



M O S T W A MEDIA KIT

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**20
24**



**M O S T W A
M O N T H L Y
M A G A Z I N E**

MAGAZINES



150,000+

Coverage Exposure



25,000+

Standard Page Exposure



15,000

Circulation



200+

Distribution points

Magazine Distribution Map

CBD

People Inn Dumping house
人民公社饺子馆
Tea Woks 茶与锅
Hair Collection Tokyo
Hifumiya Udon House
一二三屋
Mr. Bun 食面埋腹
5G World
Mino Hair Salon
Eat lun Cake 车轮饼
Presotea 鲜茶道 CBD
Honey Crème 甜品餐馆
中国签证中心
Yugo (The Boulevard)
学生公寓
Pearl On The Point
8防潮州酒家
中国驻珀斯总领事馆办事大厅
Song Studio
Presotea 鲜茶道 Mt Lawley
Yes Lemond 手打柠檬

Northbridge

Northbridge Butchers 北
桥新鲜肉店
Wing Hong Butchers 永
康肉店
Fabulous beauty小粉屋
Teamorrow Northbridge
Healthlife 澳品荟
Wanpo Tea Shop 万波奶茶
Mrs M BBQ 钱百万
XCY Hot Pot香草园
Sakura Beauty Shop
CoCo Fresh Tea & Juice
Beauty Palace Hair
Design 美丽宫
张亮麻辣烫 北桥店
WA Orchard Veg and Fruit
龙舞超市
Juicy Bao Bao
Presotea 鲜茶道
Northbridge
Let's hair 最高发院
TWO PECK CRISPY
CHICKEN 派克鸡排
MIYU美优
Hey! I am Yogost 我是
酸奶君
T4奶茶 Northbridge
Dessert Garden芋园
SUP SO GOOD
Szechuan Hotseat川味居
Gong Cha 贡茶
康美集
Chilli Panda 七里湘
美食美客
Authentic Bites Dumpling
House 真真小笼
Formosa Café
Moon Flower Modern
Chinese 龍門北桥店
顺德烧腊海鲜酒家
Busy Bee Discount
Pharmacy & Wholefoods
Market
Presotea 鲜茶道 James
street
中华会馆
Fortune Five Chinese
Restaurant 福临门海鲜酒家
Northbridge Chinese
Restaurant 六福海鲜酒家
全家福
City Garden Chinese
Restaurant 叙福楼
Izakaya Grill
Perth Thallicious
Restaurant
Stanley International
College
Xiaolongkan Chinese
Fondue 小龙坎
Red Chilli Sichuan
Restaurant Perth 水井坊
Aussizz Group 移民留学

