

Advertising Rates Card 2017

POST MEDIA CO., LTD

Across all media platforms and with twenty-six International Publishing Awards in the past six years, The Phnom Penh Post continues to lead the local media industry.





Follow the leaders

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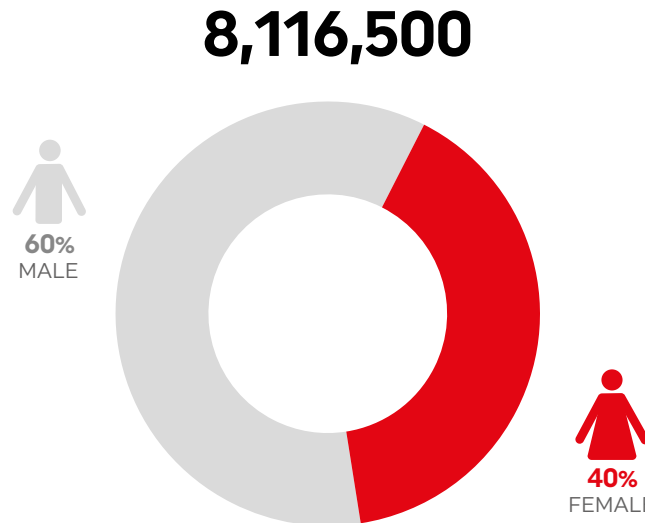
MEET OUR READERS

	Phnom Penh Post	Post Khmer
Readership	86,280	178,524
Average Age	34	29
Gender	66% 34%	54% 46%
Social Media		
facebook	668,451	4,030,837
twitter	164K	3,217
Google+	899	1,144
LinkedIn	3,138	-

MONTHLY GROSS REACH*

Print and Digital of Post in English & Khmer

*gross reach : combined reader statistics including intersections



ONLINE READERSHIP*

From January 2016 to January 2017

	phnompenhpost.com
Visitors	6,211,238
Pageviews	11,384,406
Unique Visitor	2,587,563
	postkhmer.com
Visitors	30,728,871
Pageviews	42,673,683
Unique Visitor	9,701,980

ONLINE USER BEHAVIOR*

*Statistics provided by Google Analytics for Post in English

1. Travel/Hotels & Accommodations		1,804,286 visitors	6. Dating Services		736,128 visitors
2. Employment		1,237,526 visitors	7. Education/Post-Secondary Education		818,694 visitors
3. Real Estate/Residential Properties		793,335 visitors	8. Consumer Electronics /Mobile Phones		697,165 visitors
4. Financial Services/Investment Services		989,714 visitors	9. Real Estate/Residential Properties/Residential Properties (For Sale)		487,603 visitors
5. Travel/Air Travel		1,005,581 visitors	10. Autos & Vehicles/Motor Vehicles/Motor, Vehicles (Used)		548,611 visitors

Advertising Rates Card 2017

POST MEDIA CO., LTD

	OPTIONS	WIDTH (cm)	HEIGHT (cm)	A The Phnom Penh Post (Post English)	B ភ្នំពេញ ប៉ុស្តិ៍ (Post Khmer)	C The Phnom Penh Post ភ្នំពេញ ប៉ុស្តិ៍ (Dual Rate)	D  POST PROPERTY អចលនវត្ថុ កម្ពុជា	E ANNOUNCEMENT	F INSERTS
1.	Full Page	26	36	\$ 2,070	\$ 1,260	\$ 2,630	\$ 2,050	\$ 1,050	\$ 4,150 (A3)
2.	Big Split	36.4	18	\$ 1,550	\$ 920	\$ 2,000	\$ 1,470	\$ 780	N/A
2.	Max Four	19.2	36	\$ 1,450	\$ 870	\$ 1,840	\$ 1,370	\$ 730	N/A
4.	Half Page	26	18	\$ 1,170	\$ 710	\$ 1,580	\$ 1,100	\$ 590	\$ 3,100 (A4)
5.	Max Five	21.6	18	\$ 1,000	\$ 580	\$ 1,370	\$ 950	\$ 500	N/A
6.	Square 2	17.2	18	\$ 840	\$ 510	\$ 1,160	\$ 790	\$ 420	N/A
7.	Big Banner	26	12	\$ 790	\$ 475	\$ 1,000	\$ 680	N/A	N/A
8.	Quarter Page	12.8	18	\$ 610	\$ 370	\$ 840	\$ 540	\$ 310	\$ 2,050 (A5)
9.	Biz Card	26	8	\$ 470	\$ 290	\$ 680	\$ 440	N/A	N/A
10.	Announcer	8.4	18	\$ 390	\$ 240	\$ 530	\$ 370	\$ 195	N/A
11.	Planner 2	26	5	\$ 320	\$ 190	\$ 420	\$ 275	N/A	N/A
12.	Planner 1	8.4	12	\$ 230	\$ 160	\$ 320	\$ 230	\$ 120	N/A
13.	Economiser	12.8	5	\$ 160	\$ 130	\$ 265	\$ 160	N/A	N/A
THE SINGLE BUY						THE DOUBLE DEAL			

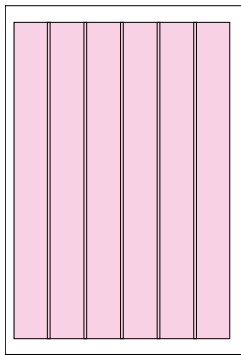
* All overseas clients must pay in advance.

