



## **MEDIA KIT**

Today we are overloaded with media, CHARGED is about cutting through the noise.

We're about the future of mobile – and the future begins with Asia. No other place lives so far ahead of the curve.

We all live mobile lives – always-on, and on-the-go. Let CHARGED help you reach the people, companies and ideas behind the profound social changes of the mobile revolution

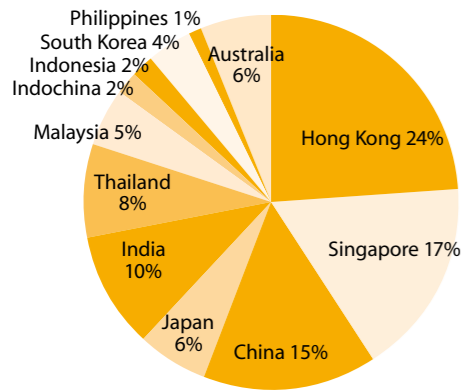
# CHARGED

accelerating mobile

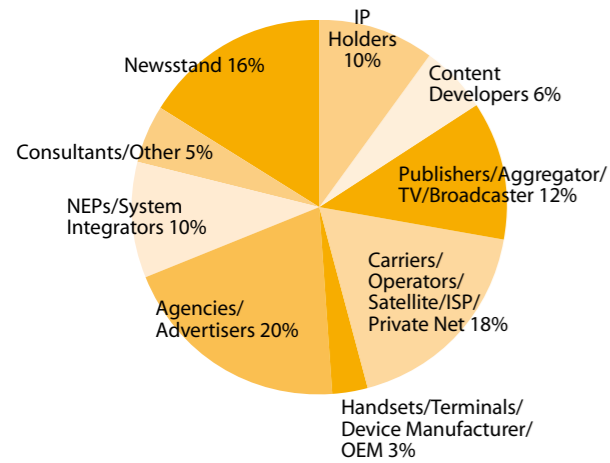


READER SHIP: 22,508

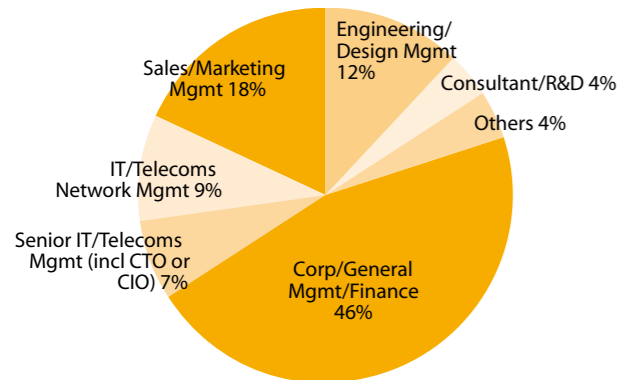
### CIRCULATION



### READER



### JOB TITLE



## MAGAZINE

### STANDARD ADVERTISING RATE S

COVER BACK	USD 16,250
COVER INSIDE	USD 16,250
FULL PAGE FRONT	USD 7,820
FULL PAGE MIDDLE	USD 6,250
BACK PAGE 1/2	USD 3,750
BACK PAGE 1/4	USD 2,000
BACK PAGE 1/8	USD 1,250

### 3 ISSUE ADVERTISING RATE S

COVER BACK	USD 39,000
COVER INSIDE	USD 39,000
FULL PAGE FRONT	USD 18,750
FULL PAGE MIDDLE	USD 15,000
BACK PAGE 1/2	USD 9,000
BACK PAGE 1/4	USD 4,800
BACK PAGE 1/8	USD 3,000

## WEB SITE

### STANDARD ADVERTISING RATE S

BANNER	per month	USD 4,800
BIG BOX		USD 6,000

## NEWS LETTER

DISTRIBUTED TO 10,000 OPT-IN SUBSCRIBERS

### STANDARD ADVERTISING RATE S

SKYSCRAPER	per insertion	USD 1,300	per month	USD 4,940
LEADERBOARD		USD 1,200		USD 4,560
FOOTER		USD 1,000		USD 3,800
BUTTON		USD 500		USD 1,900

