

WIKAMAG

MEDIAKIT

# INTRODUCTION

Welcome to Wika Magazine, The Voice of Today's Filipino-American Generation.

Established in 2012, Wika Mag has broken ground in the current wave of Filipino-American online readership in New York City. In the span of only 12 months, we have begun to ingrain our presence by covering the likes of Filipino-American local entrepreneurs such as Michelle and Mary Mangiliman of Dalaga NYC, Nicole Ponseca and Chef Miguel Trinidad of Maharlika and Jeepney Restaurants, and Top Chef All-Star Dale Talde (with his namesake restaurant TALDE Brooklyn).

Wika has covered local Fil-Am talents (from visual artists, musicians, TV/online personalities), the last two Philippine Independence Day Parades, and Filipino icons such as rockbands Eraserheads and Parokya ni Edgar. We are also very proud to have partnered with non-profit organization Gawad Kalinga USA, whose continued efforts to fight poverty in the homeland has created a positive impact for the impoverished.

All in, we have only begun to scratch the surface.

We have seen tremendous growth in viewership, currently with an average of 500,000 hits and 5,000 unique visitors per month, and the magazine is projected to double these figures within the next four to six months. And the above coverages have allowed Wika Magazine not only to reach a huge audience, but also attract more by having a first-page placing on Google searches for the keywords "Filipino Magazine."

A part of our new initiative in an effort to further expand is the launch of our new online marketplace listing. Wika Mag's "Palengke" (Tagalog: "Marketplace") features a list of the best local businesses in New York with direct information, and with the advantage of full feature articles on the magazine to highlight your brand.

Come and check out Wika Magazine, and see what we are all about!



# FEATURES, ASSETS AND SECTIONS

**“SPOTLIGHT” SECTION:** Specified full-features – this includes a write-up, high-resolution photos and videos, and a front-page placement, highlighting individuals or groups (i.e. artists, celebrities, chefs, musicians, business ventures). Here, we share their stories in great detail, and it is the perfect place to highlight new ventures, new products or new business. This is easily our most-popular section, 98% viewership out of every 50,000 hits per day, and with an average of 500 unique visits (and counting daily.) The section caters, most importantly, to the audience that our topic/subject attracts, and we are able to utilize SEOs and social media shares.

**“LIFESTYLE” SECTION:** A general-interest section, all-encompassing from Feature pieces, Technology, Sports, and anything local here in New York. Spotlight stories usually start with teaser pieces here.

**“EVENTS” SECTION:** Highlighting upcoming events and reviews of concluded events. This is our go-to section to broadcast important gatherings on our schedule, and for clients, we can utilize this to share to our network of 4,700 Facebook followers and 1,500 Twitter followers, and more newcomers to the website on a daily basis.

## Things To Do

SUN  
**03**  
NOV  
2013

FUNDRAISER for Earthquake victims of the Philippines

**11 AM - 6 PM** 54W 39th Street, New York, New York 10018

For more a ...

THU  
**14**  
NOV  
2013

Inuman at Pulutan

**7:00 PM - 9:00 PM** Midtown Loft and Terrace, 267 Fifth Avenue (at 29th St), New York NY 10016

*“INUMAN ...*

# STATISTICS

Through the following statistical categories, we are best able to measure and analyze the amount of traffic the website generates. Based on daily, weekly, monthly and annual readings, we are able to determine what content attracts most views, which categories are most popular, and how many new visitors we attract with the articles that we publish.

