

Suspension creative content

Cutting Edge DEAS

Quality Social Media Lifestyle

Forward OPPORTUNITY Thinking



Bonafide

Marketing

CAPTIVATE

Dynamic Innovative

ZEST

WEAPONS OF MASS MEDIA

The main objective of any campaign can only be achieved through the effective delivery of its payload – the central message.



As the world changes, so do the tools of the trade. Yet while the central message has always remained the pivot of any effective marketing strategy, businesses are constantly evolving and refining their approaches in order to remain profitable. Through our holistic variety of highly specialized and effective media arms, we can cater for all your advertising and promotional needs. Work with us, and we will arm you with a formidable marketing plan.

Our Vision

At 360 Celsius, our vision is to serve as the main integrated media hub in the ASEAN region, providing businesses and individuals alike with an effective

Our Mission

Our mission is to aggressively establish and expand our holistic spectrum of marketing, advertising, PR, production, and other media-related products and services.



Our Core Values

Our core values remain the pivotal point of our round-the-clock efforts to excel and flourish as a company.



Creativity and Innovation

Constantly pushing the boundaries and setting trends with new and effective ideas that will place our clients, partners, audience, and ourselves at the forefront of the industry.

Profit and Productivity

Making the best out of the available resources to maximize ROI for our clients, partners, and ourselves.

Quality

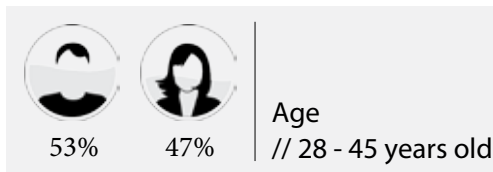
Applying stringent quality control, great love, passion, and care onto every product and service that we produce.

360CELSIUS MAGAZINE

The 360 Celsius Magazine is our first product and is soon reaching its second year in print, presenting readers with a bi-monthly dose of the authentic Malaysian experience in a classy package.

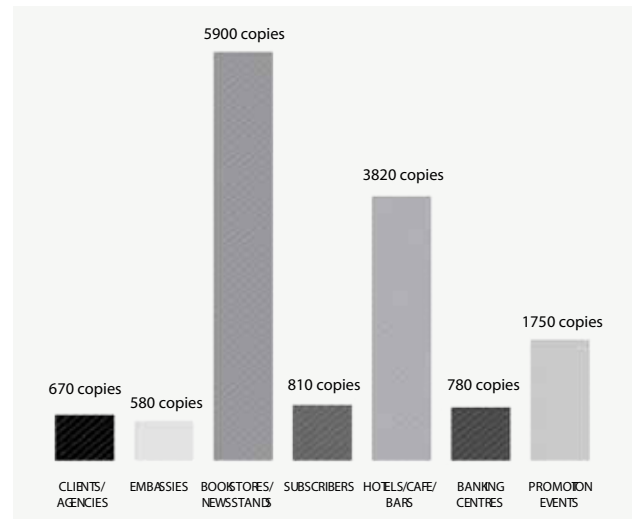


AUDIENCE PROFILE Our Readers



- An empowered class of individuals who draws ideas and inspiration from their surroundings.
- Unfazed by homebred cynicism
- Self-motivated
- Financially and mentally mature
- Constantly looking out for opportunities and ideas to explore
- Young professionals
- Entrepreneurs
- Business owners
- Middle to upper management
- Expatriates
- International visitors
- University and college students

CIRCULATION



Total Readership: 42,840 copies (estimation of 2-4 readers per issue)

Total Distribution: 14,280 copies

Total Circulation: 12,000 copies

Total Online Readers: 13,192 readers as of February 2012

Total Readership: 42,840 copies estimation of 2-4 readers per issue

Newsletter receiver: 12,800

EDITORIAL VIEW

AN OVERVIEW OF OUR CONTENT AND FOCUS



COVER FOCUS

Sit up and take notice as we tell stories like never before through features of the month and other visionary sections.

- 360 Roundtable & 360 Worx Where the people who matter gather
- Mail of the Month Winning letters from readers
- Bulletin Noteworthy news, events, products, and promotions

FASHION

What's in, what's not, and are you committing a faux-pas? Find out in your guide to the latest in the world of fashion.

- Style A section dedicated to the world of fashion

LIFESTYLE

Essential tips, fun facts, and lifestyle know-hows on art, food, tech, travel, and automobiles.

- Aura Health, beauty tips, sports, fitness, and guides on healthy living
- Delectables Food, drinks, restaurants, and chefs
- Innotech For tech and gadget seekers
- Mobilize Cars, bikes, boats, and everything to do with automotive excellence
- GPS Places of interest inside and outside of Malaysia
- Space Interior design, furniture, landscaping, and property reviews
- Post Events Post event coverage

ART & CULTURE

Immerse yourself in the richness of the local and international art, film, music, and literature scenes through features on art galleries, artists, events, and the unearthing of new talents.

