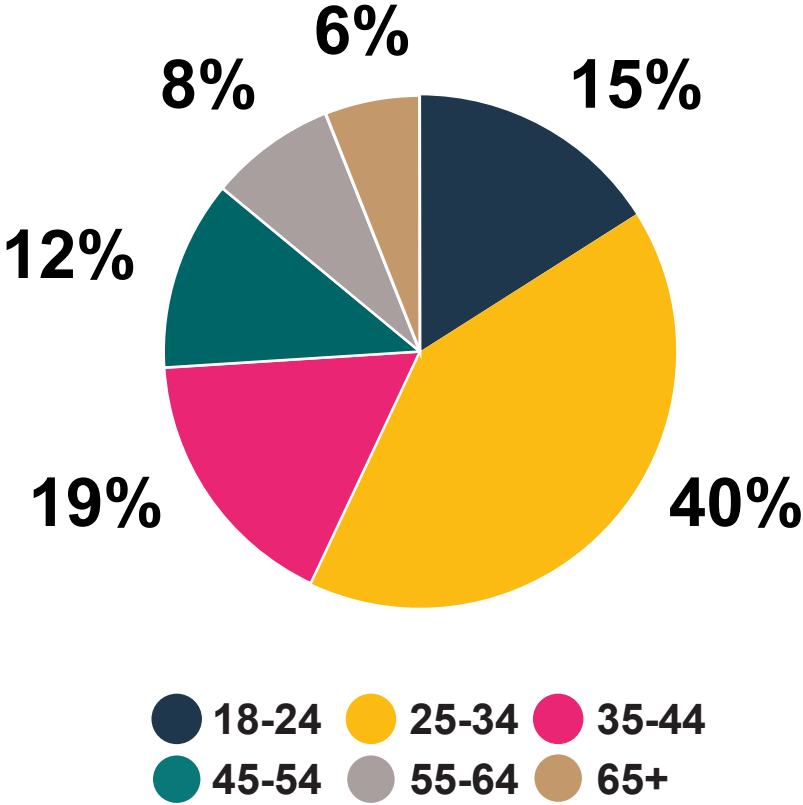
Snapshot from Aug 2017 to Dec 2019 — Total Users Penetration



