

THE MULTI FUNCTIONAL LUXURY APP

# IBONTON (IBT)

English Edition

## MEDIA KIT

## 2018

# IBONTON - LUXURY AT YOUR FINGERTIPS

iBonton is the perfect nexus point, seamlessly pairing aspirational individuals with the luxury lifestyle brands that match their profile and meet their needs.

Acting as a digital concierge, iBonton allows the user to refine and store their unique online fingerprint, identifying their desires, preferences, location and spending horizon.

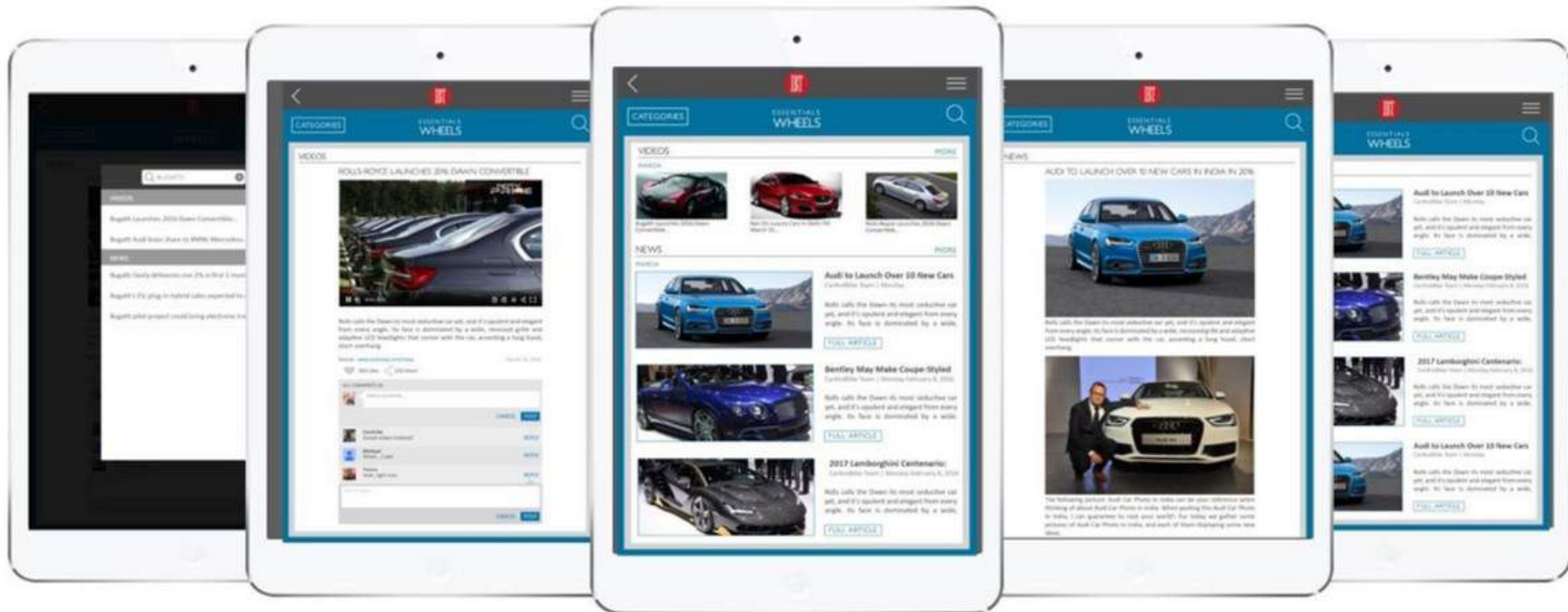
Put simply, it pairs your wants and needs with compatible and appropriate brand offers.



# ESSENTIAL

Essential is the bespoke iBonton news desk. This provides users with real-time information from the world's most luxurious brands, exotic travel destination, high-tech gadgetry, fine wines, haute couture and the finest dining experiences.

