

# *Thirst*

M A G A Z I N E

**ThirstMag.com**  
**Media Kit**  
**2014**

## Profile

Being the one and only drinks focus publication in Malaysia, ThirstMag.com focuses on the industry's development and professionals through its website and social media tools.

ThirstMag.com was founded by Kim Choong on 15<sup>th</sup> March 2012 during the rise of the local cocktail scene in Kuala Lumpur. Bartending competitions were held more frequently than ever and cocktail specific bars were mushrooming in the heart of the city. It was a time when a platform was necessary to make a journal of the trade.

**Thirst** MAGAZINE

Thirstmag Cocktail Competition

30 ml Rum  
60 ml xxx juice  
40 ml "secret"

My Signature Creation

ANGOSTURA

Home Beer Coffee & Tea Cocktails Whisky Wine People Outlets Gourmet Events & Promotions Gallery

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**Chivas By Pininfarina**  
25th May 2013  
Premium Scotch Whisky brand partners with Italian car design company for a limited run of bottles

**May Giveaway**  
American Apple Pie

**PROMOTIONS** **EVENTS**

**Tedboy Bakery Discount**  
Every Monday  
Special promotion for people who live, work and study in Bangsar area.

**Tea Time Special**  
Every Monday  
Any dessert of your choice with your favourite 8y coffee for RM18++

**Bubbly Sunday**  
Every Sunday  
Drink all champagne you can for RM135++ inclusive of breakfast

**Drinks Forum**

**PRODUCTS**

**Budweiser Goes Black**  
Beer

**Toasting to Equality**  
Wine

**Instant Café**  
Coffee & Tea

**OUTLETS**

**Tropical Spice Garden**  
Others

**Wine Talk with Room Service**  
Others

**The Establishment**  
Bars & Clubs

**The Wok & Barrel**  
Restaurants

**Rock Bar at Ayana Resort & Spa, Bali**  
Bars & Clubs

**ChynaBlack**  
Bars & Clubs

**GALLERY**

**JOHNNIE WALKER. GOLD LABEL RESERVE**  
THE CELEBRATION BLEND  
Johnnie Walker Gold Label Penang 6.4.2013

**EVENTS & PROMOTIONS**

**Tedboy Bakery Discount**  
Promotion  
1 Oct 2012 - 31 Dec 2013  
Special promotion for people who live, work and study in Bangsar area.

**Calendar**  
May 2013  
S M T W T F S  
1 2 3 4  
5 6 7 8 9 10 11  
12 13 14 15 16 17 18  
19 20 21 22 23 24 25  
26 27 28 29 30 31

**By Day**  
- Sunday  
- Monday  
- Tuesday  
- Wednesday  
- Thursday  
- Friday  
- Saturday

**By Location**  
- Bangsar  
- Bukit Bintang  
- Changkat Bukit Bintang  
- Damansara  
- Solaris Mont Kiara

**club live band Pavilion pub**  
**liqueur desserts gadgets**  
**Classic Fine Foods**  
buy whisky single malt

**MOST VIEWED**

Tedboy Bakery Discount

New Beverages in Brozeit

Malaysia Best Sommelier Competition 2012

Teisseire

Tropical Spice Garden

**CONTEST**

**Discerning drinkers**  
To responsible drinkers only. If you drink 12 cups of coffee or a whole bottle of whisky on your own day, please look away.

**TAGS**



ThirstMag Cocktail Competition 2013 – To improve the quality of local bartenders, we organised a national bartending competition of which five international renowned industry experts were invited to choose the best rum cocktail creation.

- We work with industry experts to advocate better drinking culture.
- We move beyond chronicling the industry and to help the drinks scene in Malaysia grow.
- We target to improve the quality of bartenders' skills.
- We promote ethical service, concept creativity and quality development by bars.
- We create events and workshop to share knowledge with our readers.

The website is the biggest platform for drinks trade news in Malaysia. Reporting trade activities such as bartending competitions, barista championships, sommelier championship and tasting workshops.

