



ELDER CARE

A S I A M A G A Z I N E

ACTIVE AGEING • LIMITLESS OPPORTUNITIES



MEDIA KIT

www.asiaeldercare.com

2020/2021



ABOUT THE PUBLISHER

Fireworks Muziyi Media Pte Ltd

Fireworks Muziyi Media Pte Ltd (FMM) is a recently established joint venture between Fireworks Trade Media (www.asiafireworks.com) and Muziyi Advisory (www.muziyi-advisory.com). FMM was set up to organize B2B2C shows as that is an emergent trend in the exhibitions business with the disruption of distribution channels and increasing proximity between brands and manufacturers to end-users and consumers. Fireworks is one of Singapore's largest independently owned trade media company established since 2008 with offices spanning 13 countries including Indonesia, Malaysia, Thailand, Vietnam, and Myanmar. Muziyi is a boutique consultancy specializing in the trade and consumer shows industry. Together, the founders of FMM have amassed over 25 years of experience in organizing trade and consumer events in many geographies across multiple industry segments.

ABOUT THE MAGAZINE



Segments Covered :



Lifestyle
& Wellness



Architecture
& Fittings



Healthcare
& Rehabilitation



Technology,
Digital & IT



Finance, Insurance
& Other Services



The Great
Beyond

Elder Care Asia Magazine is a quarterly B2B eMagazine which aims to be the voice of Asia's rapidly growing eldercare industry with longer lifespans. The publication covers a comprehensive spectrum for the eldercare industry including key segments of Lifestyle & Wellness, Healthcare & Rehabilitation, Finance & Insurance, Architecture & Fittings, Technology & Digital, and the Great Beyond. Targeted at wholesalers, distributors, agents and retailers of eldercare products, services and technology, Elder Care Asia Magazine is also circulated to the medical and healthcare communities.

CIRCULATION

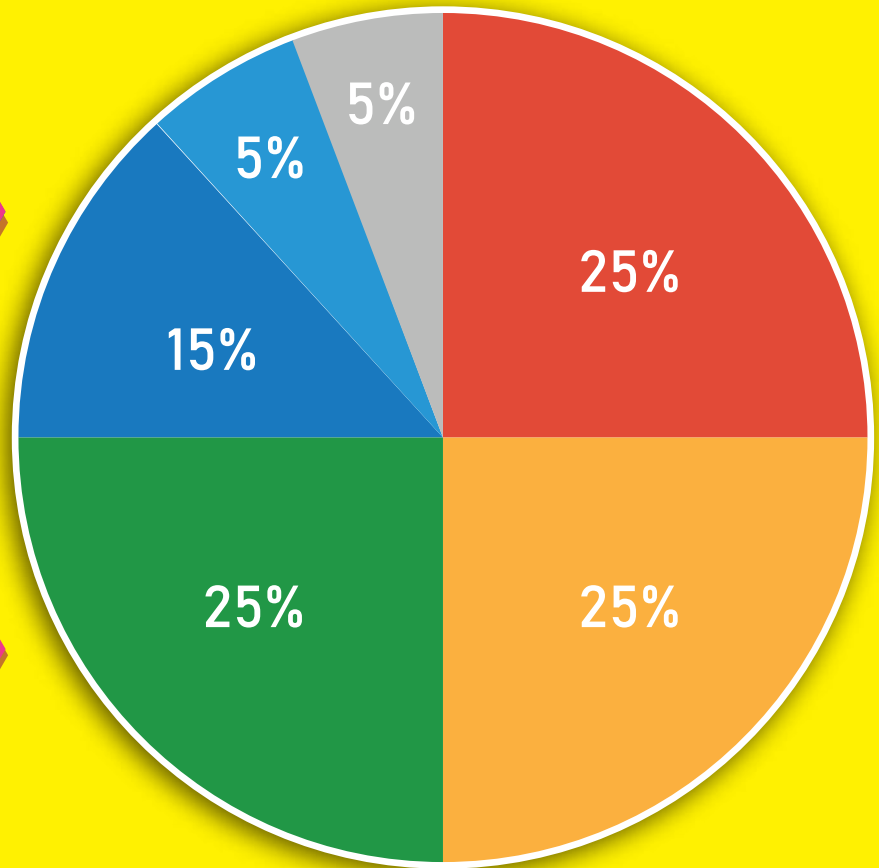


Frequency :