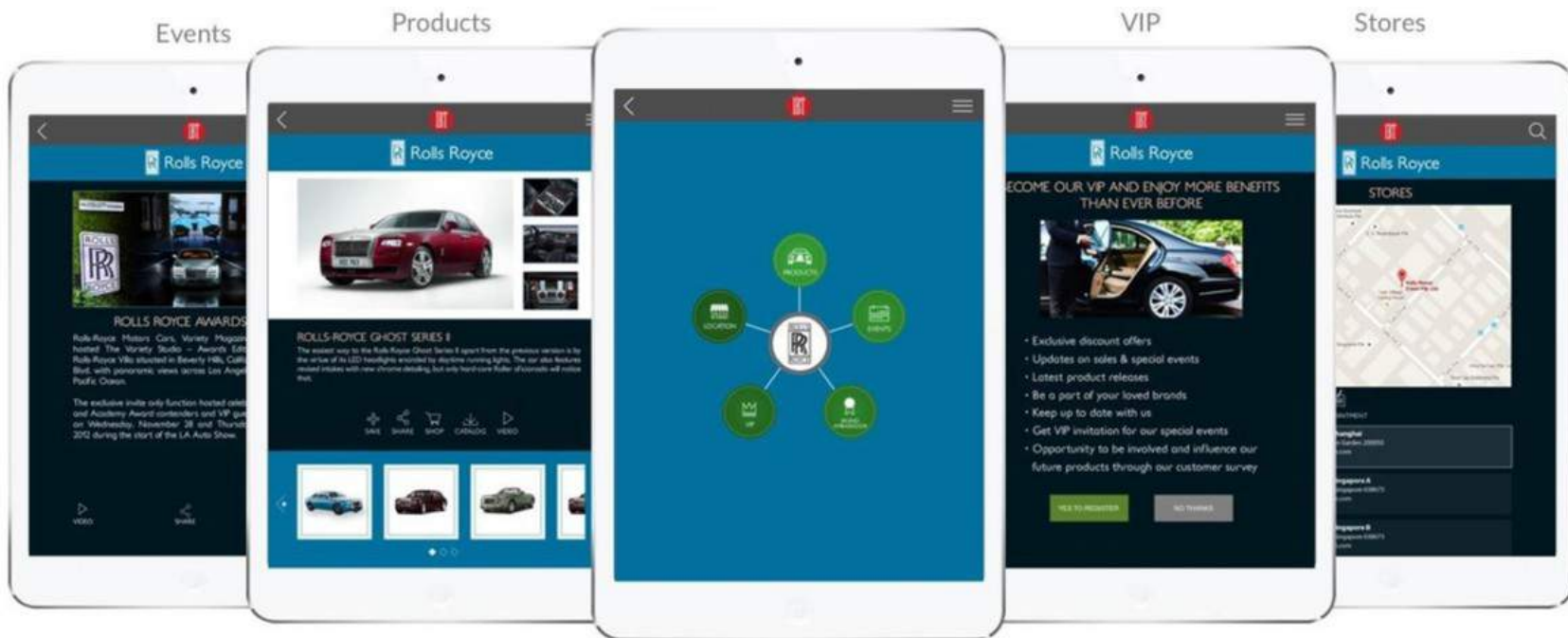
Comprehensive and instant, the interactive Essential platform keeps high net worth individuals continuously informed, while providing brand owners with the ultimate discrete channel for tailored promotions and exclusive offers.



# DISCOVER

Almost an app within an app, Discover is both a discrete directory and a bespoke booking agent. It can be used to access required product information, highlight outlet locations, provide details of imminent product launches / promotions or to secure appointment to buy, peruse or just be pampered.

Discover makes your next luxury liaison just a tap away.

