2026

M O S T W A

MEDIA KIT



Magazines



MAGAZINE REACH (MONTHLY)

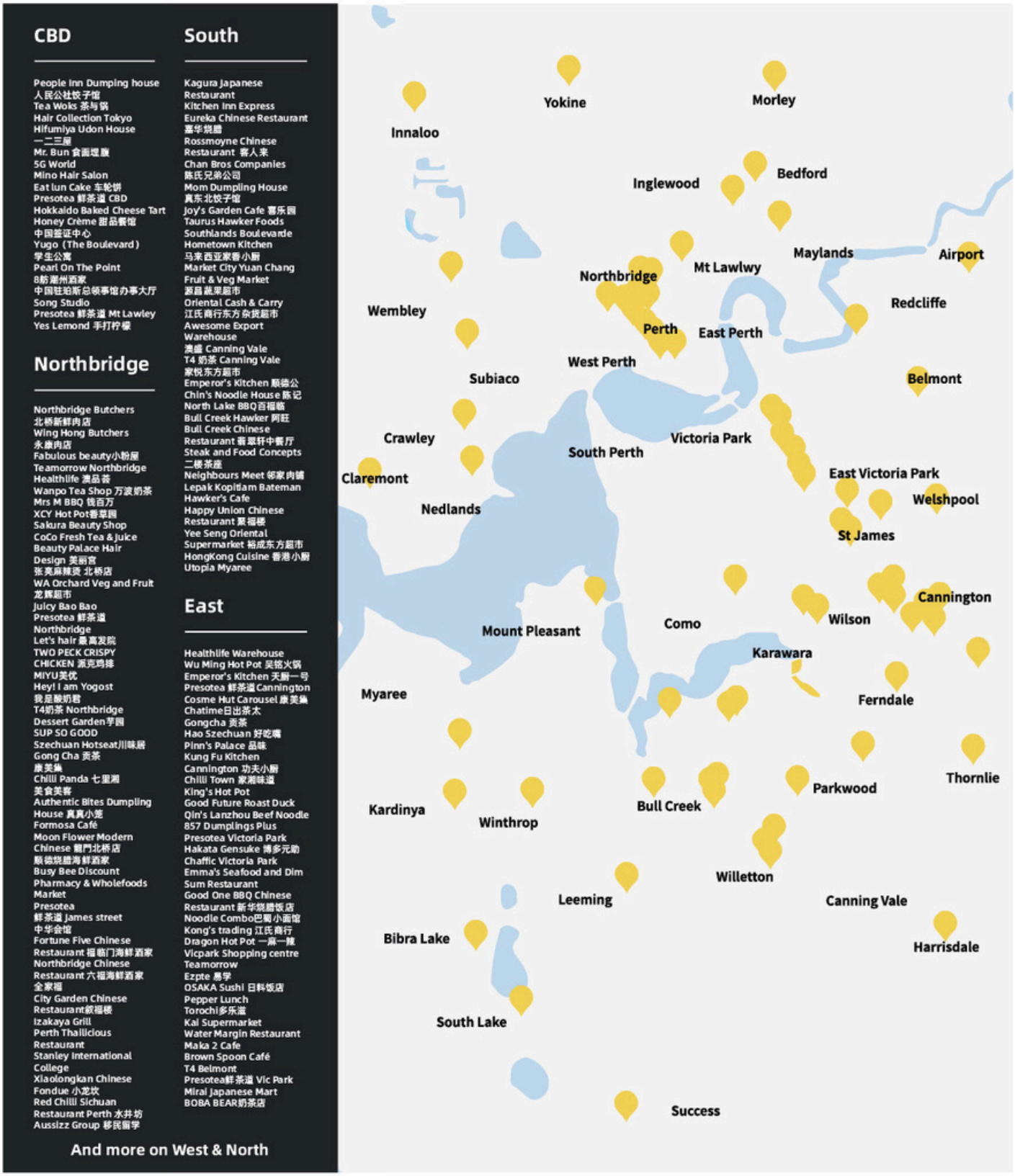
22,500+
Cover Page Impressions

15,000+
Standard Page Impressions

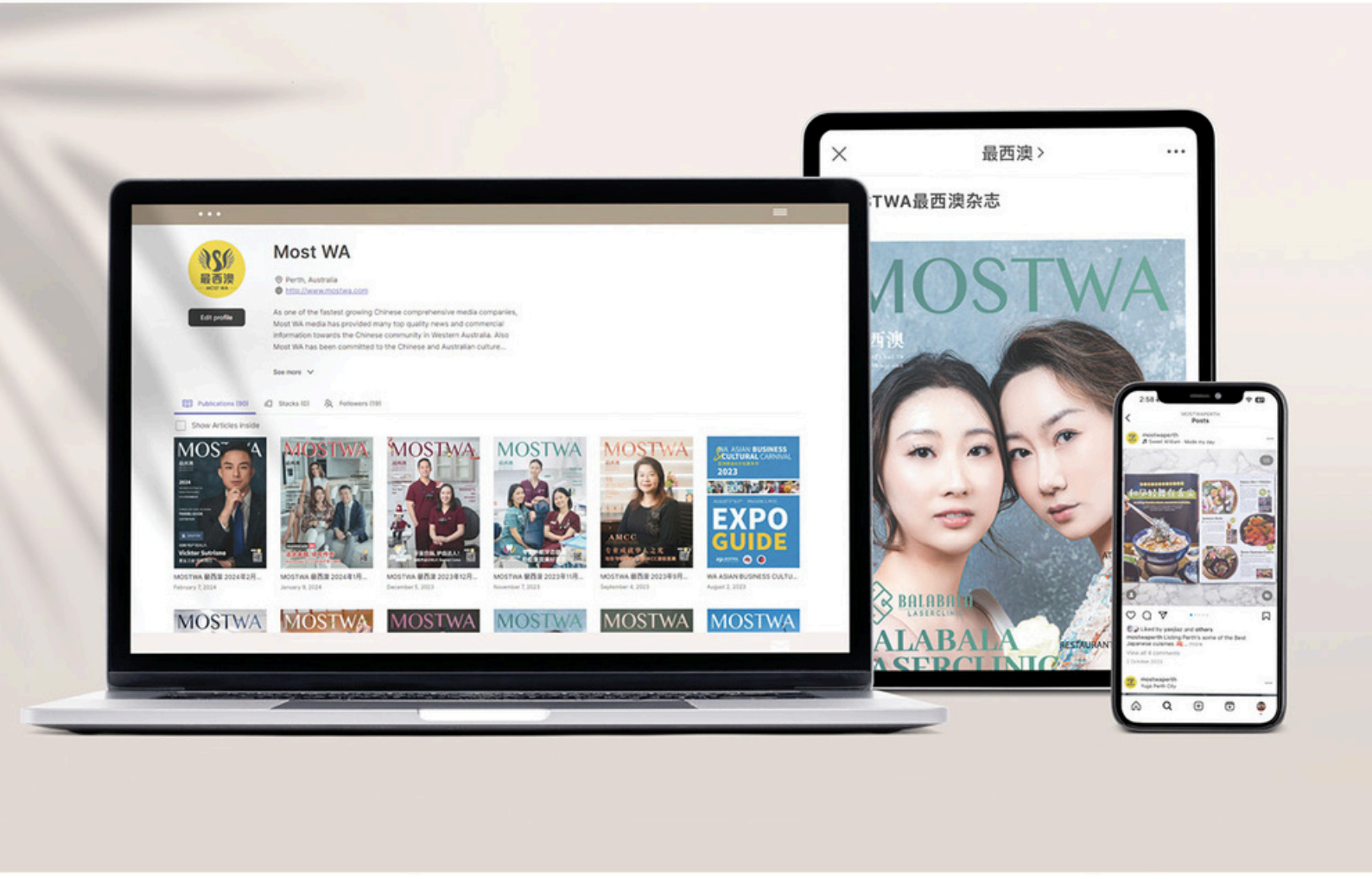
15,000
copies in circulation

200+
strategic distribution points

Magazine Distribution Map



Multi-channel Exposure



Email newsletter subscription

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 3,5,30,31,59	$1,500	N/A
Page 4,7 and 58	$1,200	N/A
Back Cover	$2,000	N/A
Cover page	**$6,000** (Professional Photo Shoot + 4 Pages Story Writer)	
Additional Services	Graphic Design: $250 (full page) / $180 (half page)	