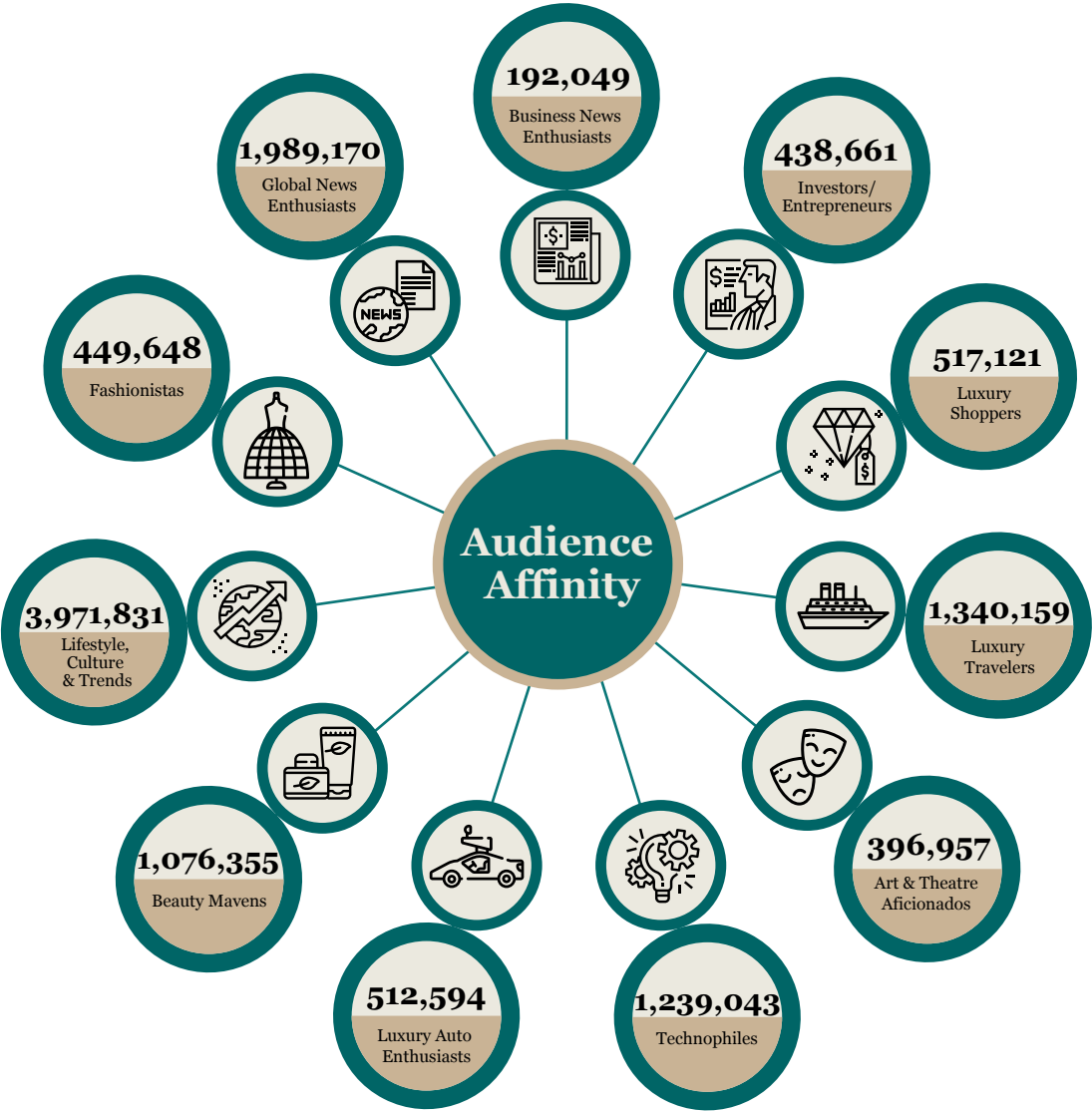
Gender



Age



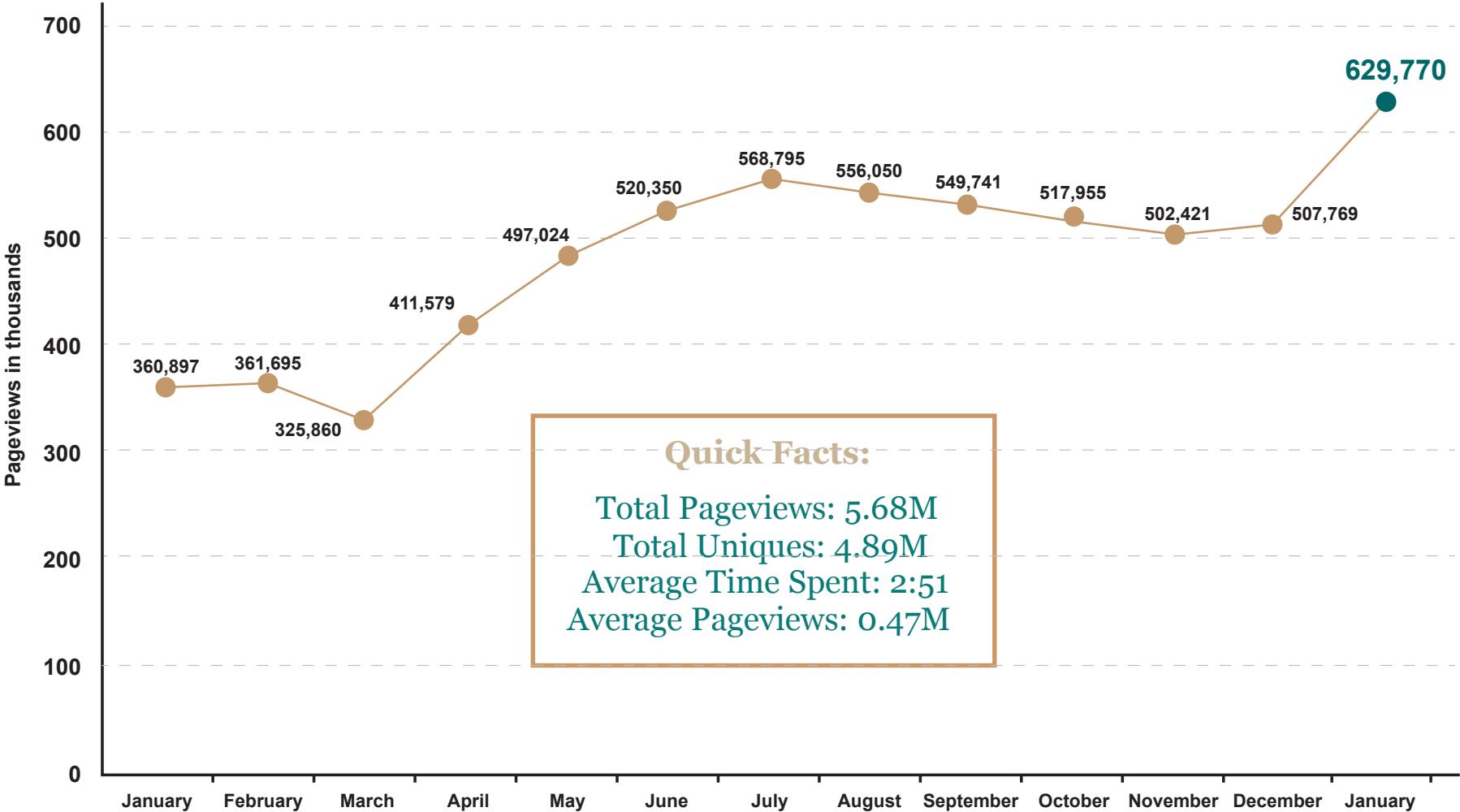
Notes:
50% of audience base is Millennial PMEB
15% of audience base is affluent and HNW
Balanced gender mix of 55:45 across 100% of audience base



Disclaimer:
Each user on The ASEAN Post platform has a minimum of 14 or more related affinities across the Audience Affinity maps.



Disclaimer:
Each user on The ASEAN Post platform has a minimum of 6 or more related segments across the In-Market Segment maps.





Our solutions

Branded Content