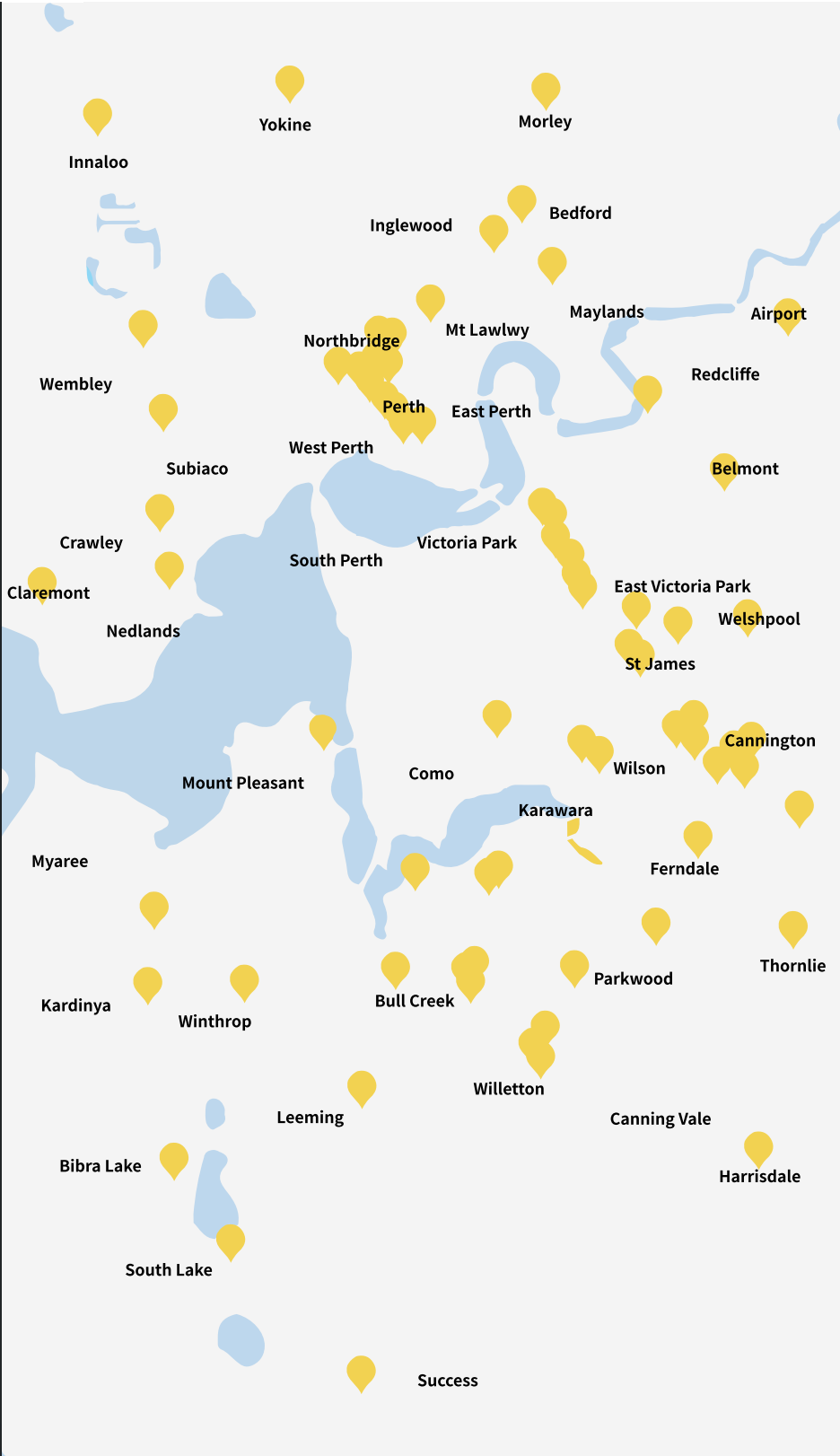
South

Kagura Japanese
Restaurant
Kitchen Inn Express
Eureka Chinese Restaurant
嘉华烧腊
Rossmyne Chinese
Restaurant 客人来
Chan Bros Companies 陈
氏兄弟公司
Mom Dumpling House 真
东北饺子馆
Joy's Garden Cafe 喜乐园
Taurus Hawker Foods
Southlands Boulevard
Hometown Kitchen 马来西
亚家香小厨
Market City Yuan Chang
Fruit & Veg Market 源昌
蔬果超市
Oriental Cash & Carry 江氏
商行东方杂货超市
Awesome Export
Warehouse 澳盛 Canning
Vale
T4 奶茶 Canning Vale
家悦东方超市
Emperor's Kitchen 顺德公
Chin's Noodle House 陈记
North Lake BBQ百福临
Bull Creek Hawker 阿旺
Bull Creek Chinese
Restaurant 翡翠轩中餐厅
Steak and Food Concepts
二楼茶座
Neighbours Meet 邻家肉铺
Lepak Kopitiam Bateman
Hawker's Cafe
Happy Union Chinese
Restaurant 聚福楼
Yee Seng Oriental
Supermarket 裕成东方超市
HongKong Cuisine 香港小厨
Utopia Myaree

East

Healthlife Warehouse
Wu Ming Hot Pot 吴铭火锅
Emperor's Kitchen 天厨一号
Presotea 鲜茶道Cannington
Cosme Hut Carousel 康美集
Chatime日出茶太
Gongcha 贡茶
Hao Szechuan 好吃嘴
Pinn's Palace 品味
Kung Fu Kitchen
Cannington 功夫小厨
Chilli Town 家湘味道
King's Hot Pot
Good Future Roast Duck
Qin's Lanzhou Beef Noodle
857 Dumplings Plus
Presotea Victoria Park
Hakata Gensuke 博多元助
Chaffic Victoria Park
Emma's Seafood and Dim
Sum Restaurant
Good One BBQ Chinese
Restaurant 新华烧腊饭店
Noodle Combo 巴蜀小面馆
Kong's trading 江氏商行
Dragon Hot Pot 一麻一辣
Vicpark Shopping centre
Teamorrow
Ezpte 易学
OSAKA Sushi 日料饭店
Pepper Lunch
Torochi多乐滋
Kai Supermarket
Water Margin Restaurant
Make 2 Cafe
Brown Spoon Café
Canton Lane Chinese
Restaurant 粤
T4 Belmont
Presotea鲜茶道 Vic Park
Mirai Japanese Mart
BOBA BEAR奶茶店