**All rates are exclusive of GST*

MostWA

WeChat Subscription Account

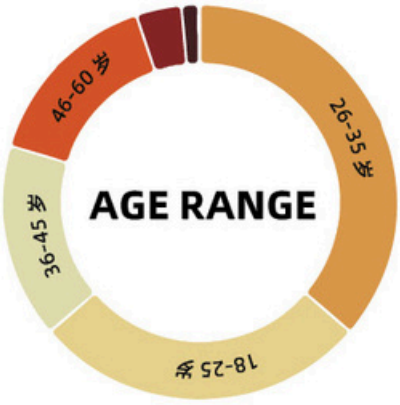


5,000+ views
for headline (major) articles

1,200+ views
on average for 2nd-8th articles

SUBSCRIBERS 100,000+

SUBSCRIBERS





WeChat Subscription

Ad Rates

Major Post

Include
Copywriting

$1,800



2nd

MOSTWA
$500

Instant Post

MOSTWA
$200

WeChat Subscription

Ad Rates



Top Banner



Middle Banner



Bottom Banner

MOSTWA		
Position	Top/Mid Banners	Bottom Banners
Major Post	$150	$80
2nd Post	$80	$50
Instant Post	$50	$25
3rd-8th Post	$50	$35
Graphic design $100, GIF banner design $150		

**The price does not include GST*

WeChat Moment Marketing

Ad Formats and Price



$100

/POST

8 Accounts
1 Post/Account
*GST not included



Text Content + Link



Text Content + Images



Text Content + Video

Video Marketing

Professional Team



CREATIVE *Video* SOLUTIONS

- *Creative Storytelling*
- *Strong Community Influence*
- *Cross-Platform Presence*
- *High-Impact Campaigns*

Video Marketing

Packages

	PREMIER PACKAGE ($1,200)	SUPREME PACKAGE ($1,660)
Original Price	$2,400	$4,200
Video Production	$700	$1,500
- Version	HD	Professional Team
- Script	Included	Custom-made Script
- Editing	✓	✓
- Length	120 Secs	Flexible
Marketing Channels	$1,700	$2,700
- WeChat Moments	8 accounts × 5 times	8 accounts × 10 times
- WeChat Official Account	Banner 10 times	Banner 20 times
- WeChat Video Channel	✓	✓
- Facebook	✓	✓
- RED	✓	✓
- Chinese TikTok	✓	✓
- Instagram	✓	✓
Full Marketing Report	✓	✓
Commercial Use Rights	✓	✓

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 **100,000+**

ADVERTISING RATE

$200 / POST

FOLLOWERS





MALE: 42%



FEMALE: 58%

RED KOL Marketing

RED(Xiaohongshu) 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

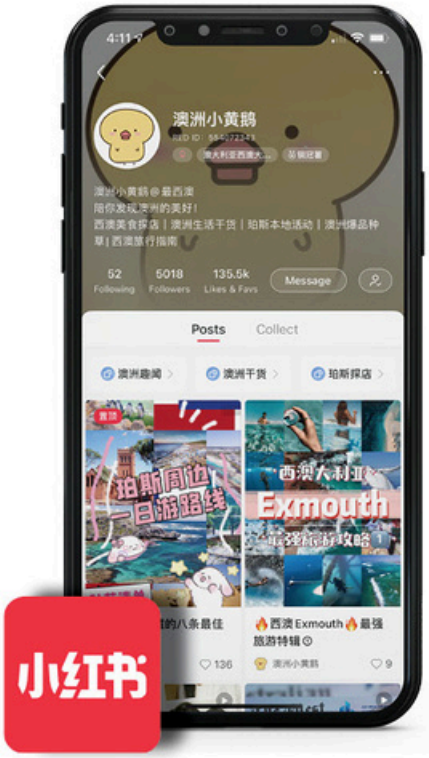
Do you want to raise brand awareness, generate leads or something else? We help you clarify your goals and messaging.

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

Ad Rates



ONLINE POST



MAGAZINE EXPOSURE

$1,450

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

*GST not included

Redbook Management

Strategic Precision • Accelerated Growth



ACCOUNT SETUP

HIGH-QUALITY CONTENT

TARGETED MANAGEMENT

DATA OPTIMIZATION

Services

Our Redbook Management Services



Account Setup & Basic Optimization

Profile picture, bio, keywords, and visual consistency.



Content Creation & Posting

High-quality copywriting, hashtag optimization, weekly posts.