* All prices are subject to 10% VAT.

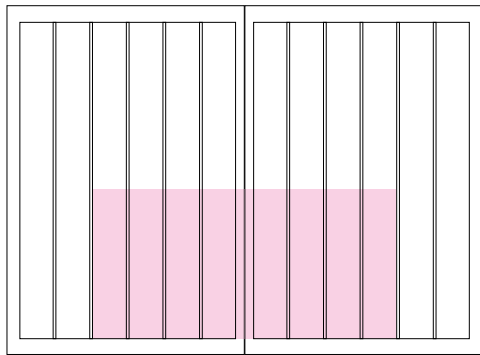
ARTWORK REQUIREMENTS

Formats: InDesign - EPS- Illustrator
- PDF -Photoshop - Tiff - JPEG
Resolution: 300 dpi. Color: CMYK
Fonts: Fonts must be provided or converted to outlines

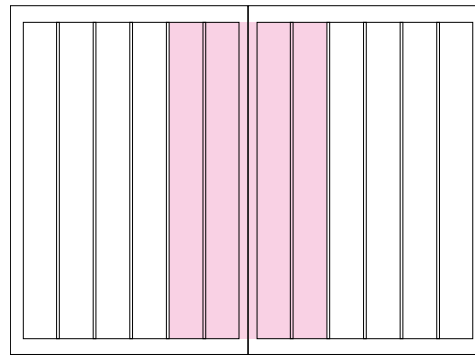
ADVERTISING OPTIONS		RESERVED PAGE	LOADING FEE	EVENT COVERAGE			
				SIZE	PE	PK	DUAL
A	Single Post English: Monday - Friday	Front Page	+100%	Full page	\$730	\$730	\$1150
		Page 2	+20%	Half page	\$520	\$520	\$840
B	Single Post Khmer: Monday - Friday	Page 3	+50%	Quarter page	\$310	\$310	\$520
C	Dual Post English & Post Khmer - Monday - Friday	Page 5	+35%				
		Page 7	+25%				
D	Post Property: Your real estate experts inserted in Post English & Post Khmer (Thursday)	Biz/World/Lifestyle	+30%				
E	Employment, Bids, & Tenders: Advertise in Post English, Post Khmer & online for one price	Backpage	+50%				
F	Insert: in Post English & Post Khmer	Preferred location	+15%				



