



AWA

香港

Pedestrian Area

行人專用區

MEDIA KIT 2023

CONTACT US: ADVERTISING@AWA.ORG.HK
(852) 2527 2961

WHY ADVERTISE WITH AWA?



The AWA provides attractive advertising platforms to a unique multinational and upscale audience that is active in both the social and business communities of Hong Kong.

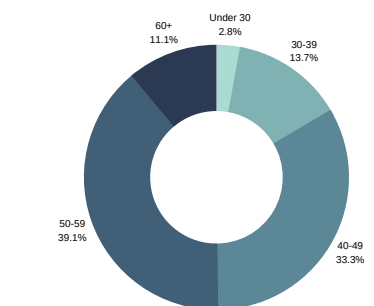
We have both long-term residents and recently relocated families, a highly sought after demographic and target market for your products and services.

With over 2000+ subscribers across multiple channels, AWA digital media is a targeted approach for your company to advertise.

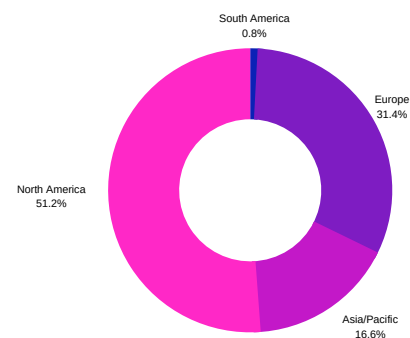
AWA members use relocation companies, real estate agents and professional services (doctors, accountants and lawyers); are curious, adventurous, and lead cultural and cosmopolitan lives.

Your business can access this distinct, diverse female demographic on our website, via our newsletters and social media.

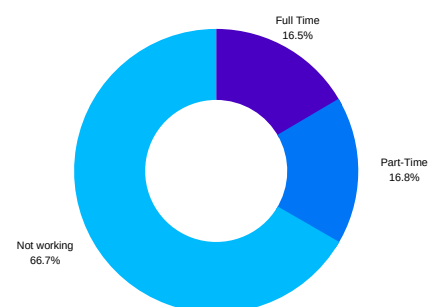
This population is distinctly suitable for custom planned events, products and services.



AGE



NATIONALITY



EMPLOYMENT

WHY ADVERTISE WITH AWA?

The AWA produces a variety of activities, events and tours throughout the year. Our content strategy is to engage the women in our organization, as well as those who partner with us to actively connect and contribute.

FORMAL EVENTS WITH AMERICAN CHAMBER OF COMMERCE AND U.S. CONSUL GENERAL OF HONG KONG AND MACAU



SPECIAL EVENTS: WOMEN-FOCUSED CAREER EXPO: WISE 2019



AWA FOUNDATION FUNDRAISING EVENTS: EAST MEETS WEST FASHION SHOW



DIGITAL ADVERTISING



WWW.AWA.ORG.HK

AWA's website reflects its dynamic membership. From daily activities to upcoming events, this website is used daily by members.

Viewed by members and expatriate families in transition, our website serves viewers from around the world. The website is visited regularly by our membership as it is the primary avenue to register for all member events.

5,000+ views monthly
Ad placement available on home page

RATES

1 month	3x (8%)	6x (20%)	12x (40%)
HK\$5,000	HK\$13,800	HK\$24,000	HK\$36,000

Email us for details about how to combine a web presence with our social media: advertising@awa.org.hk

SOCIAL ADVERTISING



ENEWSLETTER

Our monthly newsletter is reaches more than 2,000 subscribers in our network.

Paired with social ads, this is a great way for advertisers to stay top of mind.

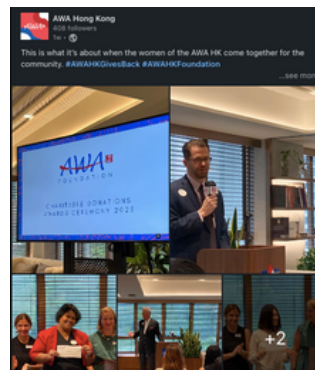
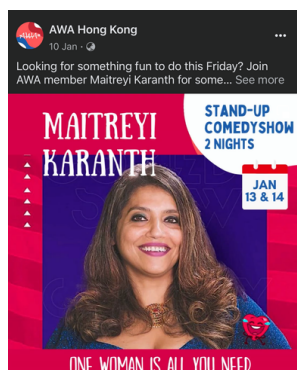
RATES

600px x 300px

1x	3x (8%)	6x (20%)	12x (40%)
HK\$2,000	HK\$5,520	HK\$9,600	HK\$14,400

E-NEWSLETTER - IMAGE + LINK

SOCIAL MEDIA



3,000+ reach

Story Feature also available. Email us for details about how to combine a web presence with our social media: advertising@awa.org.hk

RATES

	1x	3x (20%)	6x (25%)	9x (40%)
Post	HK\$2,000	HK\$4,800	HK\$9,000	HK\$10,800
Image + text and link				