Engagement Management

Comments & DMs maintenance to enhance audience interaction



Data Analysis & Strategy Adjustment

Quarterly performance reports with strategic optimization

Pricing

	STARTER PLAN 基础版	GROWTH PLAN 成长版
Best For	steady brand exposure	enhanced engagement & growth
Posting Frequency	1 post per week	2 posts per week
Photography Service	Once every 3 months	Twice every 3 months
Engagement Management	Comment & DM replies	Comment & DM replies + Monthly influencer collaboration*
Data Analysis	Quarterly report	In-depth quarterly report & strategy optimization
Content Optimization	✗	✓
Price (3-month minimum)	**$799/Month**	**$999/Month**

*Influencer collaboration includes engagement activities such as cross-promotions or content interactions to enhance brand reach. Price do not includeing GST.

Additional Services (Optional)

Business account verification
$899/year, $200 renewal fee per year

Extra Photography
Discounted rates based on Perth market (pricing on request)

Additional Content
$100 per extra post

Advertising Campaigns
Pricing based on Redbook official rate

MostWA Instagram

代运营套餐

三档服务，覆盖基础运营、内容增长到品牌打造，不同阶段商家都能找到合适方案。

STARTER PLAN 基础版

- 每周 **2 条**内容（图文 + Reels）
- 不含拍摄，用现有素材做基础运营
- 适合预算有限、已有素材、只需基础代运营的品牌

$799/月

GROWTH PLAN 成长版

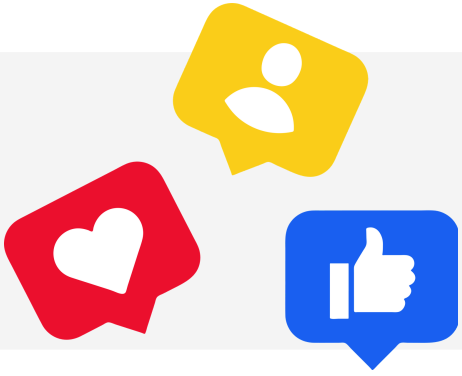
- 每周 **3 条**内容，含每月 1 次拍摄
- 内容质量升级，增加视频与评价内容
- 适合需要每月拍摄、提升内容质量与账号曝光的品牌

$999/月

PREMIUM PLAN 品牌版

- 每周 **4 条**内容，含每月 1–2 次拍摄 + 策略支持
- 品牌视觉、内容规划、数据复盘一体化
- 适合要打造品牌形象、提升视频内容比例、需要完整策略支持的客户

$1299/月



不确定选哪一档？

和我们聊一聊，我们可以根据你的行业与预算给你建议。

	Starter 基础版 $799/月	Growth 成长版 $999/月	Premium 品牌版 $1299/月
内容发布	每周 1 个图文帖子（Feed Post）；每周 1 个 Reels 视频 客户提供素材；我们负责剪辑、排版、发布; 基础视觉模板（统一风格）；文案撰写; 基础标签（Hashtag）策略	每周 1 个图文帖子；每周 2 个 Reels 视频；统一视觉模板（升级版）；Review 客户评价内容收集 + 设计 + 发布；进阶标签（Hashtag）策略；强化版文案撰写	每周 2 个图文帖子； 每周 2 个 Reels 视频； 高级视觉模板（品牌色 + 定制封面） ； 高质量 Review 案例内容制作； 专业级文案； 趋势 + 品牌双重 Hashtag 策略
每月拍摄	✕	1次手机拍摄 40 分钟；场景：环境 / 产品 / 操作 / 员工；输出：用于当月发帖的照片 + 视频素材	1-2次每次 60 分钟专属 Reels 镜头拍摄； 人物 / 环境 / 操作流程 / 主题视频； 适合品牌长期素材库
账号管理	基础互动维护（评论 + 私信回复）； IG Highlights（封面设计 + 分类设置：服务 / 案例 / 环境 / FAQ / 促销）	轻度互动维护（评论 + 简短 DM）； 每月 3 条 Story 运营； IG Highlights 封面 + 分类设置	深度互动（评论 + 私信）； 每周 2–3 条 Story 运营； 品牌版 IG Highlights 封面（定制）； 每月素材库（可用于官网、FB、Google 商家）
内容规划	✕	每月基础内容日历； （主题方向 + 初步排期）	完整内容日历（主题方向 + 内容重点 + 拍摄建议）；每月 1 次策略会议（30 分钟 Zoom）；竞争对手分析（3–5 个同行）
素材支持	每月素材库整理（客户素材 + 我们剪辑的内容）	当月拍摄素材 + 客户提供素材 → 整理成素材库	当月拍摄素材 + 客户提供素材 → 整理成素材库
数据报告	基础月报（曝光 / 互动 / 粉丝变化）； 基础运营建议	增强版月报（内容表现 + 互动分析 + 可执行建议）	深度月报（趋势、分析、增长策略建议）