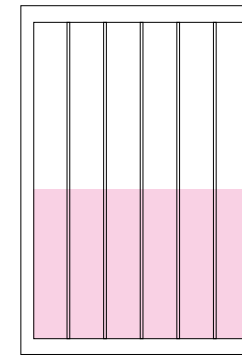
1. FULL PAGE
W26cm x H38cm



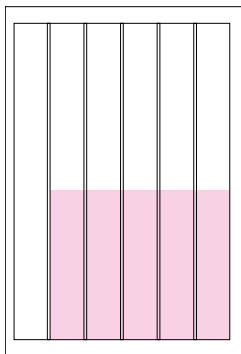
2. BIG SPLIT
W36.4cm x H18cm



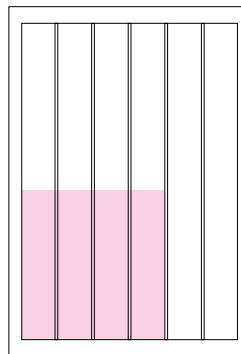
3. MAX FOUR
W19.2cm x H36cm



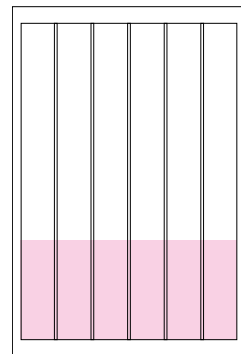
4. HALF PAGE
W26cm x H18cm



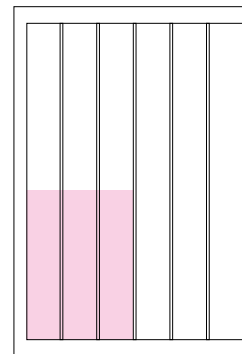
5. MAX FIVE
W21.6cm x H18cm



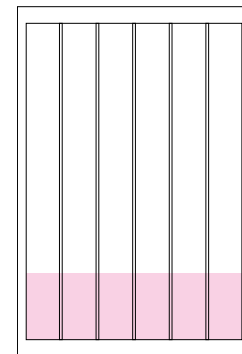
6. SQUARE 2
W17.2cm x H18cm



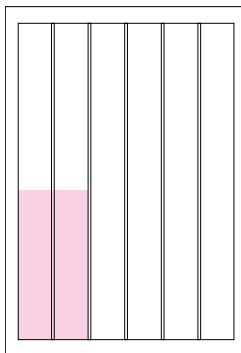
7. BIG BANNER
W26cm x H12cm



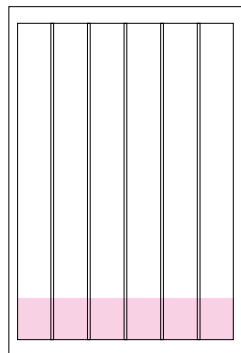
8. QUARTER PAGE
W12.8cm x H18cm



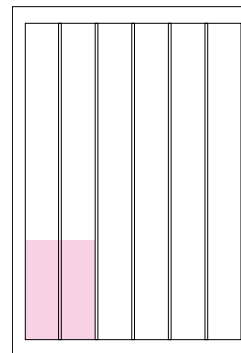
9. BIZ CARD
W26cm x H8cm



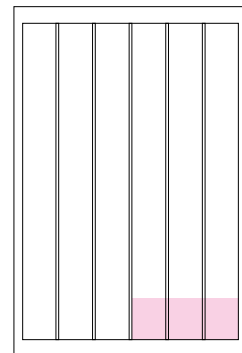
10. ANNOUNCER
W8.4cm x H18cm



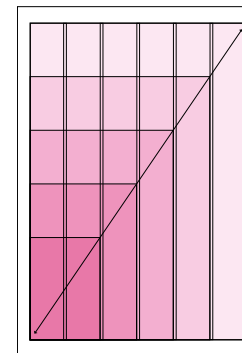
11. PLANNER 2
W26cm x H5cm



12. PLANNER 1
W8.4cm x H12cm



13. ECONOMISER
W12.8cm x H5cm



14. CUSTOM ADVERTISING AVAILABLE
UPON REQUEST



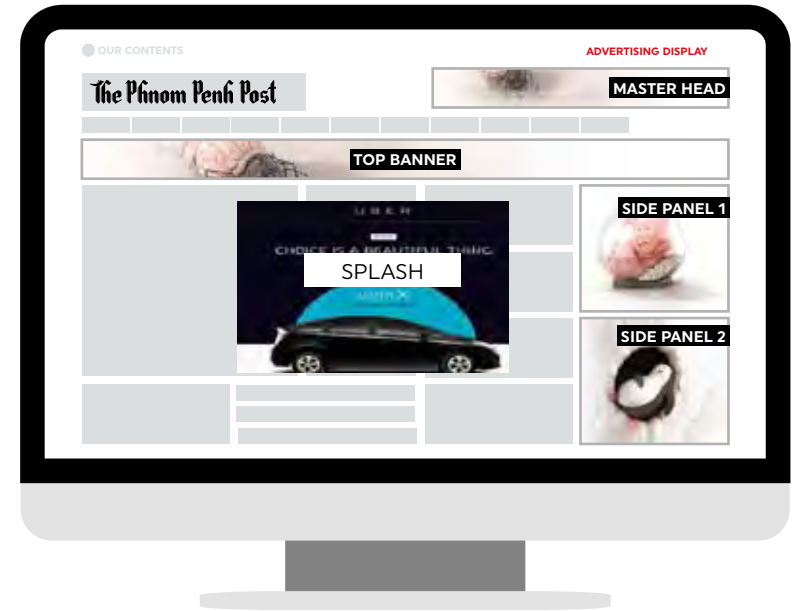
ONLINE READERSHIP

*statistics provided by Google Analytics

POST KHMER



POST ENGLISH



A. Mobile-Tablet ad rates by month

OPTIONS	WIDTH (Pixels)	HEIGHT (Pixels)	HOME PAGE	SECTION PAGE
Splash	300	250	\$1,580	\$1,160
Header Box	300	250	\$1,000	\$840
Box 1	300	250	\$890	\$680
Box 2	300	250	\$720	\$550
Box 3	300	250	\$590	\$480
Footer	300	70	\$1,270	\$950

B. Desktop ad rates by month

OPTIONS	WIDTH (Pixels)	HEIGHT (Pixels)	HOME PAGE	SECTION PAGE
Splash	700	450	\$1,580	\$1,260
Masthead Box	550	70	\$1,370	\$1,050
Top Banner	1100	70	\$1,260	\$1,000
Side Panel 1	270	310	\$840	\$670
Side Panel 2	270	310	\$740	\$590
Side Panel 3	270	310	\$630	\$510

C. Mobile-Tablet & Desktop rates by month

OPTIONS	HOME PAGE	SECTION PAGE
Splash + Splash	\$2,370	\$1,810
Header Box + Top banner	\$1,695	\$1,380
Box 1 + Side Panel 1	\$1,295	\$1,010
Box 2 + Side Panel 2	\$1,095	\$855
Box 3 + Side Panel 3	\$915	\$745
Footer + Masthead box	\$1,980	\$1,500