Sponsored content is so passé. Our exclusively crafted, multi-format stories with unique branding and custom distribution strategies is aimed squarely at ASEAN.

Custom ASEAN Events

Create your own custom event targeted at Southeast Asia. Our tailored approach provides you with the framework, branding and connections to make it a success.

Advertising

Advertising has evolved. Take advantage of our homegrown products like Hot Off The Press™, Gingershots™, Newsletter and more!

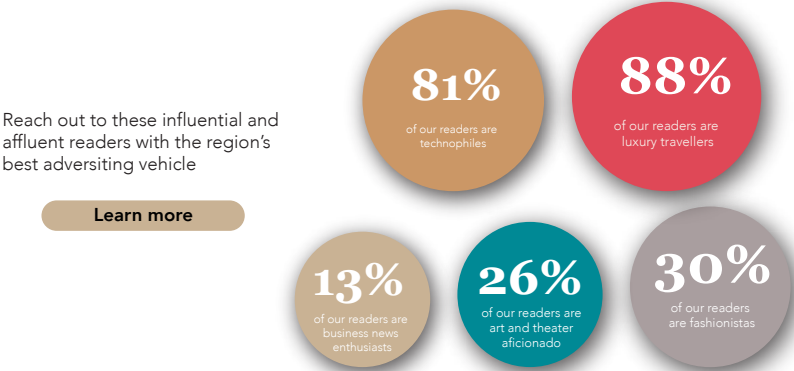
Public Relations

No more middle man. Work directly with us for guaranteed event coverage, content, fact sheets and collaterals. Competitive rates, maximum reach.