And more on West & North



Multi-channel Exposure



ISSUU digital
publishing



Facebook &
Instagram Post



Wechat Official
Account



Most WA Website

Ad Rates

Position	Full page	1/2 page
Random Page	\$1,000	\$650
Page 2	\$1,800	N/A
Page 3,5, 34, 35, 67	\$1,500	N/A
Page 4,7 and 66	\$1,200	N/A
Back Cover	\$2,000	N/A
Cover page	\$6,000 (<i>Professional Photo Shoot + 4 Pages Story Writer</i>)	
Graphic design	\$250	\$180

**The price does not include GST*

**WECHAT
SUBSCRIPTION
ACCOUNTS**

MostWA

WeChat Subscription Account



VIEWS OF MAJOR POST

5,000+

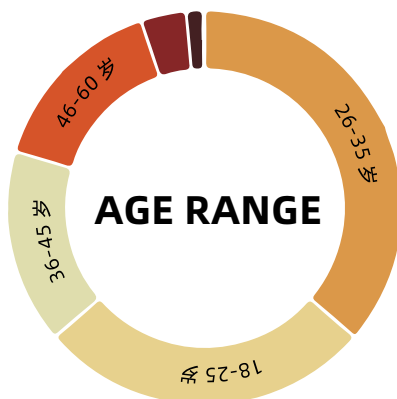
VIEWS OF 2nd-8th POST

1,200+

SUBSCRIBERS

80,000+

SUBSCRIBERS



MALE: 39.24%



FEMALE: 60.52%

AUAMAZING

WeChat Subscription Account



IEWS OF MAJOR POST

3,000+

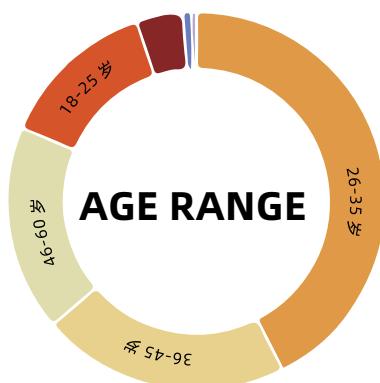
IEWS OF 2nd-8th POST

500+

SUBSCRIBERS

30,000+

SUBSCRIBERS



MALE: 37.92%



FEMALE: 61.92%

WeChat Post

Ad Rates

Major Post ■ - - -

MOSTWA
(Include Copywriting)
\$1,800

2nd post ■

MOSTWA
\$800

3th - 8th post ■

MOSTWA
\$500

**The price does not include GST*

WeChat Subscription Account Banner



Top Banner



Middle Banner



Bottom Banner

Single Placement	MOSTWA		AUAMAZING	
	Top/Mid Banners	Bottom banners	Top/Mid Banners	Bottom banners
Major Post	\$150	\$80	\$100	\$60
2 nd Post	\$80	\$50	\$60	\$40
3 rd -8 th Post	\$50	\$35	\$40	\$30
Graphic design \$100, GIF banner design \$150				

*The price does not include GST

WECHAT USER ACCOUNTS

WeChat Moment Marketing

Ad Formats and Price



Text Content + Link



Text Content + Images



Text Content + Video

Price

\$100/post (8 Accounts, 1 Post/Account)

*GST not included

VIDEO MARKETING

Why Choose Us?