- Art Health, beauty tips, sports, fitness, and guides on healthy living.
- Scripts & Stories Films, stage plays, actors, and directors
- Soundscape Reviews on songs, albums, artists, and all things aural
- Books Literary reviews

ADVERTISING RATES

GET YOUR MONEY'S WORTH WHEN ADVERTISING WITH US



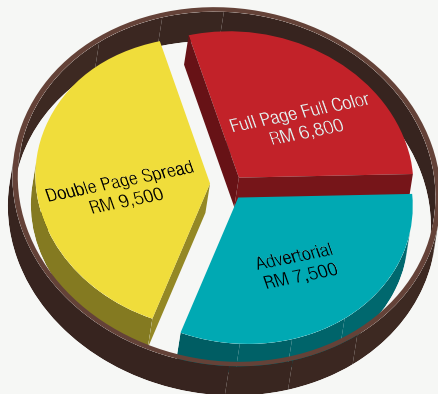
NORMAL PAGES

Full Page Full Colour	RM6,800.00
Advertorial	RM7,500.00
Double Double Page Spread	RM9,500.00

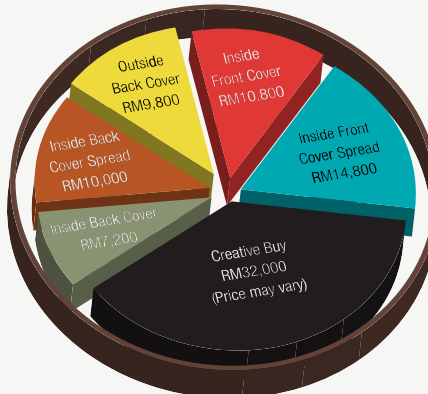
PREMIUM PAGES

Inside Front Cover	RM10,800.00
Inside Front Cover Spread	RM14,800.00
Creative Buy	RM32,000.00 (prices may vary)
Inside Back Cover	RM7,200.00
Inside Back Cover Spread	RM10,000.00
Outside Back Cover	RM9,800.00

Normal Pages



Premium Pages



MATERIAL SPECIFICATION, T&C HOW OUR ADVERTISEMENTS FIT IN WITH US



PRINTING SPECIFICATIONS:

Adverts must be supplied to the exact specifications as indicated below. Any dimensions that are outside of these areas will not be processed, and the client (yourself) will need to supply new material. Should you not be able to supply new material in an acceptable format, additional reproduction charges may be incurred over and above the cost of the advert placement.

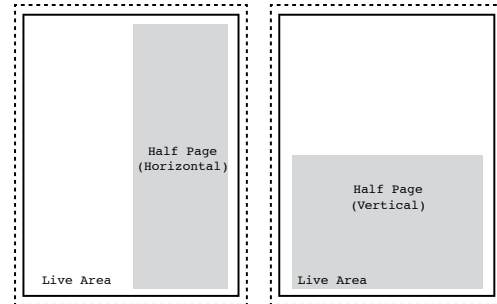
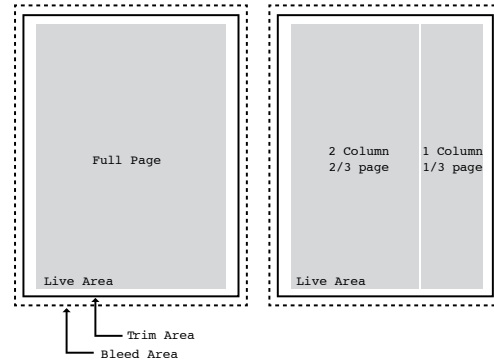
DISCS:

All discs supplied to be Window compatible. (CD and DVD accepted)
Full colour laser printouts (composite and separations) to be accompanied with the disk. Should client want disk to be returned; all costs incurred will be for the clients account.

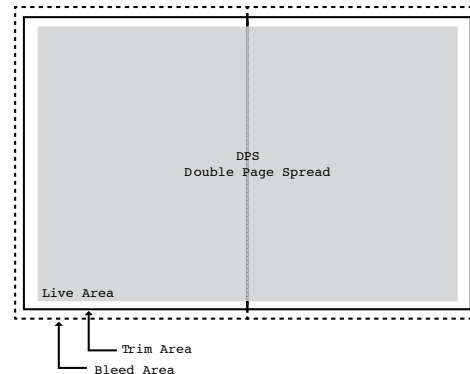
MAGAZINE MECHANICAL REQUIREMENTS

AD SIZE

Size	Actual Dimension	With Bleed
Inside Front Cover	Letter Size (215.9mm X 279.4mm)	222.9mm X 286.4mm
Inside Front Cover (DB)	431.8mm X 279.4mm	438.8mm X 286.4mm
Centre Spread (DB)	431.8mm X 279.4mm	438.8mm X 286.4mm
Inside Back Cover	Letter Size (215.9mm X 279.4mm)	222.9mm X 286.4mm
Inside Back Cover (DB)	431.8mm X 279.4mm	438.8mm X 286.4mm
Outside Back Cover	Letter Size (215.9mm X 279.4mm)	222.9mm X 286.4mm
Fold Out Cover (3 pages)	647.7mm X 279.4mm	654.7mm X 286.4mm