Visits

5,350



Unique Visitors

4,621



Pageviews

16,726



Pages / Visit

3.13



Avg. Visit Duration

00:01:29



Bounce Rate

4.07%

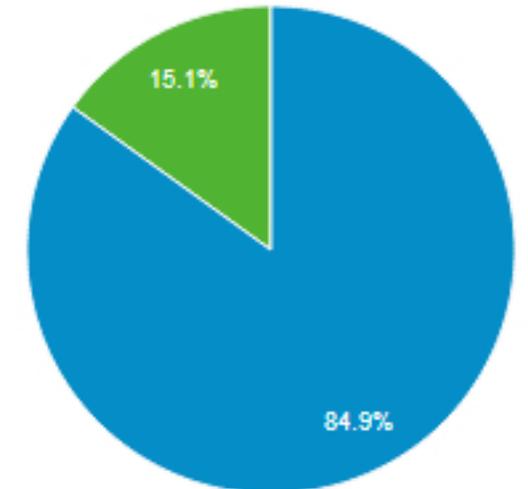


% New Visits

84.92%

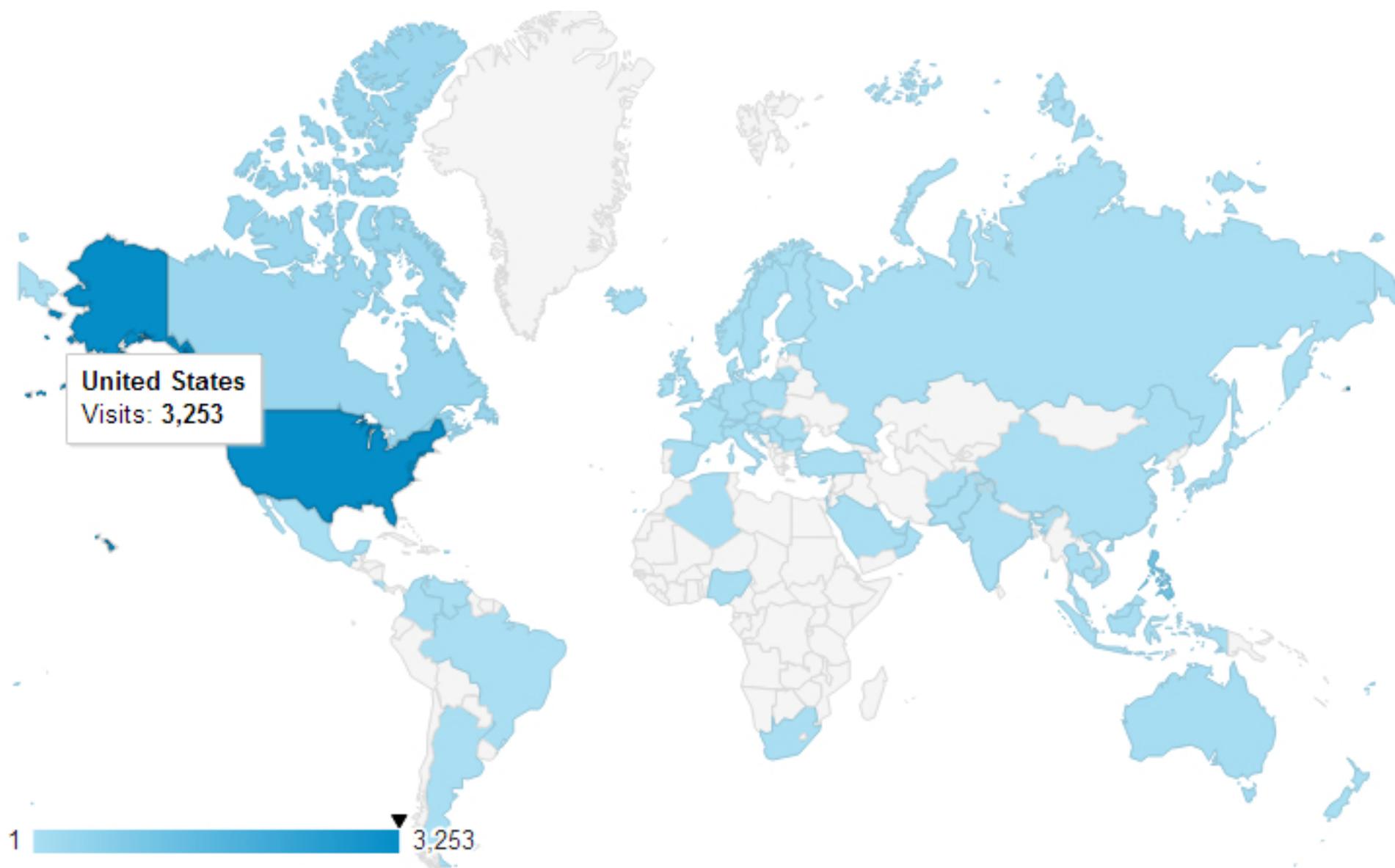


■ New Visitor ■ Returning Visitor



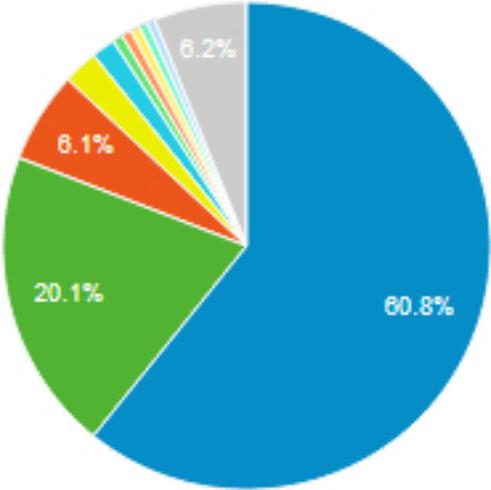
From Sep 22 - Oct 22, 2013

# STATISTICS - LOCATION



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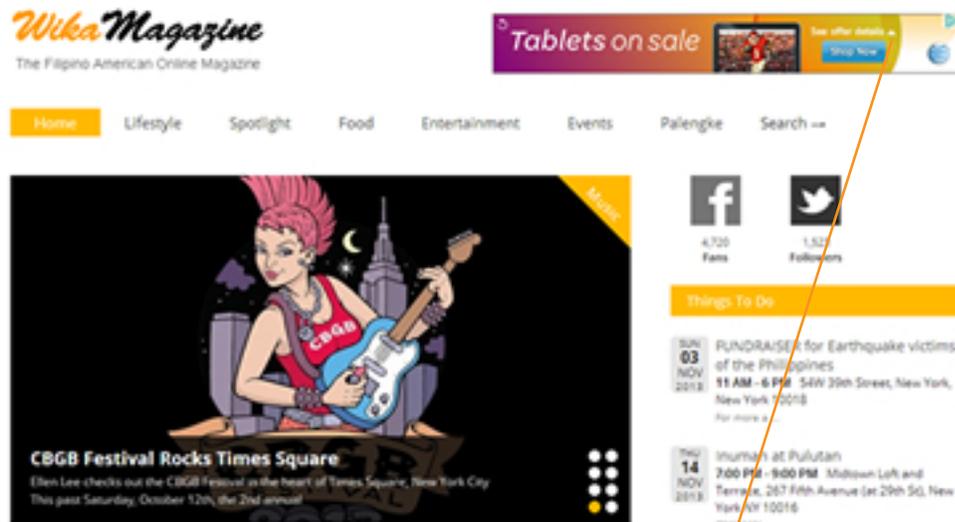
	5,350 % of Total: 100.00% (5,350)	5,350 % of Total: 100.00% (5,350)
1. <span style="color: blue;">■</span> United States	3,253	60.80%
2. <span style="color: green;">■</span> Philippines	1,074	20.07%
3. <span style="color: orange;">■</span> Canada	324	6.06%
4. <span style="color: yellow;">■</span> United Kingdom	123	2.30%
5. <span style="color: cyan;">■</span> Australia	84	1.57%
6. <span style="color: lightgreen;">■</span> (not set)	36	0.67%
7. <span style="color: peachpuff;">■</span> Sweden	35	0.65%
8. <span style="color: gold;">■</span> Singapore	33	0.62%
9. <span style="color: lightcyan;">■</span> Germany	30	0.56%
10. <span style="color: lightblue;">■</span> United Arab Emirates	28	0.52%



