

THE FILIPINO

EXPAT MAGAZINE

MEDIA KIT 2021-2022



The Filipino is a lifestyle magazine that tells that stories of Filipino expatriates, the places they now call home and their unbreakable connection to the Philippines. Veering away from sensational stories, The Filipino provides readers a deeper understanding of our shared experiences of living abroad.

The magazine will be published in print and digital editions 3x/year. Printed editions will be initially distributed **for free** in Spain, Netherlands, Belgium, Germany, Luxembourg, and Italy. Our website, thefilipinoexpat.com, will also be publishing slightly different

contents for a wider readership across the world, wherever there is a *Pinoy* expat. The Filipino magazine will be a great partner to help your products or services reach more than 12 million Filipinos living overseas.

Our little history

The Filipino was formerly called The Filipino Expat Magazine. We had published 12 issues from 2013-2015. You can browse our old issues at <https://issuu.com/thefilipinoexpatmagazine>. After a four-year hiatus, we decided to continue publishing unique, often complicated but usually inspiring stories of Filipinos abroad.

ADVERTISING RATES PER ISSUE

PRINT AND WEBSITE PACKAGE €500

- Back/ inside cover placement (Size 21 x 29.7 cm)
- Leaderboard ad for 4 months (Size 728x90 or 120x600 pixels)
- Free article on the website with search engine optimization (SEO)
- Promotion in our Facebook and Instagram accounts
- 100 free copies for distribution to your network

PRINT AND WEBSITE PACKAGE €350

- Inner pages placement (Size 21 x 29.7 cm)
- Rectangular ad for 4 months (Size 728x90 or 120x600 pixels)
- Free article on the website with search engine optimization (SEO)
- Promotion in our Facebook and Instagram accounts
- 50 free copies for distribution to your network

OTHER RATES (printed and website)

Half page €200 with free rectangle ad on the website (Size 350x350 pixels) and 10 copies for free

¼ page €150 with 5 copies for free

Leaderboard ad (all pages) with free sponsored posts €500/year €300/6 months

Rectangle ad sidebar (all pages) €400/year €/6 months

Sponsored post €100

Full online campaign including article written by us, FB and Instagram posts and leaderboard ad for 6 months €500

Release dates and confirmation of payment details

Issue #1 Maiden Issue (June 2021)

May 30, 2021

Issue #2 Fall/Winter (October 2021)

September 30, 2021

Issue #3 Spring/Summer (March 2022)

February 28, 2021