Professional Team

120,000
More than 120,000
likes accumulated

200
200+ commercial
videos produced

5,000,000
More than
5,000,000 views

KOL
A well-known
KOL among
Perth's Chinese
community

Video Marketing

Premier Package

~~\$2,400~~ **\$1200**



Video Production **\$700**

HD Version

Editing

Film Script

Video Length-120 Secs



Marketing Channels **\$1,700**

\$500 WeChat Moment 8 Accounts
5 Times each account

\$500 WeChat Official Accounts
bottom baner 10 times

\$200 WeChat Official Accounts

\$200 WeChat Video Channel

\$200 Facebook

\$100 RED

\$100 Tik Tok

\$100 Instagram



Full Marketing Reprt



**Client has the right to use
the video for commercial use**

Video Marketing

Supreme Package

~~\$4,200~~ **\$1,660**



Video Production

\$1,500

Professional Team

Film Editing

Custom-made Script



Marketing Channels

\$2,700

\$1,000 WeChat Moment 8 Accounts
10 Times each account

\$1,000 WeChat Official Account
Bottom Banner- 20 times

\$200 WeChat Video Channel

\$200 Facebook

\$100 RED

\$100 Tik Tok

\$100 Instagram



Full Marketing Reprt



**Client has the right to use
the video for commercial use**

**WECHAT VIDEO
CHANNEL**

WeChat Video Channel

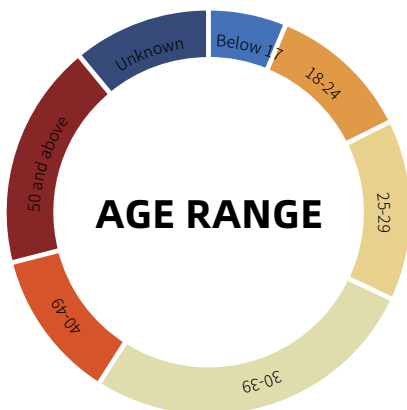


This is a new feature within the WeChat ecosystem that allows users, influencers and brands to create and post short-form contents and distribute them through a media feed

SUBSCRIBERS

20,000+

FOLLOWERS



MALE: 42%



FEMALE: 58%

TIK TOK

Tik Tok

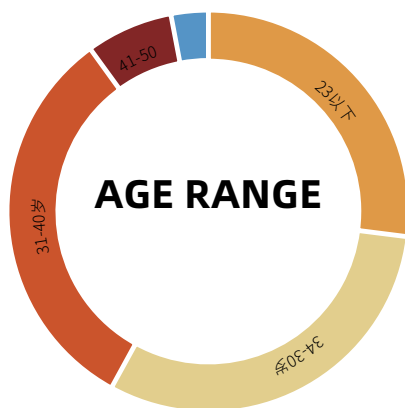


The social media platform is used to make a variety of short-form videos, from genres like dance, comedy, and education, that have a duration from 15 seconds to one minute.

SUBSCRIBERS

14,000+

FOLLOWERS



MALE: 61%



FEMALE: 39%

RED KOL MARKETING

What is RED?

RED) is a popular lifestyle sharing platform among Chinese new generation. It is like a mixture of Facebook and Instagram, which allows users to share their stories through text, photos, videos, and also, as an e-commerce platform to sell products.



SET YOUR GOALS & CRAFT YOUR MESSAGE

Do you want to raise brand awareness, generate leads or something else? We help you clarify your goals and messaging.



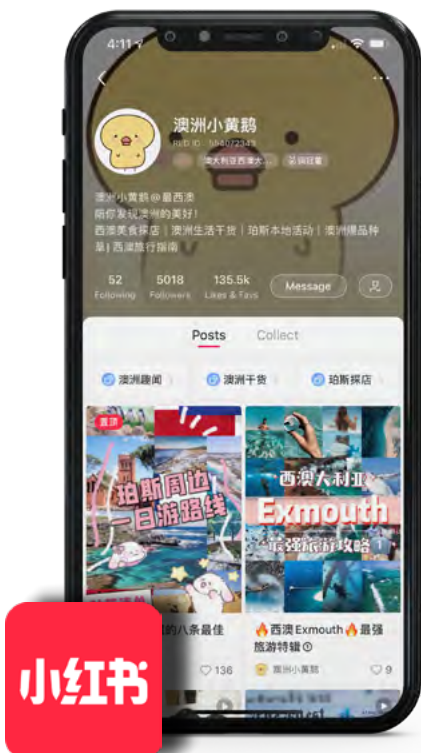
MATCH YOUR INFLUENCER TO YOUR AUDIENCE

We find the right influencer, ensuring there's a good fit between your brand and their sphere of influence.



TRACK RESULTS

We use a range of marketing metrics to track the success of your campaign.



Why do you need it?