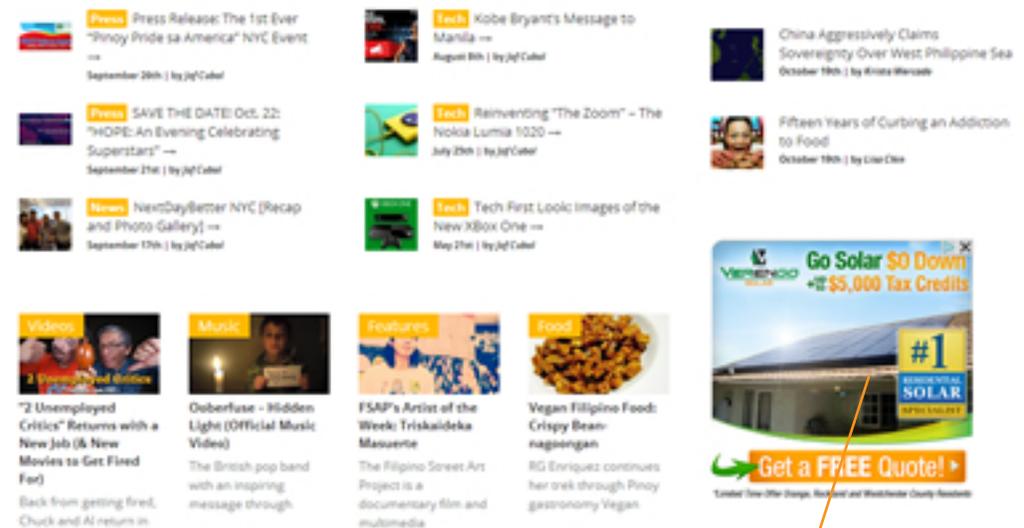
# PLANS AND PRICING

## THE BANNER PROGRAM - \$250/year

The Banner Program is our premium offering among our listing packages. It includes prime placement listing - that puts your name at the top of our business category, complete with your business page (which will have a full-color logo and description, as well as your information, website address and social media links). The package also includes Banner Advertisements on Wika Magazine and a full-feature article with front-page placement.



