

Advertise on Dimsum

Find out how you can advertise with Dimsum.

Audience

Dimsum.co.uk attracts:

- Second generation English speaking Chinese and East Asian professionals (ABC1).
- Overseas Chinese students and professionals, who live or work in the UK.
- The British community and businesses interested in the Chinese community.
- British businesses with an interest in China.
- International English-speaking Chinese diaspora, including people from USA, Australia, New Zealand, Singapore, Malaysia, China and Hong Kong.
- International business, community and arts organisations.

Gender

- Male 46%
- Female 54%

Age

- 14-17 2%
- 18-21 10%
- 22-25 9%
- 26-29 15%
- 30-34 26%
- 35-39 19%
- 40-49 10%
- 50+ 9%

- University-educated or attending university.
- Reads and speaks English
- Professional occupation and above average earners

Banner advertising

- 1) Premier Banner on top of page 728 x 90 px

Position of banner: prominently placed below main homepage logo.

- 2) Side banner (Skyscraper) 120 x 600px

Position of banner: prominently placed on right side of page

Clients: BBC, TFL, The Science Museum, Electoral Commission, KPMG.

- 3) Button 130x130px

Position of button: on the right hand navigation

N.B. sizes of the button can vary which will impact prices.

Multiple purchase reduction available

Email marketing

- Include as primary advertiser (above main email) in newsletter to entire database
- Includes as secondary advertiser (below main email) in newsletter to entire database
- Logo at the bottom of the email

Advertorial

The opportunity to promote your company's objectives in relation to the Chinese community.

- Features on homepage and in one of our sections eg food, culture, community
- On site permanently

Sponsorship of section

- Sponsorship of section eg food, culture, community
- Includes our new work / business section scheduled for 2008
- Can contain company logo / banner on all pages
- Can contain advertorial
- Sponsorship can be reflected in email newsletters and other marketing

Sponsorship of forum

- Banner
- Branding
- Specific section created for your organization

Event consultancy and management

Dimsum.co.uk co-hosts holds exclusive events for professional organizations

- At exclusive venues around London, e.g. Shanghai Blues, Ping Pong, Dim T, Pearl Liang, Asia House
- Can contain specific interest: dinner and performance, chef demonstration, theatre performance
- Can cater for your exclusive audience
- Clients & partners: CMC Markets, Viadeo.com

Event sponsorship

Dimsum.co.uk co-hosts bimonthly British Chinese business community networking events.

At exclusive venues around London, e.g. Shanghai Blues, Ping Pong, Dim T, Pearl Liang, Asia House.

Members include a diverse group of British Chinese people:

- Professionals such as lawyers, accountants, journalists
- Leading members of the community
- Business professionals
- The arts world: artists, actors, management
- Wider community with an interest in British Chinese community, business
- High profile guests

You can sponsor them:

- Promotion to our exclusive network of around 200 attendees and to our mailing list of 2000+
- Profiled on our mailing list & web pages
- A speech from sponsor
- Leave behind information leaflets and pack to our guests
- Clients & partners: Pearl Liang, Viadeo.com, CMC Markets

For more information please contact advertising@dimsum.co.uk.