MostWA Instagram

代运营套餐可选

账号设置服务 — $299/次

创建/升级商业账号，例如：头像、简介、联系方式、Highlights分组

专业摄影 — $499/次

20分钟，适合全年可长期使用的广告素材

专题视频拍摄 — $299/条

15-30秒，适合广告/Reels/官网

桌面产品拍摄 — $20/单品

适合餐饮、零售

KOL 合作协调 — 每位 $100

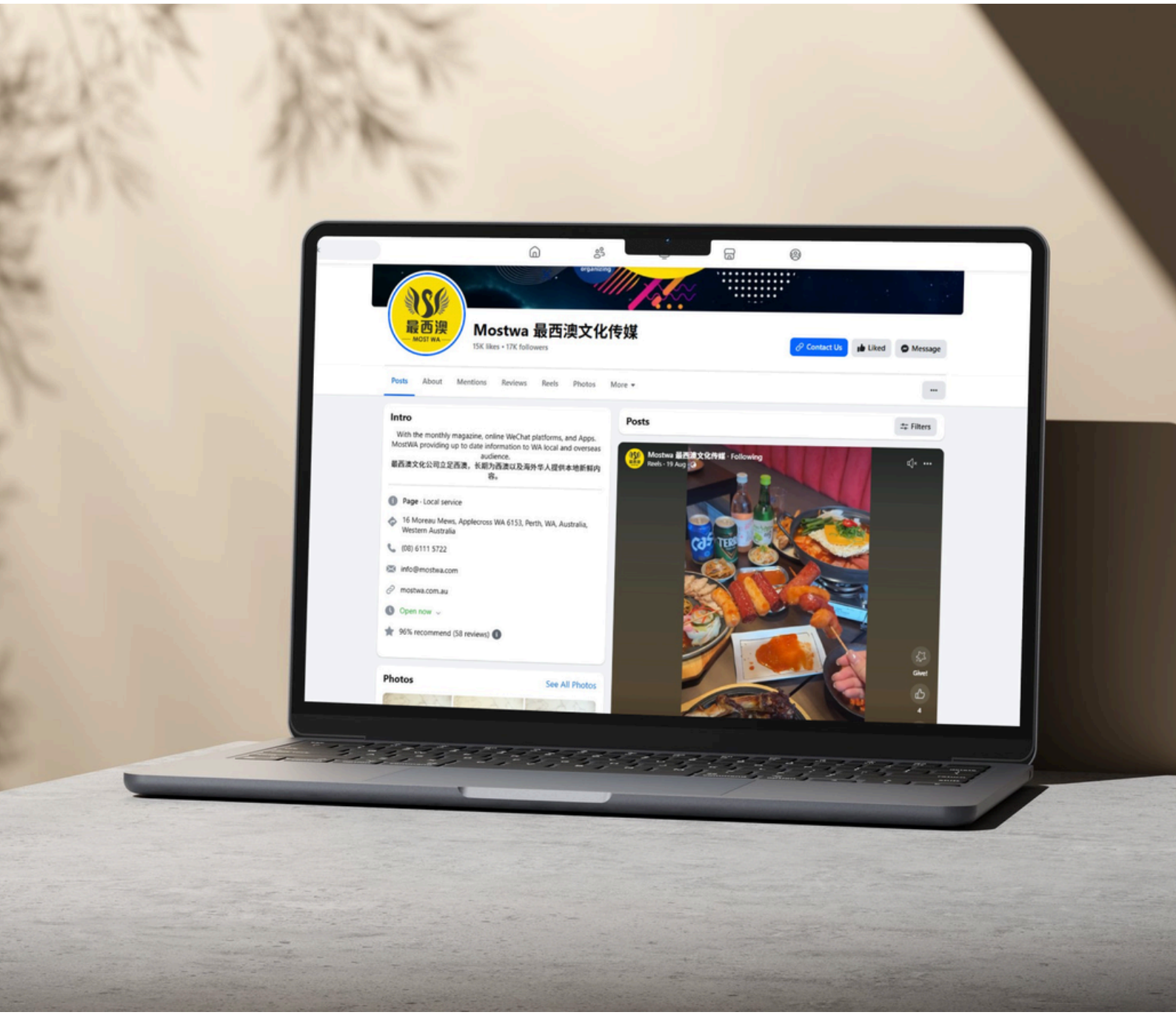
负责沟通、联络、确认合作细节。*若因商家个人原因如因场地；员工未准备好，未拍摄或发布，服务费不退。

跨平台同步发布

Facebook：+$100/月
LinkedIn：+$100/月

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.



