



Mongolia Weekly

MEDIA KIT 2021

*Delivering an engaged and influential
business audience*



our team



Amar is the founder of Mongolia Weekly. He is a public policy expert with almost 20 years' experience working with key policy makers, senior executives and opinion leaders across Asia and North America. Currently, Amar is a director with BowerGroupAsia, a Washington-based public affairs agency advising multinational corporations in Asia.



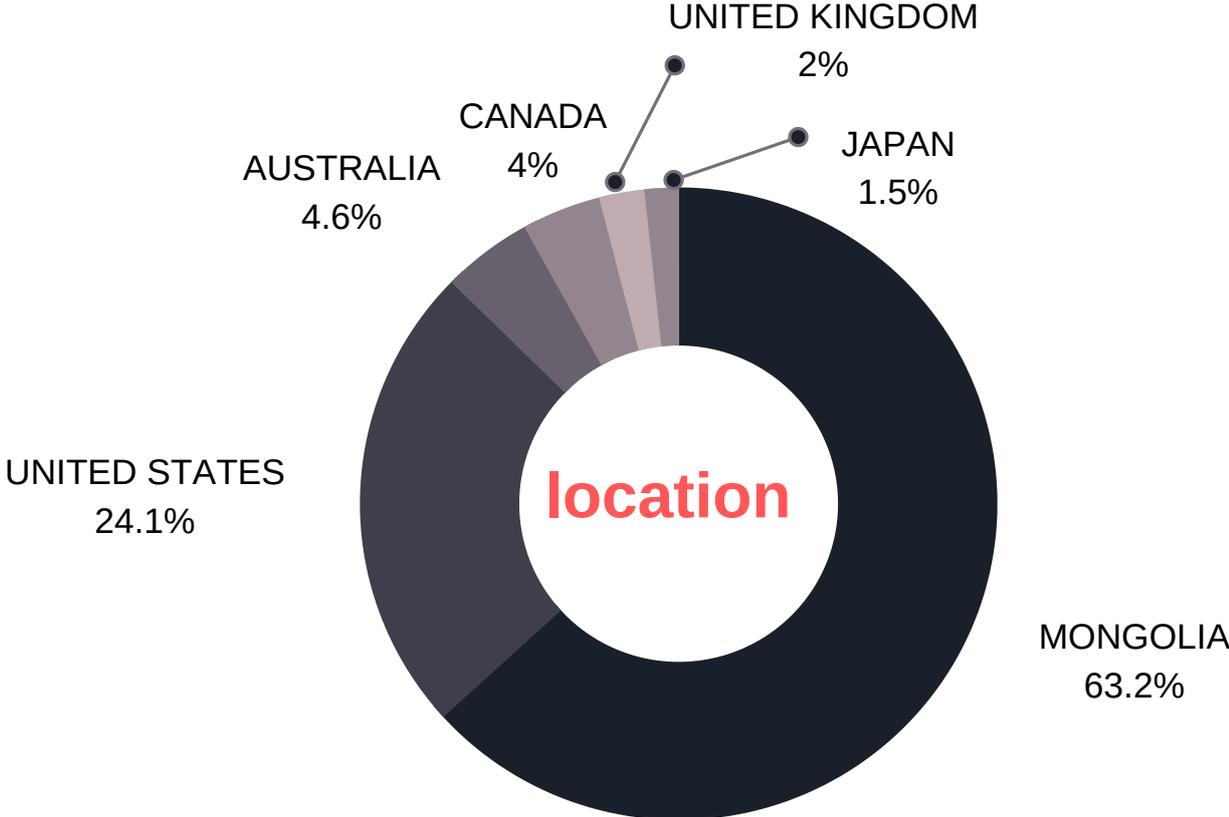
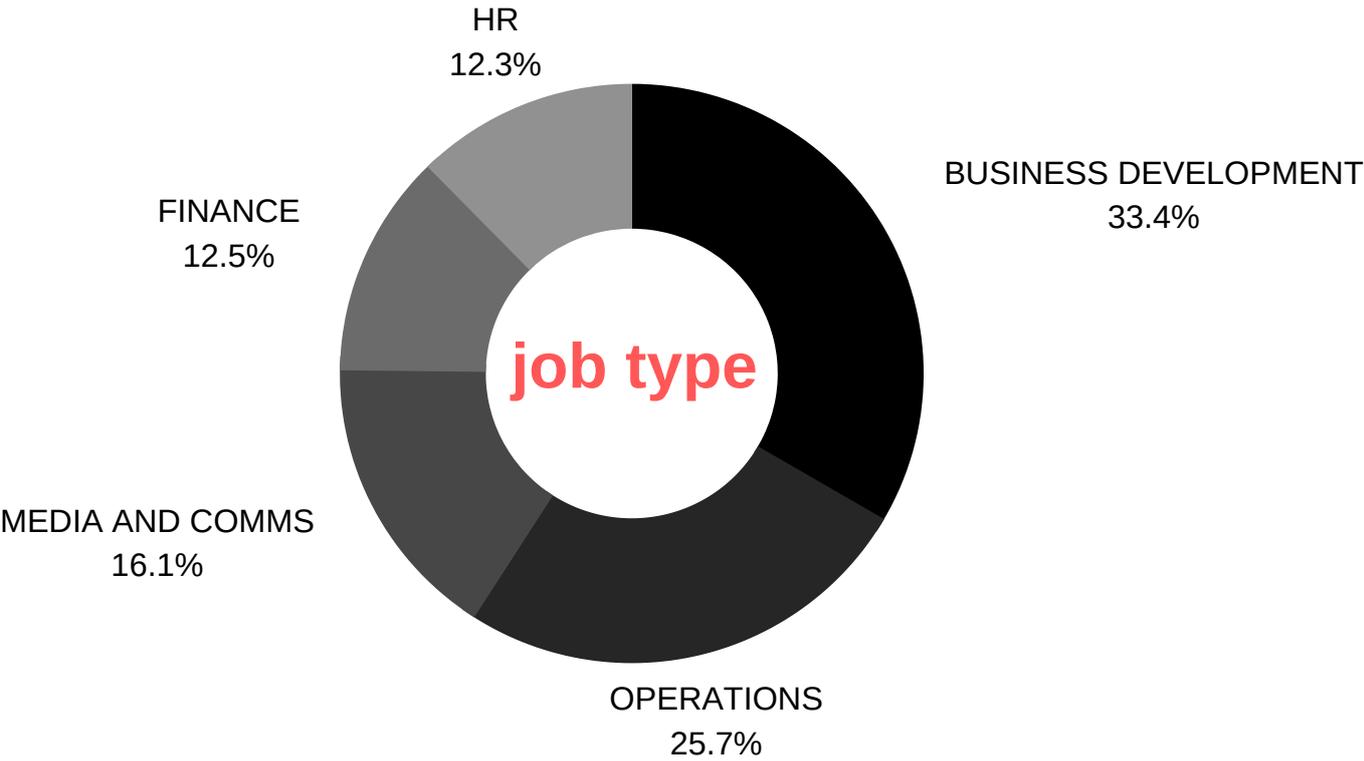
Ewen is an Australian journalist with experience writing and consulting on international affairs for government, magazines and think tanks. He currently edits a major Australian B2B magazine for Yaffa Media and is the author of 'Overland', a memoir of buying an old motorcycle in Mongolia and riding it to Europe.