### BRANDS WORKING WITH CHARGED MEDIA

- Caran d'Ache
- CNN Mobile
- Discovery Channel
- Huawei
- Motorola
- Nokia
- PCCW
- Pure Fitness
- SCMP
- CNBC
- Sony BMG
- Sun Microsystems
- Synovate
- Tandberg Television
- Idean
- Netbiscuits
- Hungama Mobile
- Smartone
- M1
- Dobo
- Wangyou.com
- Asia Miles

## PACKAGE S

### PLATINUM PACKAGE

INSIDE COVER 3 ISSUES	USD 13,000 per issue
TOTAL PREMIUM	USD 39,000

EXTRA VALUE ADDED USD 43,675  
 UPGRADE EACH AD TO A DOUBLE PAGE SPREAD  
 WEBSITE BIG BOX AD – 1 MONTH  
 NEWSLETTER SKYSCRAPER AD – 4 ISSUES  
 DIGITAL PDF RELEASE TO ONLINE SUBSCRIBERS  
 1 EMAIL BLAST OF UP TO 1,000 TARGETED EMAILS  
 YOU SPEND \$39,000 FOR A \$82,675 PACKAGE

### GOLD PACKAGE

FULL PAGE 3 ISSUES	USD 3,750 per issue
TOTAL PREMIUM	USD 11,250

EXTRA VALUE ADDED USD 14,000  
 WEBSITE LEADERBOARD AD – 1 MONTH  
 NEWSLETTER LEADERBOARD AD – 4 ISSUES  
 DIGITAL PDF RELEASE TO ONLINE SUBSCRIBERS  
 YOU SPEND \$11,250 FOR A \$25,250 PACKAGE

### SILVER PACKAGE

FULL PAGE 3 ISSUES	USD 3,125 per issue
TOTAL PREMIUM	USD 9,375

EXTRA VALUE ADDED USD 6,000  
 WEBSITE BUTTON AD – 1 MONTH  
 NEWSLETTER FOOTER AD – 1 MONTH  
 YOU SPEND \$9,375 FOR A \$15,375 PACKAGE

## MECHANICAL

### MAGAZINE

#### Full Page

Trim size: 200mm(w) x 268mm(h)  
 Bleed size: 206mm(w) x 274mm(h)  
 Type area: 170mm(w) x 248mm(h)

#### 1/2 Page vertical

Trim size: 90mm(w) x 260mm(h)  
 Type area: 80mm(w) x 250mm(h)

#### 1/2 Page horizontal

Trim size: 184mm(w) x 130mm(h)  
 Type area: 174mm(w) x 120mm(h)

#### 1/3 Page vertical

Trim size: 60mm(w) x 260mm(h)  
 Type area: 50mm(w) x 250mm(h)

#### 1/4 Page vertical

Trim size: 90mm(w) x 130mm(h)  
 Type area: 80mm(w) x 120mm(h)

#### 1/4 Page horizontal

Trim size: 184mm(w) x 70mm(h)  
 Type area: 174mm(w) x 60mm(h)

#### File type:

Press ready CMYK pdf  
 Format: PDF/X-1a:2001  
 All printers marks to be included  
 Colour proofs must be supplied

### WEB SITE

#### Banner

468x60px

#### Big Box

300x250px

### NEWS LETTER

#### Skyscraper

160x600px 50kb maximum file size

#### Leaderboard

468x60px 20kb maximum file size

#### Footer

160x160px 10kb maximum file size

#### Button

160px x 600px 50kb maximum file size

## CONTACT

### ASIA

Lawrence Lee  
 lawrence@charged.mobi

### EUROPE

Mikki Jang  
 mikki@charged.mobi



[www.charged.mobi](http://www.charged.mobi)