

Factbook 2017 brings together all the most useful statistics and insight on Asia Pacific's digital and mobile marketing scene. It's an invaluable resource for businesses, advertisers, and agencies designing their digital business transformation and campaigns. *Factbook 2017* is not only a downloadable pdf, but is also a 12-month marketing event – with exposure on DDMA.asia, an email update series, branding on launch material and at events, and a customisable printed version.

**become an insight partner and
get the benefits of sponsorship today!**

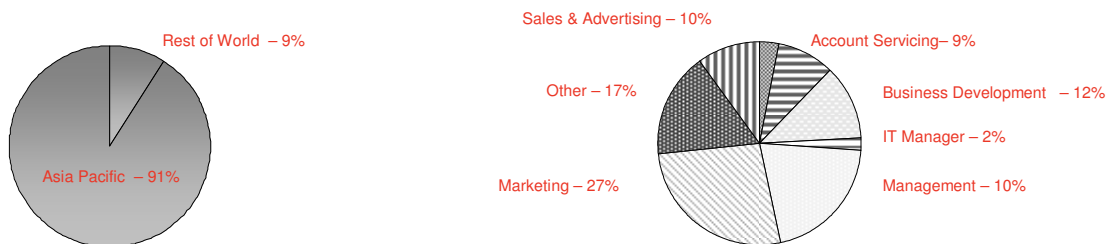
about the factbook

The [Digital + Direct Marketing Association Asia](#) (DDMA) builds on more than 10 years of experience publishing the *Asia Pacific Digital Factbook* to deliver THE source of information on the **Asia Pacific online population** – who they are and how they spend their time. The statistics and facts are matched with a regional overview, expert opinions from some of Asia's leading marketing voices, as well as detailed country-by-country profiles with data on demographics, user behaviour, online advertising, eCommerce, mobile, and social media.

With its all-year-round relevance, *Factbook 2017* is a great marketing tool for you to use to engage with customers and business prospects, and the custom-printed version is a distinctive branded give-away for conferences and sales situations.

reach marketing and advertising decision makers

Based on the *Asia Pacific Digital Factbook's* previous media performance, the DDMA expects to reach more than 10,000 targeted marketers and agency decision makers, as well as a broader audience via the distribution/download of more than 7,000 pdf downloads and hard copies.



become an insight partner

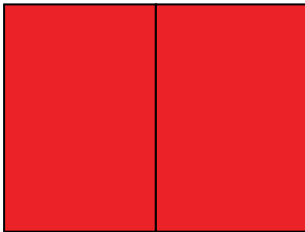
Factbook 2017 is a multi-channel 12-month marketing and customer engagement opportunity. Branding and sales engagement benefits include:

- *Factbook* 2017 Insight Partner branded exposure on DDMA.asia site and all collateral, and at all events
- Lead branded position on two (2) emails to DDMA's opt-in database of 7,000+
- Full page advertising in all copies of the *Factbook* 2017 downloadable pdf file
- One page "thought leadership" advertorial
- Personalised version of the *Factbook* 2017 pdf file (digitally print any quantity you require)
- Customised version of the *Factbook* 2017 pdf file (digitally print any quantity you require) and/or printed version (subject to minimum print run)
- Right to display the DDMA Insight Partner logo on your website and collaterals
- Branded exposure and executive profile in all PR activities
- Branded exposure in the 2-page *Factbook* 2017 handout and other collateral
- Opportunity to create custom events with DDMA (out of pocket expenses at additional cost)

pricing

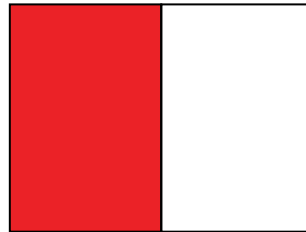
DDMA *Factbook* 2017 Branded Insight Partnership costs US\$10,000 for the 12-month marketing program.

Individual elements of the sponsorship are also available, including *Factbook* 2017 advertising:



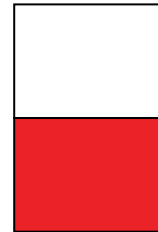
Double-page spread ROP
A3 landscape format
(H297mm x W420mm)
US\$7,500*

Full branding on website
Branding on two (2) emails



Full page ROP
A4 portrait format
(H297mm x W210mm)
US\$4,000*

Supporting Partner branding on website
Branding on one email



One-half page
A5 landscape format
(H148mm x W210mm)
US\$2,000*

No website branding
N/A

You're in good company

Our recent sponsors, advertisers and members include:



Factbook 2017 is a great way for publishers to reach agencies and media buyers; for agencies to reach advertisers; and for research, technology services, and analytics vendors to promote their platforms.

membership is part of the package

Membership of the DDMA helps raise your profile with customers and within the industry, and demonstrates leadership by contributing to the unified voice promoting the business value of digital and direct marketing.

as an insight partner you also receive a one year corporate membership

printed copy programme

personalised copies

Insight Partners receive personalised version of the *Factbook 2017* pdf with company logo on front cover, advertisement placement on inside front cover and own letter of introduction on first right hand page.

custom branded copies

Include customised extras such as an additional company advertisement on the inside back cover, branded advertorial content and no other brand's advertising[^]. Printed version has option to include recipient name on cover and in letter of introduction. Prices & options available on application.

interested?

Email Executive Director, Kay Bayliss, at factbook@ddma.asia – or telephone **+852 8100 9987** to start a conversation.