

Frontier

MYANMAR

Effective from 1st March 2019

Print and digital readership since it's inception

6.2 MILLION

Diplomatic Community

19%

Age

25-44

Corporate Sector

46%

Individual Subscribers

35%

Standard Ads Unit



Double Spread
43cm x 30.7cm



Full Page
21.5cm x 30.7cm



Half Page
18cm x 13cm



Strip Banner
18cm x 6.5cm

Frontier Myanmar magazine is in-depth coverage of news, business and current events in Myanmar in store fortnightly on Thursday.

Special Supplements

FAIR · BALANCED · PROFESSIONAL



Double Spread
43cm x 30.7cm



Full Page
21.5cm x 30.7cm



Half Page
18cm x 13cm



Strip Banner
18cm x 6.5cm

Health & Education, Automobile, Digital, Travel and Tourism, Property, and other newsworthy topics occurring in the country.

Branded Content/ Sponsored Content/ Advertorial

FAIR · BALANCED · PROFESSIONAL



HUAWEI FOCUSES ON THE WORK BEFORE 'SUDDEN' BREAKTHROUGHS

BEHIND THE SCENES: Huawei's Chen Lifang explains what a fisherman casting a net, a high-energy particle collider and the world's fastest woman have in common, and what the brand is trying to communicate in its 2016 campaign.

ABOUT HUAWEI
HUAWEI is a leading global information and communications technology (ICT) solutions provider. Our aim is to build a better connected world, acting as a responsible corporate citizen, innovatively enabling the information sector, and collaborating with our partners to create a better world. Huawei has established an R&D network globally that gives customers competitive advantages in telecom and enterprise solutions, devices and cloud computing. Huawei's 2016 campaign focuses on the work before breakthroughs, and the work before breakthroughs.



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Complete Huawei's 2016 campaign is a message to the world: "Work before breakthroughs." This message is the core of the campaign, and it is the work before breakthroughs that we want to highlight. We want to show the world that Huawei is not just a company that focuses on the work before breakthroughs, but also a company that focuses on the work before breakthroughs. We want to show the world that Huawei is not just a company that focuses on the work before breakthroughs, but also a company that focuses on the work before breakthroughs.

THE RIGHT PLACE, AT THE RIGHT TIME: FOCUS HAULS THE BEST CATCHES



The Virginia Fisheries Center's fisherman hauls the best catches.

FOCUS
The Virginia Fisheries Center's fisherman hauls the best catches. The Virginia Fisheries Center's fisherman hauls the best catches. The Virginia Fisheries Center's fisherman hauls the best catches. The Virginia Fisheries Center's fisherman hauls the best catches. The Virginia Fisheries Center's fisherman hauls the best catches.

PATIENCE CAN ANSWER LIFE'S BIGGEST QUESTIONS



Patience can answer life's biggest questions.

CEN
Patience can answer life's biggest questions. Patience can answer life's biggest questions.

THE DIFFERENCE BETWEEN WINNING AND A WORLD RECORD



The difference between winning and a world record.

FILED
The difference between winning and a world record. The difference between winning and a world record.

GOVERNANCE / INVESTMENT

BREAKING THE SILENCE

JENNIFER MACINTYRE / TAT LAN

Two Public Hearing Forums in Sitto organised by Tat Lan marked the first opportunity for Rakhine State government leaders, civil society groups and villagers to discuss open issues of community concern – such events were recommended by the Kofi Annan-led Advisory Commission on Rakhine State.

When the second Sitto Public Hearing Forum on November 29, Rakhine State minister Aung Chaw Linn highlighted the importance of access to government information and having a "positive approach" in order to address community needs. "I will listen to the voice of the people and will try to respond to people's needs with the relevant ministries and departments," said the minister, who also highlighted the importance of having a "positive approach" in order to address community needs.

SOCIAL ACCOUNTABILITY GOVERNMENT
The minister and Minister Aung Chaw Linn and his partners – Scholar Institute, the International Commission of Jurists and the Rakhine State Transparency Commission – will be presenting their report to the government and the public on the findings of their investigation into the human rights violations in Rakhine State.

MUNICIPAL TRANSPARENCY
The Kofi Annan-led Advisory Commission on Rakhine State has recommended that the government should establish a municipal transparency commission to investigate the human rights violations in Rakhine State. The commission should be composed of representatives from the government, civil society, and the public.

GOVERNANCE / INVESTMENT



A group of people in a meeting.

THE
The group of people in a meeting. The group of people in a meeting.

READING NEW GROUND
The group of people in a meeting. The group of people in a meeting.

THE
The group of people in a meeting. The group of people in a meeting.

ADVERTORIAL

YOMA BANK
THE RAKHINE BANK

DAN YAWAR THANT
REGIONAL MANAGER

Dan Yawar Thant is a seasoned professional with over 20 years of experience in the banking industry. He has worked for several major banks and is currently the Regional Manager for Yoma Bank. He is a highly motivated and results-driven individual who is committed to providing excellent customer service and driving business growth.