Quarterly

Number of Readers
For E-Copies :

25,000 E-Copies



CIRCULATION BREAKDOWN BY INDUSTRY

SECTORS

PERCENTAGE

Healthcare and senior care professionals from government agencies, hospitals, hospices.	25%
Healthcare and senior care service providers: specialists, doctors, nurses and allied health professionals including therapists, social workers.	25%
Consumers, end-users & caregivers.	25%
Wholesalers, distributors, retailers.	15%
HR Practitioners, Investors, VC, PE, Funds.	5%
Eldercare homes, retirement homes decision makers and real estate developers.	5%



HOW DO WE GENERATE OUR CIRCULATION DATABASE?

01

Our In-House database

Our In-House database include carefully researched database as well as our exclusive access to ELDEX Asia visitors and exhibitors who have agreed to receive the magazine.

02

Online Subscriptions

Readers could subscribe easily via our online website or via links posted on our social media platforms.

03

Working with Government Organizations and Trade Associations

Additional subscriber data from government organizations and associations are also added in regularly.

04

Our ASEAN Data Offices

Allocated data teams in the ASEAN region to manage the data regularly led by our branch offices.

05

Our Very Own Eldercare exhibition

ELDEX, our Eldercare exhibition in Singapore gives us exclusive access to visitors and exhibitors database who would be automatically be subscribed to the magazine.

06

Industry Partners and Advisory Board

Distribution via our network of industry partners and members of our advisory board to industry contacts.

FEATURES OF THE MAGAZINE

1

COVER STORY

Providing readers with coverage of the hottest topics in the industry with detailed write-ups and reporting by our in-house and regional journalists.

2

REGIONAL NEWS

Latest news in Asia.

3

INTERNATIONAL NEWS

News outside Asia.

4

IN THE HOT SEAT

Exclusive interviews with professionals from the eldercare industry.

5

RESEARCH NEWS

Latest research papers.

6

ASK THE DOCTOR

Tips from medical professionals.

7

PRODUCT AND TECHNOLOGY NEWS

The latest innovations and technology.

8

EVENT UPDATES

Event coverage of seminars, conferences and exhibitions.

ADVERTISING RATES AND SIZES



PRIME POSITIONS (LIMITED SPACES)

OUTSIDE
BACK COVER
SGD 4,000

INSIDE
FRONT COVER
SGD 3,000

PAGE FACING INSIDE
FRONT COVER
SGD 2,900

INSIDE
BACK COVER
SGD 2,900

RUN ON PAGE

FULL PAGE	SGD 2,500
HALF PAGE	SGD 1,800
DOUBLE PAGE SPREAD	SGD 4,300

MECHANICAL SPECS



PREMIUM POSITIONING

FOR SPECIAL
PLACEMENT

SGD 500

PER EDITION

(i.e. Right Page placement within the first 12 pages or by a specific article)

*Payment Terms:

50% To be made upon contract and remaining 50% ONE month before the magazine is published.

For serial contracts, 50% to be made upon contract and remaining 50% ONE month before the first advertisement is slated to be published.



REVOLVING LEADERBOARD/ MAIN BANNER

Prime position, top of the page and rotating

Dimensions: 728px x 90px, 40 kb

MIDDLE PAGE UNIT / ROTATING BANNER

Perfect for animation or static ads

Dimensions: 300px x 200px, 40 kb

ONLINE ADVERTISING RATES

www.asiaeldercare.com

ADVERT SIZE	1 MONTH	3 MONTHS	12 MONTHS
REVOLVING LEADERBOARD *2 POSITIONS ONLY	SGD 500	SGD 1,400	SGD 5,000
MIDDLE PAGE UNIT *6 POSITIONS ONLY	SGD 400	SGD 1,400	SGD 4,000