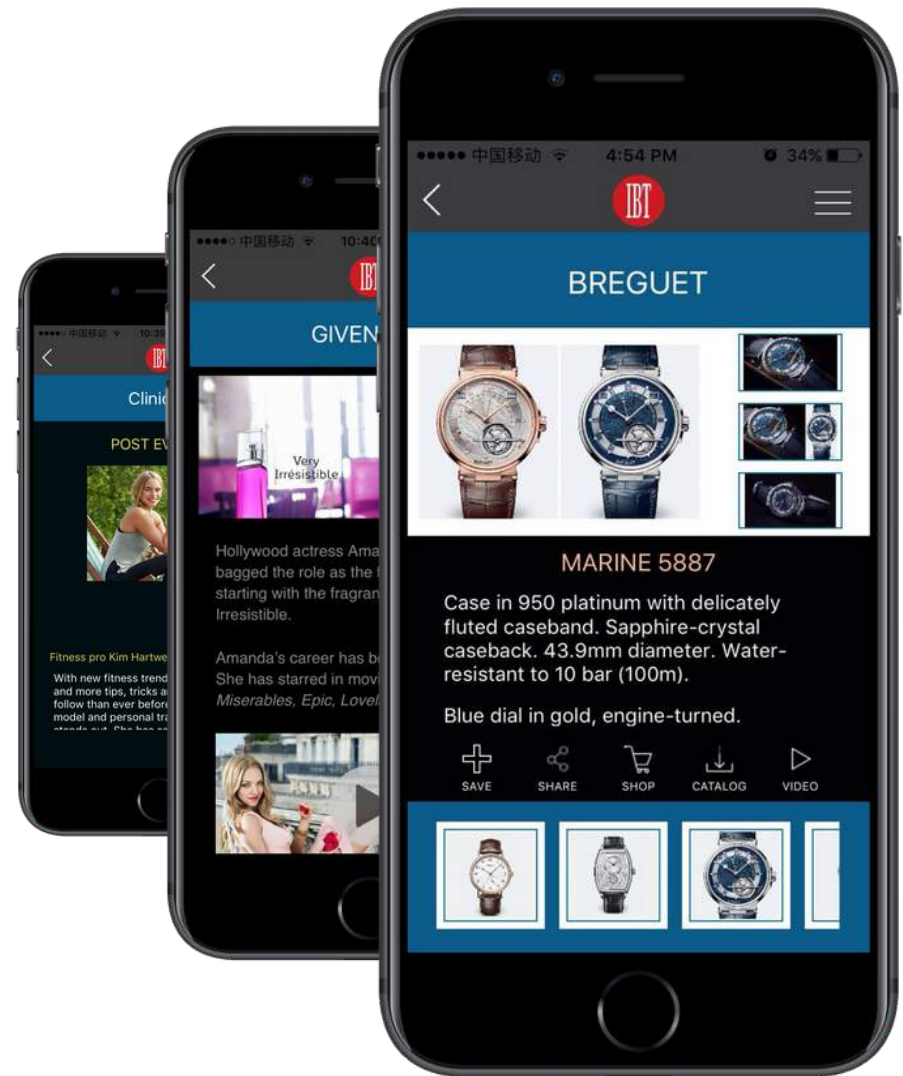


## DISCOVER - FEATURES & FUNCTIONALITY

*Product Display* – A simple but powerful way to explore, save, share and purchase all the very latest in luxury products.

*Happenings* – Keep informed of all of the very latest from your preferred brand portfolio, including limited promotions and exclusive models.

*Icon* – Access the latest insights from the world of style icons and brand ambassadors.