Our audience

The ASEAN Post is Southeast Asia’s first dedicated digital platform focused on 680 million ASEAN citizens looking for accurate, data-driven content on the world’s fastest growing digital economy.

Reach out to the most influential and affluent readers in 10 countries with the advertising vehicle of the future.



Reach out to these influential and affluent readers with the region’s best advertising vehicle

Learn more

Our products

Spotlight	Reimagining Southeast Asia Forum	Hot Off The Press
Spotlight™	Reimagining Southeast Asia Forum™	Hot Off The Press™
Explore	Explore	Explore
Gingershots™	Newsletter	
Explore	Explore	

From performance analytics right up to ideation, we have helped brands communicate their most complex stories.

Delivering the essence of Hennessy

29 January 2019



Guangyu Zhang has created a magical work of art symbolising the natural and beautiful cycle of life – a dream of past and present, heaven and earth. (Photo courtesy of Jas Hennessy & Co.)

Living like a king

The ASEAN Post Team

7 January 2019



This photo shows a row of King Living beds at the company's showroom in Malaysia. (Photo courtesy of King Living)

EXCLUSIVE: Airbus continues flying high in Southeast Asia

The ASEAN Post Team

2 April 2018



Photo by Airbus/H. Goussie

Go-Jek prepared to further dominate Indonesia

21 February 2018



A motorcycle driver with Indonesian company Go-Jek waiting for customers along a street in Jakarta. (AFP Photo/Adok Berry)

Southeast Asia soars with low-cost airlines

26 September 2017



This picture taken on January 10, 2015, shows AirAsia passenger planes parked on the tarmac at the low-cost carrier Kuala Lumpur International Airport 2 (KLIA2) in Sepang, Malaysia. (AFP Photo/Mohd Rasfan)

Unicorns of ASEAN: Lazada

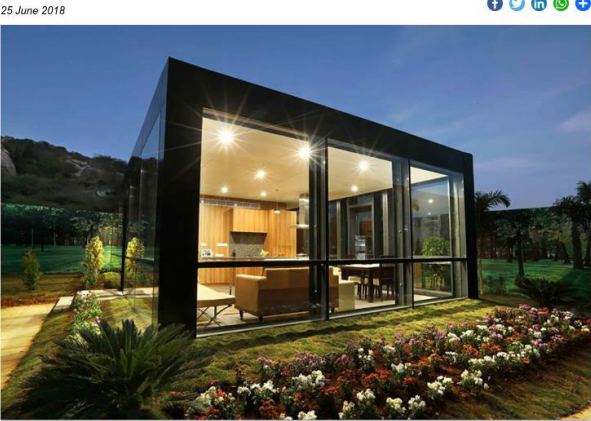
11 June 2018



An employee scans the barcode on a package at the Lazada Group's fulfillment centre. (Lazada Group Photo)

We have serviced a range of clients from real estate and aviation to luxury and hospitality, right down to energy and technology firms.

