

Philatelic Asia

Delivering the beauty of Asia in mini squares





Are letters dying?

WORLD NEWS

Denmark's state-run postal service will no longer deliver letters

Has the internet killed literate communication?

Commentary: The digital age is destroying the art of the letter



Or are there chances?

The Bugcat Capoo x Chunghwa Post stamp set went out of stock on its release day (9/30/2025), and there was a crazy wave of people visiting the post offices all over the country to get the stamp and merch!



BUGCAT CAPOO x CHUNGHWA POST

No :08Y04015

Price : NT\$2580

Category :

BUGCAT CAPOO x...

Philatelic Products

Out of Stock

Notify ME



BUGCAT CAPOO Stamp Folio

No :08Y04014

Price : NT\$420

Category :

BUGCAT CAPOO x...

Philatelic Products

Out of Stock

Notify ME





**Global Stamp Collecting will
value 5.68B in 2032**



Same-same, but different

LINN'S STAMP NEWS.
World's Largest Weekly Stamp News and Marketplace
MARCH 18, 2011 / Vol. 30, No. 12

Stamp for author Toni Morrison to arrive March 7 in Princeton, N.J.

Royal Mail celebrates 60 years of the X-Men with Feb. 16 issue

PLUS: The 1938 Prexie series began with a design contest
Page 8

**U.S. Patriotic Block nonprofit coil stamps to be issued March 1
Page 16**

**Patience required in finding used dollar-sign stamps
Page 16**

Website • Newsletter • Print

- 500K visitors
- 825K newsletter opens
- 25K clicks on eBlasts



We aim to bring philately back into trend by telling the interesting stories behind each stamp

- News on new stamp releases
- News on stamp shows
- Historical stamps





Platforms

Website (the base)

- Programmatic Ad Space
- Subscription (\$24.99/year)
- Articles on news, and knowledge/ history sharing

Newsletter

- Ad spaces/ Email Marketing
- Promotion of new articles

Social Media

- Sponsored Post
- Attract younger audience
- Brand Awareness



Thank You!



Logo Design

- From Chinese idiom 方寸之間 (within a square inch)
- Stamp-shaped
- Simplistic
- Elegance—DM Serif , Navy Blue