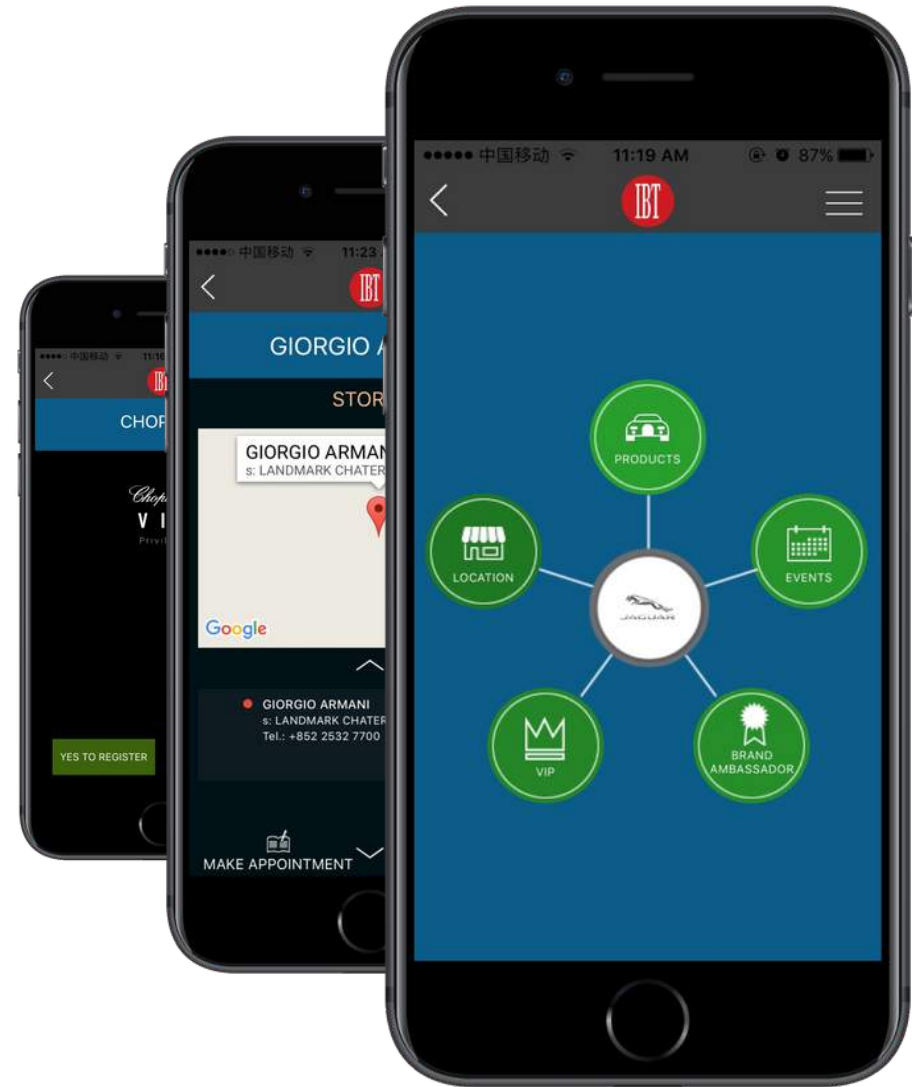


## DISCOVER - FEATURES & FUNCTIONALITY

*Privilege* – The ultimate inside track for the ultimate insider. For VIPs only.

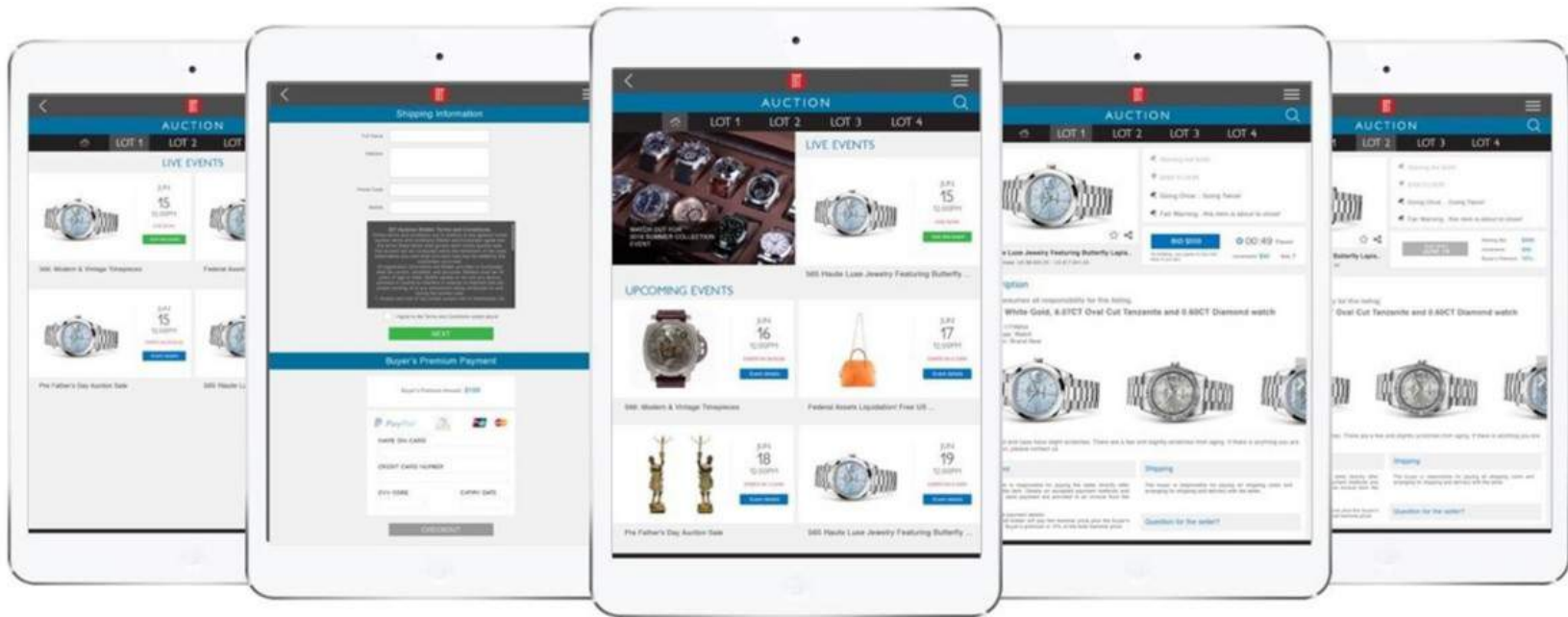
*High Point* – Locate nearby boutique and flagship outlets, arrange personal viewings.