ADS SIZE

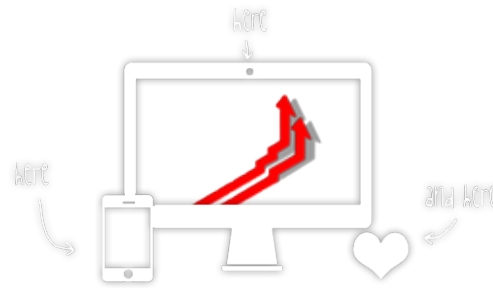


360CELSIUS ONLINE



DIGITAL MARKETING PERFECTED

Reach out to the right people with our long arm of effective social media management, search engine optimization, and viral content creation.



360 Celsius Facebook page: Over 72,000 followers and growing
Website: Over 15,000 total readers as of January 2013

Newsletter

We send newsletters out to over 15,000 of our growing database of subscribers, business partners, advertisers and registered Facebook Fans. On top of all that, the hits on our website as of 1 January 2013 have also far exceeded our expectations in being able to reach out to over 15,000 visitors.

Blogs

We also collaborate with a pool of popular and engaging bloggers to add solid value and leverage to provide more personal and discreet means of marketing and branding opportunities for our clients and partners. We engage these bloggers in our 360 Celsius Blog and through these bloggers, we can create and project a perceived sense of objectivity to our target audience.

ONLINE RATES

On top of all that, a monthly newsletter will be delivered to all of our subscribers and website members.

Online Banner RM 880.00 per month / per banner

Facebook Post RM 150.00 (per 2 posts)

Online Write-up RM 1,500.00 per post

Online Newsletter RM 600.00 per newsletter

Online Newsletter Exclusive RM 1,550.00 per newsletter

SOCIAL MEDIA MANAGEMENT



Social Media is a powerful marketing tool for any business but only you know how to use it. Here at 360 Celsius, we combine creativity and a knack for creating 'contagious' viral content with cutting edge technology, corporate governance, and precise marketing strategies. With us, your brand can effectively engage your audience on a single platform through multiple social channels.

- Increase website traffic
- Increase lead generation
- Increase sales revenue
- Improve search engine rankings
- Improve brand or product reputation
- Increase brand awareness
- Reduce customer acquisition costs
- Improve public relations brand awareness
- Improve customer support quality
- Reduce customer support costs

360 CELSIUS STUDIO



Here is where we create, record, and produce world class media content in the form of video and audio. The 360 Celsius Studio production team comprises of a group of highly experienced and passionate professionals. Our production facility and equipment list is well stocked with a full range of the latest high-tech video and audio capturing and processing equipment to ensure only the best quality in each of our products.

Depending on your needs, 360 Celsius Studios is also a major source of impactful and captivating video and audio commercial, corporate videos, audio recording and production, event coverage, and viral contents.



Video Production

1. Commercial
2. Corporate
3. 3D Content Creation
 - Animation
 - Dynamics & Fluid Stimulation
 - Modelling
 - Character Design
 - Scene Design
 - Rigging
 - Texturing
 - Lighting
 - Rendering
4. Motion Graphic
5. VFX
 - Green Screen
 - Compositing
 - Tracking
 - 3D Animation
 - Special Effects
6. Online Content Creation
[YouTube Channel / 360 Celsius.TV]
7. Video Production
 - Scenario / Script
 - Story Board & Matt Paint
 - Makeup
 - Cinematography
 - Editing
 - Color Grading
 - Look Development
 - Sound Design

Audio Production

1. Audio for Commercials & TVC's
 - Music Composition
 - Sound Design
 - Track Laying
 - Mixing
2. Film
 - Music Composition
 - Sound Design
 - Mixing and Mastering
 - 5.1 Surround & D.T.S Design
3. Album Production
 - Song Writing
 - Arrangements
 - Production
 - Orchestration
 - Engineering of Albums and Singles
4. Multimedia
 - Music & Sound Design
(for multimedia & game consoles)

360 CELSIUS EVENT



Here is where it gets eventful! Through 360 Celsius Events, we provide our clients with a full database of strategically hand-picked guests to attend events, and also organize and assist clients in running events. On top of that, our events division also provide clients with talent management services, entertainers, models and much more.

360 CELSIUS FASHION LOUNGE

The 360 Celsius Fashion Lounge is our very own events concept which incorporates the elements of fashion and art into an event's theme. The Fashion Lounge mood is that of a chilled ambiance, filled with beautiful people, great music, and even a catwalk that will see models parading high-fashion up and down it all night long. It can be 'deployed' or 'applied' to any venue, instantly transforming it into a luxury lounging location.



CONTACT US

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