



Timable

Lifestyle

iPhone no. of Download: 290,000+

Android no. of Download: 270,000+

The best event-based marketing platform in HK with a large volume users who are active cultural and entertainment event participants. It covers popular and indie events across music, theatre, arts, festival events and malls exhibition, to name but a few. Leveraging on the event searching by location function of Timable mobile apps, advertisers can place ads base on 22 pre-set districts.

iPhone App Launched in Sep 2012

Android App Launched in Oct 2013

User Profile: Young urban professional, Lifestyle-explorer

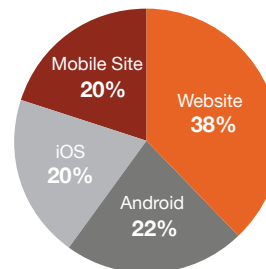
Top 1 in Android New Free Lifestyle Category

Google Play "Best Apps of 2014" Award

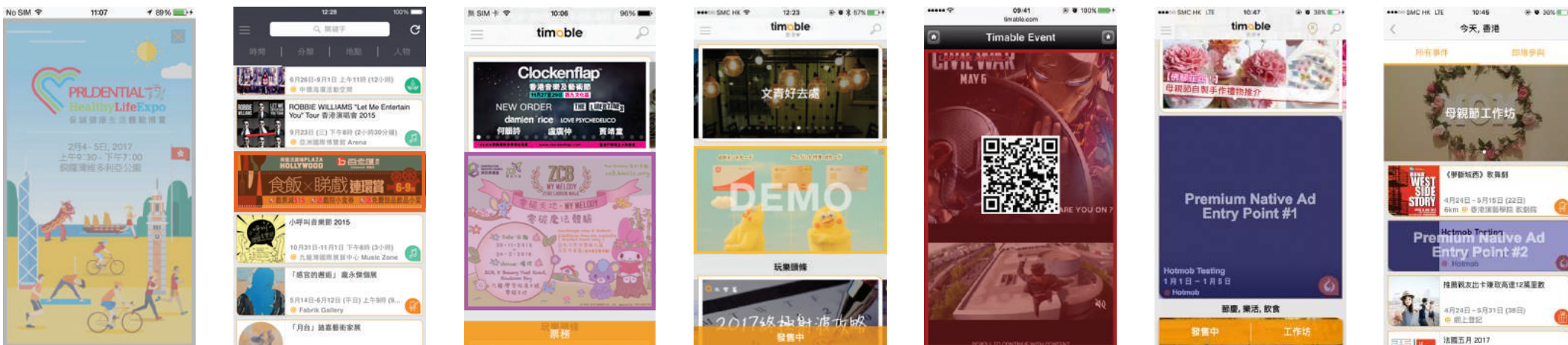
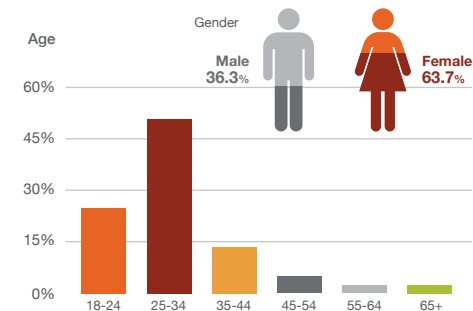
Featured in Google Play "Made in Hong Kong" category

Featured in App Store "Best of June 2015", "Made in Hong Kong" and "Local Living" category

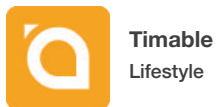
Proportion of the Platform's Page View :



User Demographics :



Format	Interstitial	Maxi Banner	LREC	Video Banner	Interscroller	Premium Native Ad
Platform	iOS APP, Android APP, Mobile Web				Mobile Web	iOS APP, Android APP
Cost	HK\$ 10,500 / week	HK\$ 40 / CPM	HK\$ 60 / CPM	HK\$ 100 / CPM	HK\$ 80 / CPM (Static or HTML)	HK\$ 150 / CPM (Video)
SOV%	50%					
Minimum Buy (Nett)	-	HK\$ 6,000	HK\$ 8,000	HK\$ 10,000	HK\$ 10,000	HK\$ 10,000
Duration	7 Consecutive Days					
Dimension	iPhone 4	640px(w) x 920px(h)	640px(w) x 200px(h)	600px(w) x 500px(h)	- 640px(w) x 360px(h) - One MP4 video (File Size: <3MB) - Close button will be showed at the top right corner - Position: 1.List View - under 7th event item 2. Detail Page - between article and "related events" - Timable menu bar will always be on top - Client to provide: 1.)Creative brief 2.)Artwork files (with layers)	Image: Entry Point #1: 720px(w) x 720px(h) Entry Point #2: 200px(w) x 200px(h)
	iPhone 5 & above	640px(w) x 1096px(h)				
	Android	960px(w) x 1380px(h)				
	Mobile Web	640px(w) x 920px(h)				
Remarks	Loading cost will be applied for HTML, video campaign or special campaign arrangement					



Format	Event of the Day	Priority Event
Platform	Desktop Web, Mobile Web, iOS APP, Android APP	Desktop Web, Mobile Web, iOS APP, Android APP
Cost	HK\$ 5,000 / day	HK\$ 10,000 / week
Position	Main Page	Top 5 position of search result
Remarks	One event per day Campaign period from: 20:00 to 19:59 the next day (HKT)	A free "Event of the Day" will be entitled

Format	Section Billboard	Section Billboard & Brand Page
Platform	Desktop Web, Mobile Web, iOS APP, Android APP	Desktop Web, Mobile Web, iOS APP, Android APP
Cost	HK\$ 5,000 / week / section	HK\$ 20,000 / month
Duration	7 Consecutive Days	-
Position	Section Top	Brand Page: Page Listing
Dimension	Desktop Web: 986px(w) x 250px(h) Mobile Web, iOS & Android App: 1080px(w) x 540px(h)	
Remarks	-	Brand Page: Max 15 events in one page. Amendment once a week is available.

Total Weekly Desktop Web Banner Impression: 300,000+
 Total Weekly Mobile Web Banner Impression: 130,000+

Format	Web Banner	
Platform	Desktop Web, Mobile Web	
Cost	HK\$ 40 / CPM	
Minimum Buy (Nett)	HK\$ 6,000	
Duration	7 Consecutive Days	
Position & Dimension	Desktop Web	The first vertical banner on right hand side - 160px(w) x 600px(h)
	Mobile Web	In between events - 320px(w) x 50px(h)

Facebook Fans Number: 120,000+
 eDM Subscribers: 140,000+

Format	Facebook Feed	eDM
Cost	HK\$ 9,000 / feed	HK\$ 0.8 / email

EVENT CLIENTS ONLY