*InSight* – High end products, exclusive events and an eye on style icons...visionary videos on-demand.



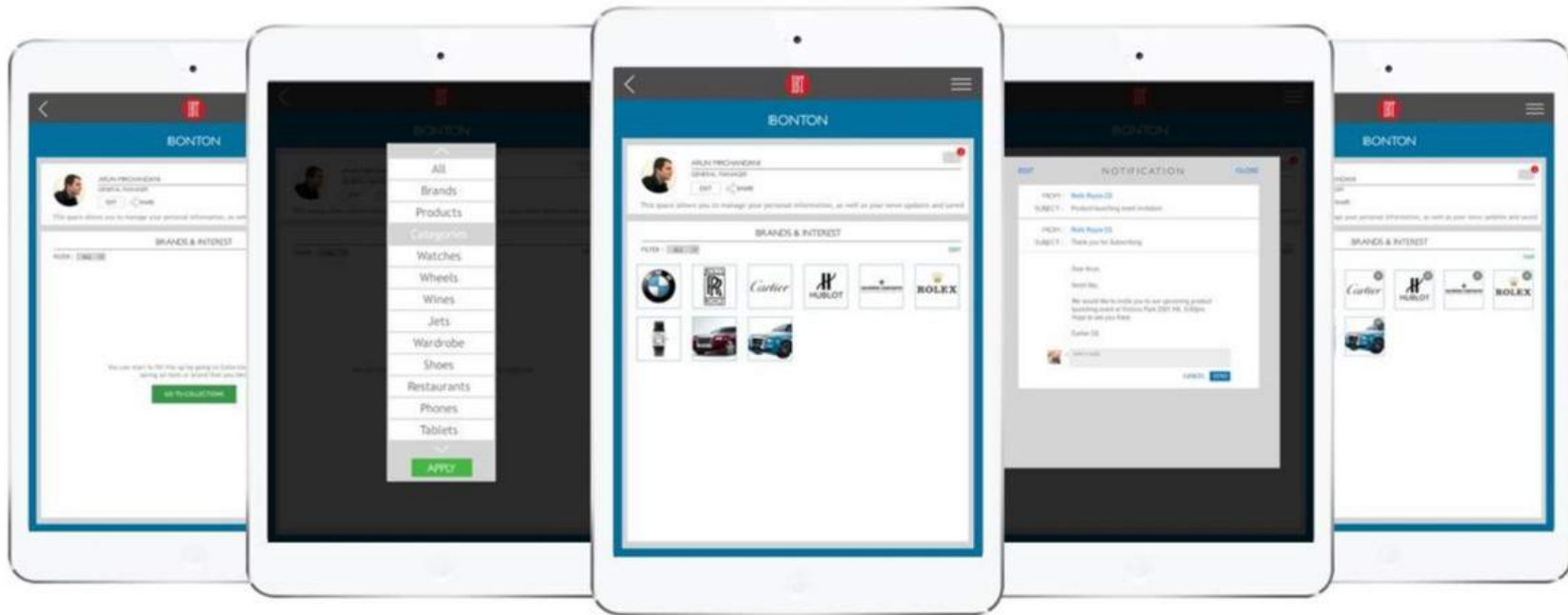
Bid for and buy unique collectibles and exclusive items online.

