



# Advertise with us Media Kit

[www.mozaiclub.com.hk](http://www.mozaiclub.com.hk)



## **Mozaic is the first and only English-speaking Social Club for mature Hong Kong residents**

We offer event planning and organizing of our member's leisure time through a variety of engaging group activities and events. Our members are all HK residents looking for genuine friendships and to expand their social network.



www



# Who are our visitors?

Mature, professionals or retired HK residents looking to expand their social network by engaging in attending social events

84% English speaking & HK residents

## Search Traffic



**47%**  
Male



**53%**  
Female



**76%**  
HK Traffic



**95%**  
age 40 and up

## Facebook Traffic

Over 1,500 followers & 1,400 likes on our FB page and growing



**61%**  
Male



**39%**  
Female



**78%**  
HK Traffic



**85%**  
age 40 and up



## Search Traffic

94,168

Monthly Impressions

16,179

Google Search

10%

Other Search

85%

Mobile/Tablets

## Social Traffic

951,231

Social traffic

91,378

Facebook Engagement

1,640,675

Facebook Reach

854.5k

Twitter Impressions

These website and social media traffic stats were compiled on 08.08.17 - 09.08.18 and based on monthly average performance.



# Why advertise with us?

Our audience is the mature, over 40, HK resident, who is looking to expand their social network by meeting and engaging with like-minded people.

- We collaborate across many service platforms, to include food & beverage, travel, cultural and sports providers
- We are the first and only Social Network Expansion Brand in Hong Kong
- Cost Effective - very competitive pricing reaching a large HK audience
- Drive interest in your products and services with new customers
- Be a part of our growing community and get noticed by our readers
- We can assist with preparing your full-colour adverts



# Email Marketing

- Stylish EDM & Newsletters are sent to all our subscribers
- Bi-monthly newsletter includes 3 articles on What's New and our Blog
- Weekly EDM notifications of upcoming calendar events

Type	Monthly Price	Sent	Specification (in pixels)
EDM Banner - Wide Ad	\$500	Bi-monthly	600w x 200h
Newsletter Banner - Wide Ad	\$500	Bi-monthly	600w x 200h
Square Banner Ad	\$300	EDM or Newsletter	300w x 250h

Additional cost for banner ad design service.



# Social Media Marketing

- Reach your target audience on our Social media channels
- We engage mature, English-speaking HK residents
- We post daily on our social media channels
- We post quality content, photos, videos & graphics for our audience
- Our contents drive traffic & conversions

Type	Price	Duration	Specification
Video or content posting	\$2500 per post	Forever	--

Sharing and posting to Mozaiclub social media channels drives traffic to your target audience.



# Mobile & Web

Most of our viewers are from mobile platforms who are engaged in our popular Blog and What's New section.

Type	Price	Duration	Specification (in pixels)
Homepage Banner Ad	\$4,000	month	970w x 160h
Homepage Half Size Ad	\$2,500	month	728w x 90h
Blog Page Banner Ad	\$2,500	month	728w x 90h
What's New /Blog Banner Ad	\$2,500	month	728w x 90h

Banner ad design service enquires: [advertising@mozaicclub.com.hk](mailto:advertising@mozaicclub.com.hk).