Unicorns of ASEAN: Revolution Precrafted



Revolution Precrafted's houses are designed by world-famous names in the architecture and design scene. (Modular Glass House by Philip Johnson Alan Ritchie Architects / Photo sourced from Revolution Precrafted social media)

Singapore's Cocoon Capital announces tech fund



A visitor wears virtual reality goggles at the FireEye booth during the Singapore International Cyber Week 2016 in Singapore on October 10, 2016. (Roslan Rahman/AFP Photo)

Razer's Singaporean founder set to become a billionaire



In this picture taken on September 12, 2016, Co-Founder and CEO of Razer, Min-Liang Tan speaks onstage during TechCrunch Disrupt SF 2016 at Pier 48 on in San Francisco, California, USA. (AFP Photo via Getty Images/Steve Jennings)

WEF Technology Pioneers: Initiating global change



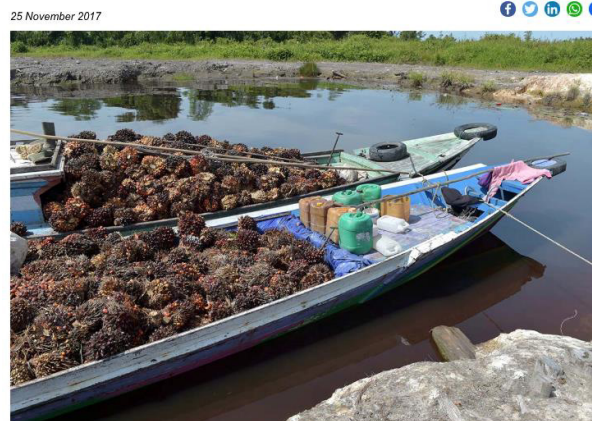
A logo of the World Economic Forum is seen on the third day of the Forum's annual meeting on 19 January, 2017 in Davos. (Fabrice Coffrini / AFP Photo)

