



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

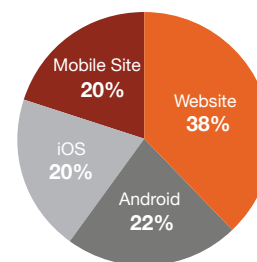
Top 1 in Android New Free Lifestyle Category

Google Play "Best Apps of 2014" Award

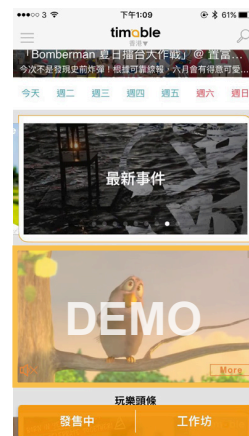
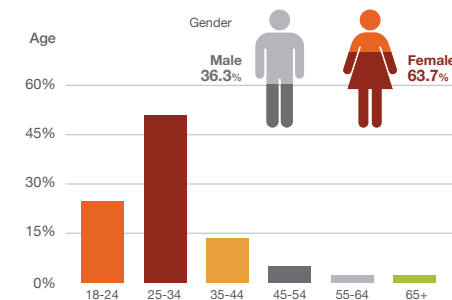
Featured in Google Play "Made in Hong Kong" category

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

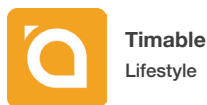
Proportion of the Platform's Page View :



User Demographics :



| Format | | Interstitial | Maxi Banner | LREC | Video Banner | Interscroller | | Premium Native Ad |
|--------------------|------------------|---|---------------------|---------------------|---|--|--|--|
| Platform | | iOS, Android, Mobile Web | iOS, Android | All platforms | | Mobile Web | | iOS, Android |
| Cost | | HK\$ 10,500 / week | HK\$ 40 / CPM | HK\$ 60 / CPM | HK\$ 100 / CPM | HK\$ 80 / CPM (Static or HTML) | HK\$ 150 / CPM (Video) | HK\$ 100 / CPM |
| 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 | a) Full screen Position: 1. Detail page * Timable banner will always be on top b) 300px(w) x 250px(h) - Position: 1. Search Results (top of the page) 2. Quick search results (top of the page) Clients to provide: 1. Creative brief 2. Artwork files (with layers) | - Only 1 video file (File size: < 10MB) - Video Format: MOV, AVI and MP4 - Video Width: 320px or 360px | 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 | | | - | - | - | Position: Entry point #1: Main Page- Under "玩樂頭條" Entry point #2: Under 1st list item" |



| 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. |

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

| Format | Facebook Feed | eDM |
|--------|--------------------|------------------|
| Cost | HK\$ 12,000 / feed | HK\$ 0.8 / email |

EVENT CLIENTS ONLY