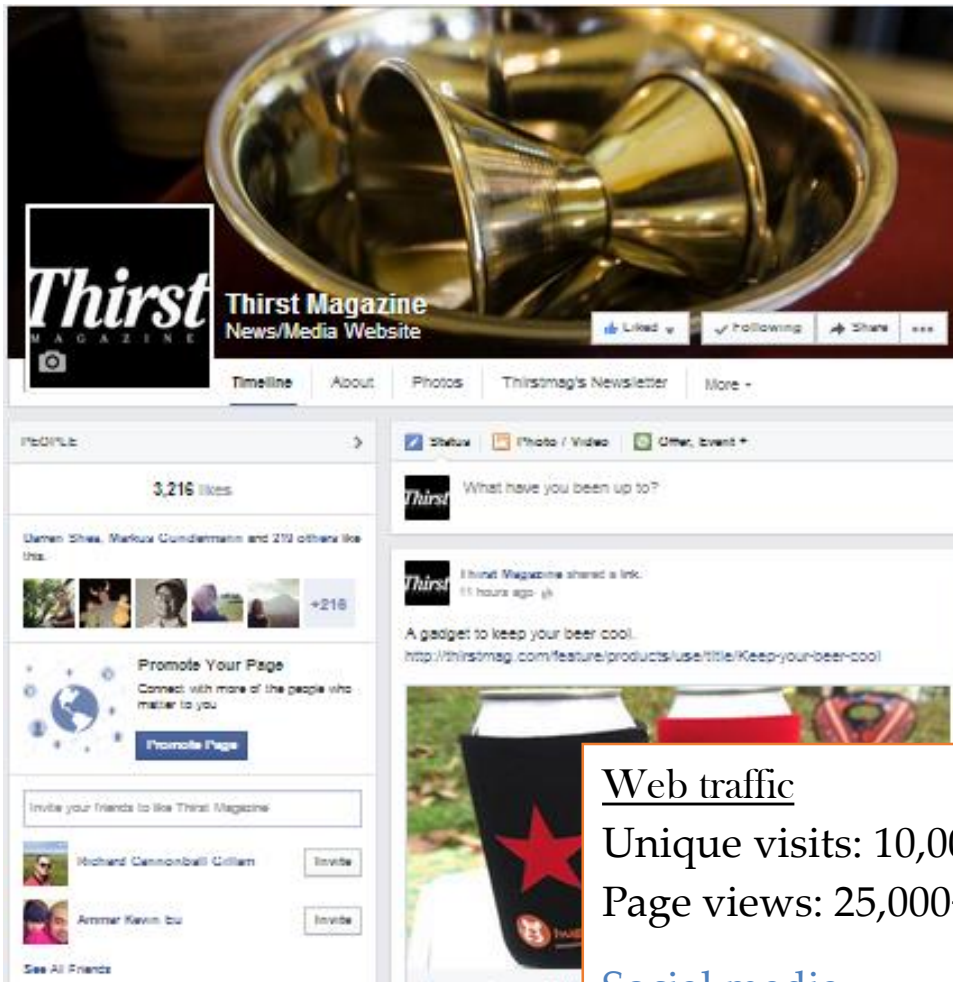
Independently themed sections such as **Beer, Coffee & Tea, Cocktail, Whisky and Wine** cover the latest news, features and products. **Gourmet** section display non-alcoholic beverages, pairings and entertainment related to drinks. **Outlets** section lists and reviews hot bars and clubs. Interview of personalities can be found in **People** section and **Gallery** showcases the events we have attended. **Events & Promotions** provide free listing to outlets.



## Our readers

The website has over 10,000 unique visits every month. The brand promotes its content through Facebook, Twitter, Instagram and Pinterest.

ThirstMag.com is reaching today's tech-savvy consumers from 21 to 45 in Malaysia as well as the larger South East Asian/Pan-Asian region.



### Web traffic

Unique visits: 10,000+ per month

Page views: 25,000+ per month

### Social media

Facebook: 3,000+ fans

Twitter: 200+ followers

Newsletter: 500+ subscribers

## Advertising rates

**Thirst**  
M A G A Z I N E

Diageo World Class Malaysia 2014  
First challenge winners announced  
December 2013

Leaderboard



Home | Beer | Coffee & Tea | Cocktails | Whisky | Wine | People | Outlets | Gourmet | Events & Promotions | Gallery



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PROMOTIONS EVENTS

	Homepage	Landing Page
Leaderboard	450/month	300/month
MPU	400/month	250/month

*Note: Each banner shares a maximum of three rotations.*

Bulk booking discounts:

12 weeks - 5%  
24 weeks - 10%  
36 weeks - 15%  
48 weeks - 20%

### Artwork:

1. Web optimised low resolution jpg, png or gif file formats.
2. Flash format artwork requires prior communication.
3. Artwork design for alcoholic drinks must comply with the Malaysian Code of Advertising Practise  
[[http://www.asa.org.my/pdf/code\\_eng.pdf](http://www.asa.org.my/pdf/code_eng.pdf)]
4. Designer service is available at RM500 per artwork. . For flash banner, any additional slide costs RM300 each

### Contact

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