Image Post



Video Post

It is no longer just a social networking platform but also an e-commerce platform. Users can share their shopping tips, product reviews and living styles. It soon became a popular platform that contains different communities sharing their lives or running business. Lots of KOLs are actively sharing their shopping advice and the audience can purchase the product directly within the platform, this creates a trend of RED KOL Marketing

RED KOL Marketing

As a lifestyle platform for young people, Xiaohongshu (RED) boasts a user base exceeding 220 million, with over 87% being female users, who are the primary consumers. More than 70% of its users are born after 1990. Through KOL endorsements, businesses gain trust endorsements and create ripples of traffic, ultimately leading the target audience to their desired destinations.

\$1,450
/ 3 KOLs



Boost your brand awareness by KOL marketing

KOL (Key Opinion Leaders) is an individual or association who is an expert in a particular field. Their words or comments can usually bring a positive impact on products or services via Chinese social networking site.

合作红人



澳洲小黄鹅
ID: 554072343

 8,800
Followers


合作红人




廖月亮
ID: moon0512

 8,300
Followers

合作红人



Yoga
ID: 422929097

 5,900
Followers

To learn more about Western Australia's influencers, please contact us...

Ad Rates



ONLINE POST



MAGAZINE EXPOSURE

\$1,450

3 Perth KOL Store Explorations
+ RED Post Promotion + Featured in The MOSTWA Magazine

*GST not included

FACEBOOK

Facebook Page

By using Facebook, Instagram and Weibo, Most WA media will help you launch a successful social media marketing campaign. Using the perfect medium, at the right volume.



MOSTWA PAGE



8

Events

+2 last 90 days



38.5K

People reached

+10.4K last 90 days



863

Event responses

+142 last 90 days



1.1K

Ticket clicks

+111 last 90 days

Hitting Your Targeting Audience



Precision Targeting

Advertisements can be targeted based on hundreds of labels such as location, gender, age, behavioral habits, interests, and hobbies.

Demographics



80%

Age 18-40 Female

67.7%

Local Subscriber

Facebook promotion

*Past Cases



Image Post

PEOPLE REACHED **3,600+**
UNBOOST PROMOTION



Boost Post

PEOPLE REACHED **1,000+**
Reach more people by boosting your post
BOOSTED REACHED **12,000+**

	Post	Boost
Price	\$100	From \$150

*Price not include GST

*Past Cases



Video Post

PEOPLE REACHED **7,000+**
UNBOOST PROMOTION



Boost Post

PEOPLE REACHED **846+**
Reach more people by boosting your post
BOOSTED REACHED 6,200+

	Post	Boost Post
Video	\$200	From \$300
Professional Video	From \$500	

*Price not include GST

INSTAGRAM

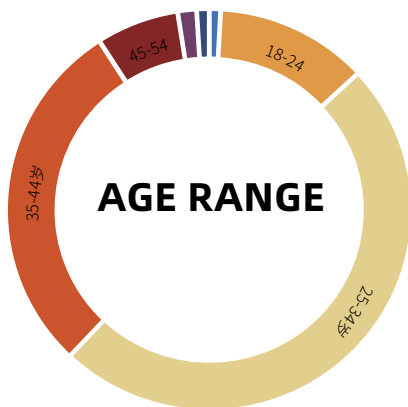
Instagram



Instagram marketing is simply another strategy used to spread your marketing materials across a given digital channel. What makes Instagram a great platform is that many are finding that they can implement influencer marketing to help them reach a wider audience.

SUBSCRIBERS **2,900+**

FOLLOWERS



MALE: 36%



FEMALE: 64%

EVENT MANAGEMENT

Origin Events

非梵·策划 ORIGIN EVENTS

Most WA media has also worked with corporate clients from many sectors around the globe, in providing local knowledge, support and experience for all their conferencing and photography requirements.



If You Are The One Australian specials



WA Asian Business & Cultural Carnival



Miss Australian Chinese Pageant 2023



▲ Chinese-Australian Cultural and Charitable Activities



▲ Study Perth Event



▲ Annual Gala Dinner for Thousand-Person Companies



▲ EAORON Perth Press Conference



▲ Western Australia Police Safety Seminar



▲ Small Business Development Department Seminar

OUR CLIENTS



OUR TEAM

Connect what you want to say with who you want to listen!



MOSTWA Media
最西澳文化传媒

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