Hitting Your Targeting Audience

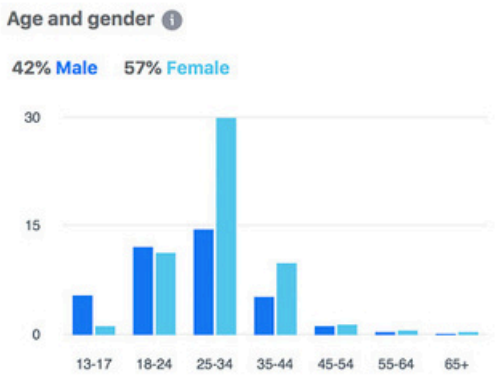




Precision Targeting

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 Campaigns





Image Post

PEOPLE REACHED

3,600+

UNBOOST PROMOTION

Boost Post

PEOPLE REACHED

1,000+

BOOSTED REACHED

12,000+

	Post	Boost
Price	$100	From $150

*Price not include GST

Facebook promotion

*Past Campaigns



Video Post

PEOPLE REACHED

7,000+

UNBOOST PROMOTION



Boost Post

PEOPLE REACHED

846+

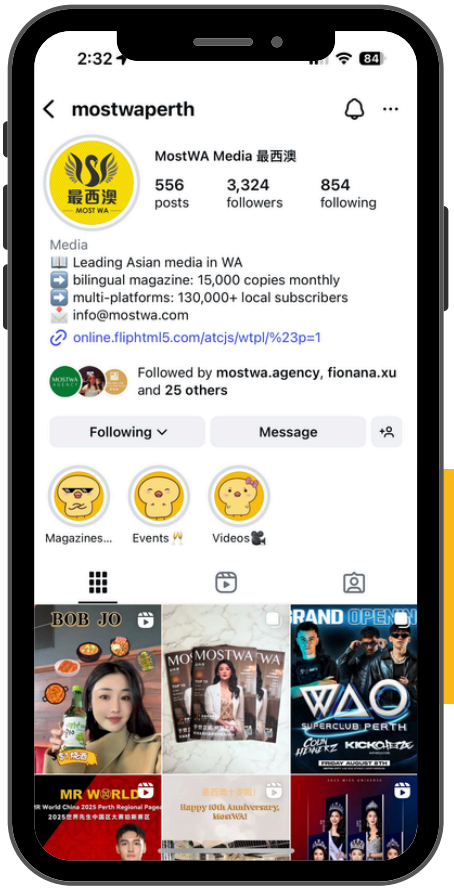
BOOSTED REACHED

6,200+

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

*Price not include GST

Instagram



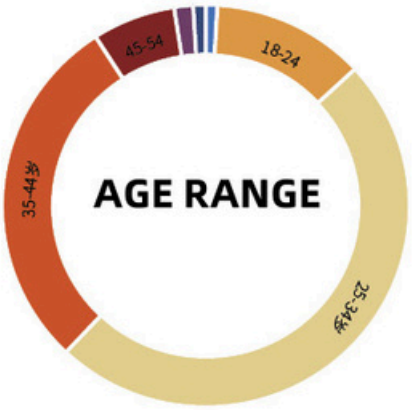
Instagram marketing is simply another strategy used to spread your marketing materials across a given digital channel. What makes Instagram a great platform is that many are finding that they can implement influencer marketing to help them reach a wider audience.

SUBSCRIBERS 3,000+

ADVERTISING RATE

$200 / POST

FOLLOWERS





Event Management

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



Mid-Autumn Festival 2025



Miss Universe CHINA 2025 Perth Grand Final



WA Asian Business & Cultural Carnival



Study Perth Event



SING！CHINA 2019



Film Premiere



Chinese Language Competition



Real Estate Seminar

Our Clients

A selection of the brands we've partnered with — and many more.



























































Our team

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



MOSTWA Media
最西澳文化传媒

(08) 6111 5722 | www.mostwa.com.au | info@mostwa.com
1/16 Moreau Mews, Applecross WA 6153