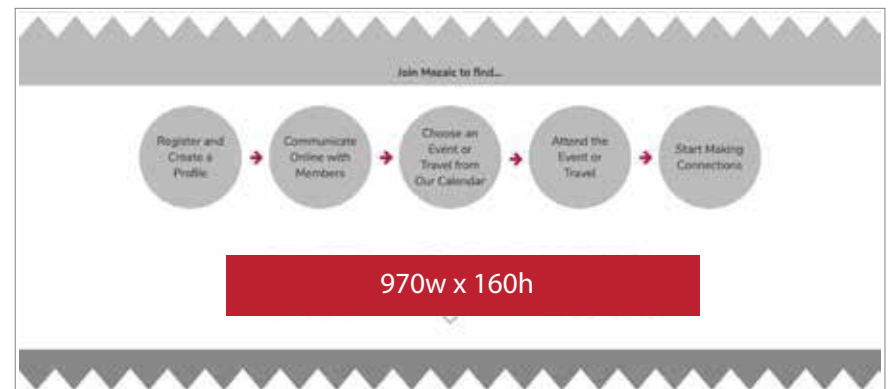




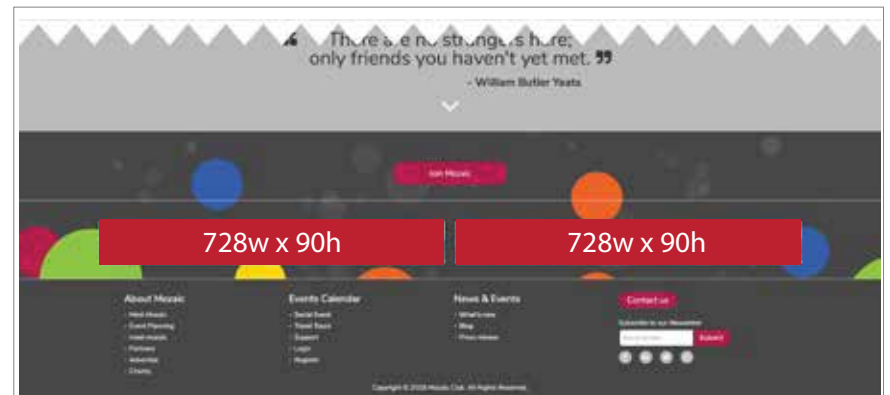
# Ad Space Homepage



Slide position



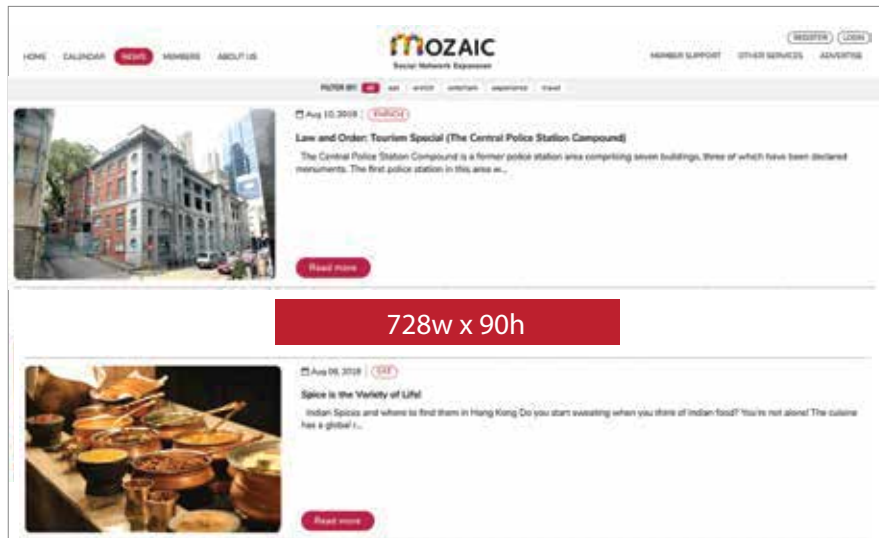
Content position



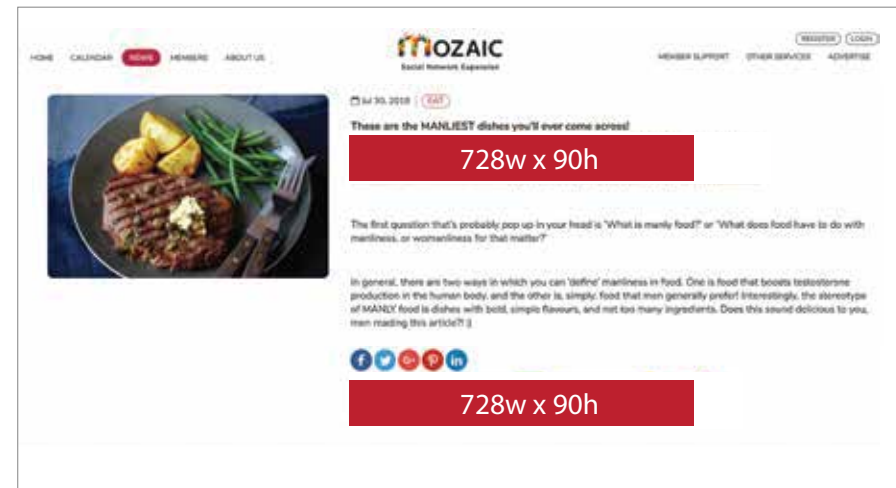
Footer position



# Ad Space Blog Page



Blog Category Banner Position between every 6th article



Blog Content page 2x Banner Position Start of content and one below contents



# Ad Space What's New Page

HOME CALENDAR NEWS MEMBERS ABOUT US

MOZAIC  
Social Network Expansion

REGISTER LOGIN

MEMBER SUPPORT OTHER SERVICES ADVERTISE

Jan 25, 2018

**Great Event Last Night at Aqua**

728w x 90h

A Wine pairing dinner sponsored by Claudia Caspavere of Valdivia wines at aqua featuring Michelin Star Guest Chef, Giuseppe D'Aquino and VillaBella Owner and Wine Maker, Franco Cristoforetti.

f t g+ p in

728w x 90h

PREV POST

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Whats new Content page 2x Banner Position Start of content and one below contents



# Ad Space EDM Newsletter



2 February 2018 Mozaic Events Newsletter



**Monthly Complimentary Happy Hour for Members & Friends at the Globe**

7 Feb 2018 (Wed), Time: 19:00 - 21:00, Free for Members  
Our complimentary happy hour in February will be held at the Globe, in the Garley Building, 45-53 Graham Street, Central. There will be 7-8 types of beer to taste along with bar snack food to share. [Join now](#)

600w x 200h

**Saturday, Sai Kung Island Cruise**

10 Feb 2018 (Sat), Price: \$250

The Sai Kung geopark is famous for its



**Valentine's Dinner at Umami. A 20% discount for Mozaic Members**

Whether you are looking for a spot to propose or just a casual dinner to celebrate with your loved one Le Meridien Cyberport is ready to cater all your needs. Book before February 11 to enjoy 20% early bird discount! [read more](#)

600w x 200h

**Hong Kong's Fantastic Gin COMEBACK**

Gin like any other liquor is a distilled beverage, infused predominantly with juniper berry flavor.

[read more](#)



**Triads Historical Overview Event**  
interesting lecture on the HK Triads with Jason Wordie



interesting lecture on the HK Triads which was presented by HK historian, Jason Wordie together with a delicious dinner at the Le Meridien Sunset Room in Pokfulam.