MAKHIN MWIN
COMMUNICATIONS AND MEDIA OFFICER

Makhin Mwin is a professional with a strong background in communications and media. She has worked for several major companies and is currently the Communications and Media Officer for Yoma Bank. She is a highly creative and strategic individual who is committed to developing and implementing effective communication strategies.

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WWW.YOMABANK.COM

Advertorial

Advertorial is a form of advertisement in Frontier Myanmar magazine or/and website which involves giving information about the product/services of advertising companies in the form of an article.

Sponsored Content

Branded Content/Sponsored Content - Branded/Sponsored content refers to articles and multimedia content produced by Frontier Myanmar's editorial team which aligns with the message of partner organization with the aim to inform the audience.

* The cost is inclusive of layout design and creative content creation.

Extraordinary Creative Ideas to Maximize the Visibility

FAIR · BALANCED · PROFESSIONAL



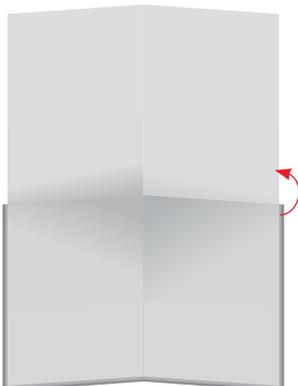
Cover Wraps



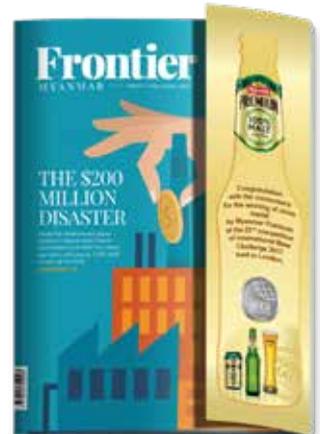
Cover Wraps



4 Pages folded journal



Ears Die-cut



Ears Die-cut



Half Page Horizontal

New editorial design and advertising grids allow new possibilities in the advertising realm to execute creative advertisements.

Standard Ads Unit



Leader Board
720 x 90 (pixel)



Side-board Banner
336 x 280 (pixel)



Strip Banner
720 x 90 (pixel)

In just 18 months Frontier has become a major online player in Myanmar, with the very strong growth of **6.2 Million pageviews** from **2.5 Million** users around the globe since June 2015.



AD Rates

FAIR · BALANCED · PROFESSIONAL

Frontier Myanmar Magazine STANDARD ADS UNIT

	Per ads	13 x booking	26 x booking	Bonus
Double Spread	USD 3500	36,000	59,000	Publish in the FM e-publication
Full Page	USD 2000	22,000	39,000	Publish in the FM e-publication
Half Page (Vertical/Horizontal)	USD 1000	11,700	23,000	Publish in the FM e-publication
Strip Banner	USD 500	5800	12,000	Publish in the FM e-publication

Frontier Myanmar Magazine SPECIAL SUPPLEMENTS

	Per ads	3 x booking	6 x booking	Bonus
Magazine Ear (Inside, OutSide)	USD 3500	8,400	14,700	Publish in the FM e-publication
Supplement Ear (Inside, OutSide)	USD 3000	7,200	12,600	Publish in the FM e-publication
Double Spread	USD 4500	10,800	17,500	Publish in the FM e-publication
Full Page	USD 2500	6,300	11,200	Publish in the FM e-publication
Half Page (Vertical/Horizontal)	USD 1250	3,300	6,300	Publish in the FM e-publication
Strip Banner	USD 600	1,700	3,200	Publish in the FM e-publication

* PREMIUM PLACEMENT AND SPECIFIC PAGE BOOKING WILL APPLY ADDITIONAL 15%.

*ALL RATES SUBJECT TO 5% GOVERNMENT COMMERCIAL TAX

FAIR · BALANCED · PROFESSIONAL

Frontier Myanmar Magazine

BRANDED CONTENT/ SPONSORED CONTENT / ADVERTORIAL

	Per ads	3 x booking	6 x booking	Bonus
Double Spread	USD 4500	10,800	17,500	Display at the FM website with no time limitation
Full Page	USD 2500	6,300	11,200	Display at the FM website with no time limitation

Frontier Myanmar Magazine

EXTRAORDINARY CREATIVE IDEAS TO MAXIMIZE THE VISIBILITY

	Per ads	13 x booking
Cover Wraps	USD 9000	70,200
Ears Die-cut	USD 3500	27,300
Ears	USD 3500	27,300
4 Pages folded journal	USD 7200	56,160



Frontier Myanmar Digital

STANDARD ADS UNIT

	Per Month	6 x Month	12 x Month
Leader Board	USD 2000	10,800	16,000
Side-board Banner	USD 1200	6,400	12,240
Strip Banner	USD 800	4,300	8,100

* PREMIUM PLACEMENT AND SPECIFIC PAGE BOOKING WILL APPLY ADDITIONAL 15%.

*ALL RATES SUBJECT TO 5% GOVERNMENT COMMERCIAL TAX

Frontier

MYANMAR

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