Anand is a renowned freelance journalist based in Ulaanbaatar. He has written for Reuters, ProPublica, AFP, Foreign Policy, and the South China Morning Post. He featured in the recently published book *Young Mongols*, by Aubrey Menard.

our readers, *your customers*

Mongolia Weekly attracts a monthly combined audience of over 3500 readers across the globe. Our readers' top industries are mining, banking, construction, and financial services. 35% of our readers occupy senior positions, including 8% in director roles and 6.5% in managerial roles.



reach your **target audience**

Mongolia Weekly is a business intelligence brand marketed to global professionals with an interest in Mongolia.

We offer a number of touch points to help you reach and engage your target audience.

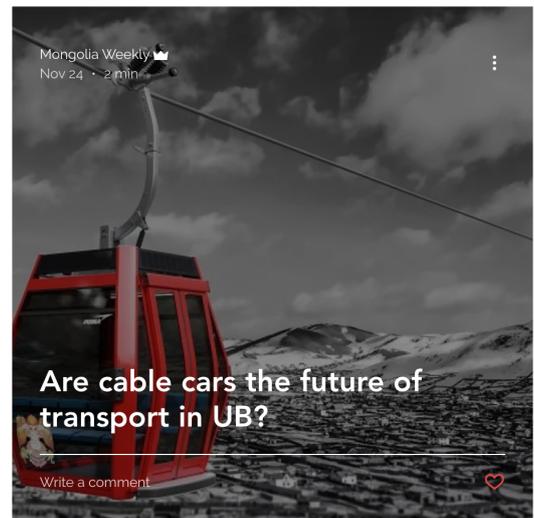
Website banner

We run your full width banner image across our homepage with hyperlinks to your site. Readers scroll past the banner to access the latest news and analysis.



Sponsored content

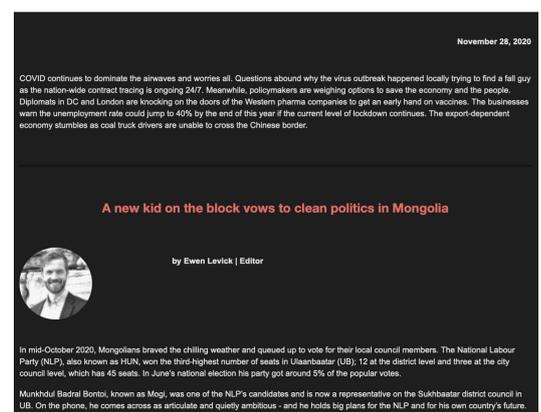
We work with you to craft an article that communicates your message in a concise, engaging manner. The content is organically posted among our news articles to generate clicks and leads and shared through our social media feeds.



Email integration

Your content is organically integrated into our weekly newsletter to spark leads with our most engaged readers.

MONGOLIA WEEKLY



for a **competitive rate**

The core goal of our business is to help drive foreign investment into Mongolia. We offer access to our unique audience at competitive costs that are benchmarked against industry standards. All rates are in US dollars.

Website banner - \$30/week or \$95/month

Optimum image dimensions are 1250 x 800 with a resolution of 72 dpi or up to 96 dpi. The banner runs as long as you like, invoiced in both monthly and weekly increments.

Sponsored content - \$120 for 1 or \$289 for 3

We'll help edit your article into house style and native-level English that will communicate your key message and engage our readers. You're also able to include an image and hyperlinks. Max word count is 500.

Email integration - \$49 per article

We'll help edit your content to suit our newsletter style and send it to our most engaged readers. Max word count is 200.

contact us **to get started**

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