SilTerra eyes life sciences market



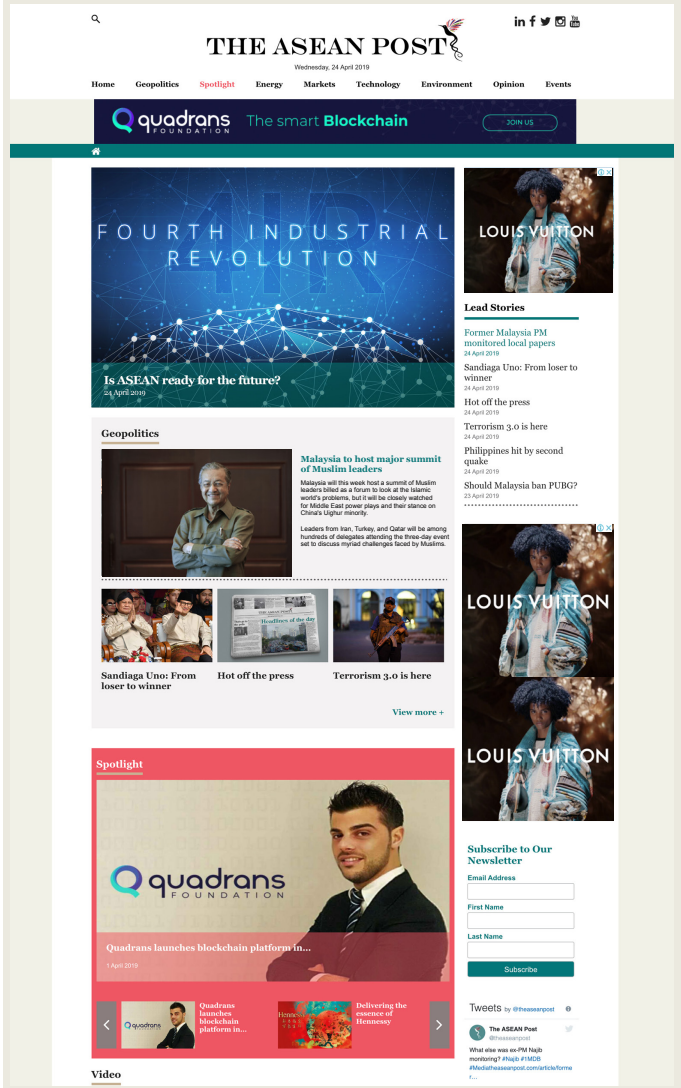
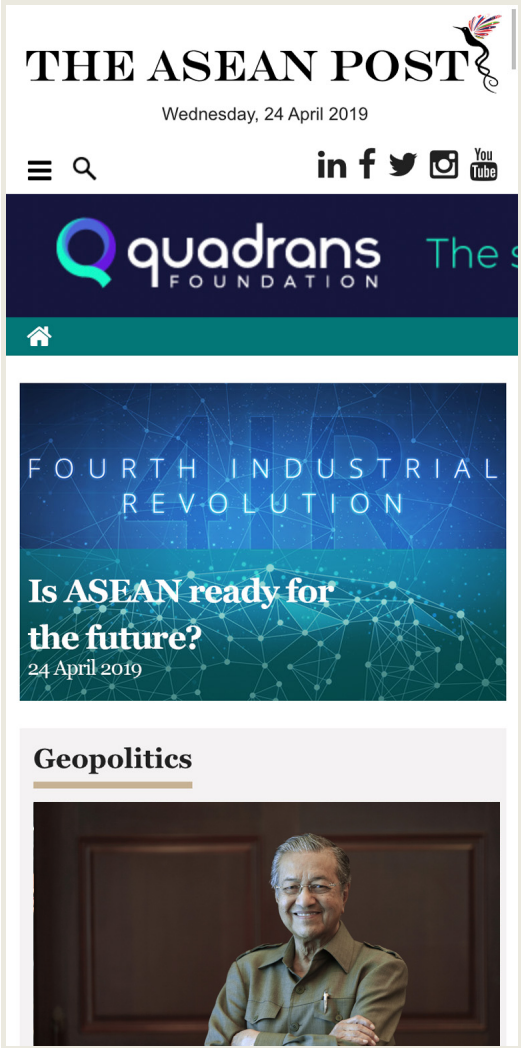
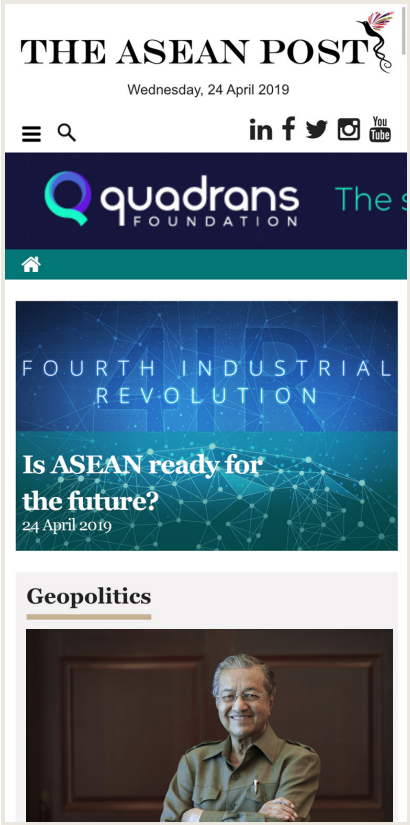
The international speakers who presented at Silterra Malaysia's Life Sciences Symposium last month. (Photo courtesy of SilTerra Malaysia)

French energy giant looks to biogas in Indonesia, Malaysia



This picture taken on February 14, 2017 shows palm oil seeds loaded in boats in Kendauangan, West Kalimantan, Indonesia. (AFP Photo/Aded Berry)

The ASEAN Post platform



Who We Collaborate With





Be an Opinion Writer,
Columnist or Thought Leader.

www.theaseanpost.com
editor@theaseanpost.com



Bespoke Advertising,
Branding & Marketing Solutions.

www.spotlight.theaseanpost.com
spotlight@theaseanpost.com

Be part of our growing community!





Terima Kasih.

Salamat Po.

Arkoun.

**Kyei Zu Tin Da
Be.**

Khob Chai.

Khob Khun Krap.

Thank you.