[read more](#)

300w x 250h

300w x 250h

Follow us on Social Media



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You can update your preferences or unsubscribe from this list

Header position

Content position

Footer position



# Ad Space EDM Events

La Boheme: Live in HD on Saturday,  
1 September 2018 at Bethanie Cowshed Theatre

600w x 200h

**Dear members & friends.**

Still a few spaces left to join us for an entertaining and delicious, evening event, watching Chef G. prepare a selection of his delectable Italian food. As a guest, you are invited to help out with the food preparations or just sit back, watch, sip some vino or drink a beer and enjoy the freshly prepared dishes.

Header position

Help us build a better network Share with Friends now!

Share Tweet Forward

Join us now

300w x 250h 300w x 250h

Follow us on Social Media

f in t i g

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Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list

Footer position



# Testimonials

“

Very good idea and what a great list of events!  
Definitely worth trying out!

”

*Francis Tjia*

“

A great way of meeting people and sharing some fantastic experiences  
together at the events organised by Mozaic.

*Philippa McElhinney*

“

We shared a great night amongst all different cultures and discussions.  
Thank you Carol and Jacqueline for making it happen!!!

*Christelle Dromer*

”

“

It was great Networking at your party. Keep up the good work and you  
will see me in your other fantastic Networking events...

*Elizabeth Gonzalez*

”



# What's New & Blog Post

- Post your article on our blog post and What's New pages
- Great way to target traffic to your site
- Increase your SEO search ranking from a top site
- Gain new target leads from Mozaic Club Members

Type	Price	Duration	Specification
Video or content posting	\$2500 per post	Forever	--

All articles and video posting are subject to contents being approved by Mozaic Club



Contact us at :

[advertising@mozaiclub.com.hk](mailto:advertising@mozaiclub.com.hk)

[www.mozaiclub.com.hk](http://www.mozaiclub.com.hk)