TOP RIGHT BANNER

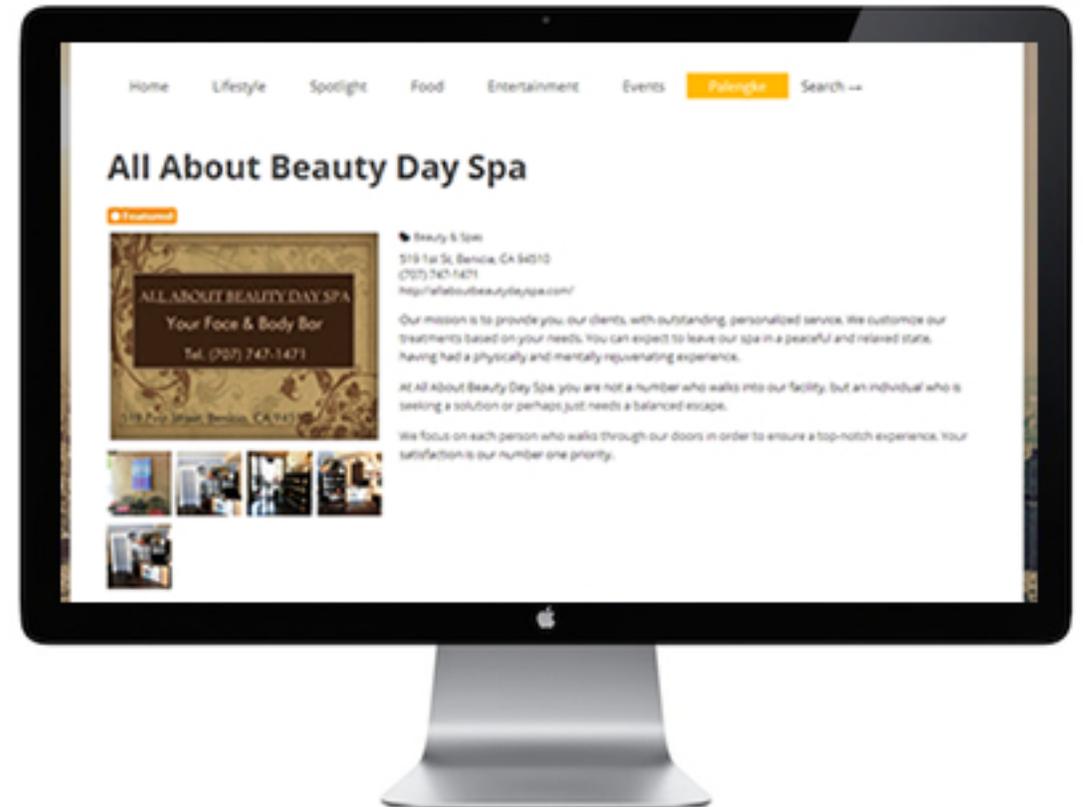
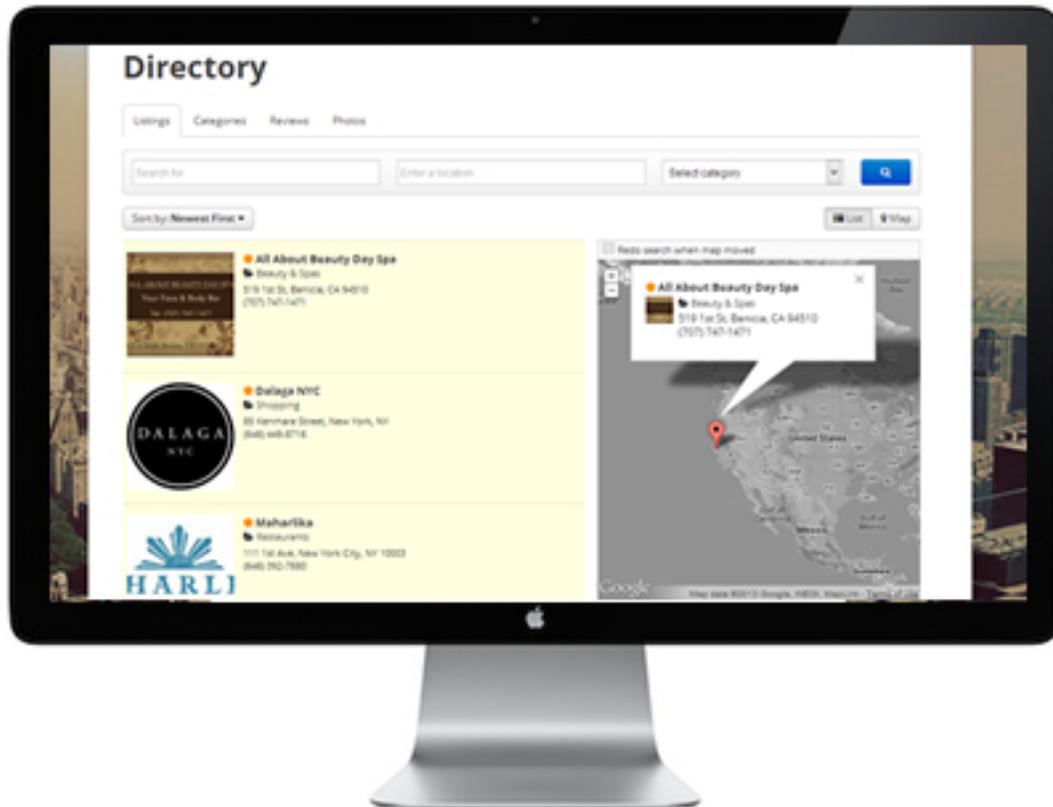


RIGHT SIDE BANNER

# PLANS AND PRICING

## FEATURED LISTING - \$150/year

Our Featured Listings enables you to specify your target audience better. This package comes with a complete business profile page - description of your business, a full-colored logo, links to your website, social media and your contact information. You will also get a feature article done for your business, complete with a high-resolution photos and a front-page placement on WikaMag.com The package also allows you priority first page placement on Palengke. Prime placement shows your listing page to the right target audience and demographic which will generate new business for your.



# PLANS AND PRICING

## REGULAR LISTING - \$75/year

With our Regular Listing, your business receives an instant audience boost through Wika Magazine's daily traffic. Included in this essential listing is a profile page for your business with a full-colored company logo, your business description, links to your website and social media and your contact information. This is our best value package for a year's membership.