Exclusive digital auctions solely accessible by iBonton subscribers.



# MY PROFILE

My Profile is your in-app home page. A repository of registered users' brand preferences, to-do lists and must-have merchandise, My Profile is your electronic aide de memoire and a shortcut to you most-liked luxury items.



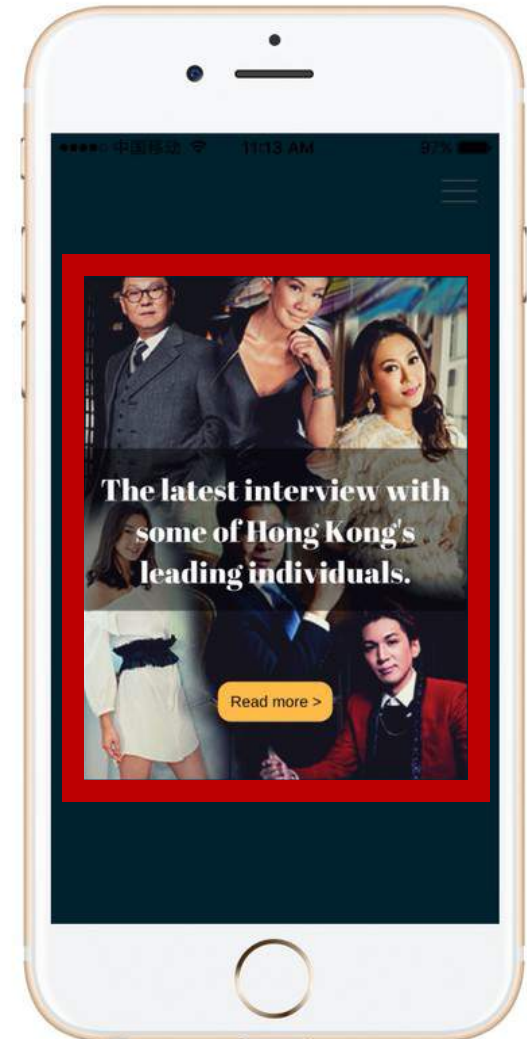


## ADVERTISING OPPORTUNITIES

The iBonton platform is rich with partnership opportunities for aligned brands and approved high-end service providers.

From section sponsorships to native advertising and page banners, the iBonton Strategic Media Team will be happy to work with you on devising and implementing the most effective solution for your marketing and promotional needs.

Banner Ad - Home Page



# Advertisement - Discover Section

Footer Ad - Brand



Footer Ad - Product

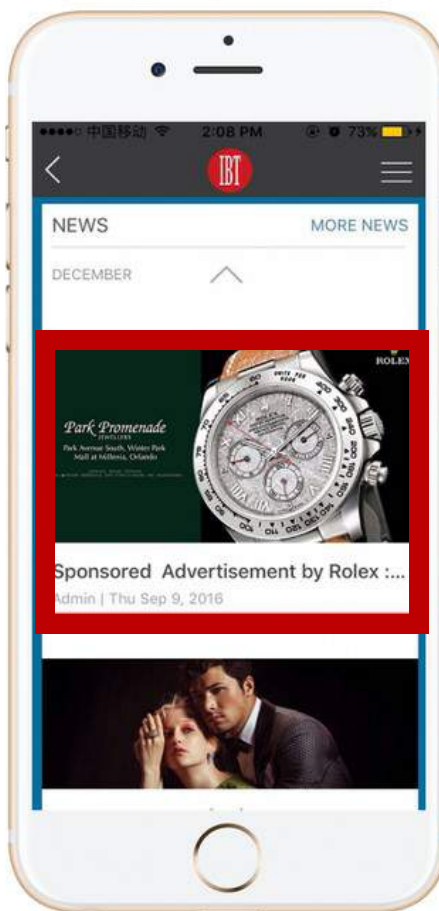


# Advertisement - Essential Section

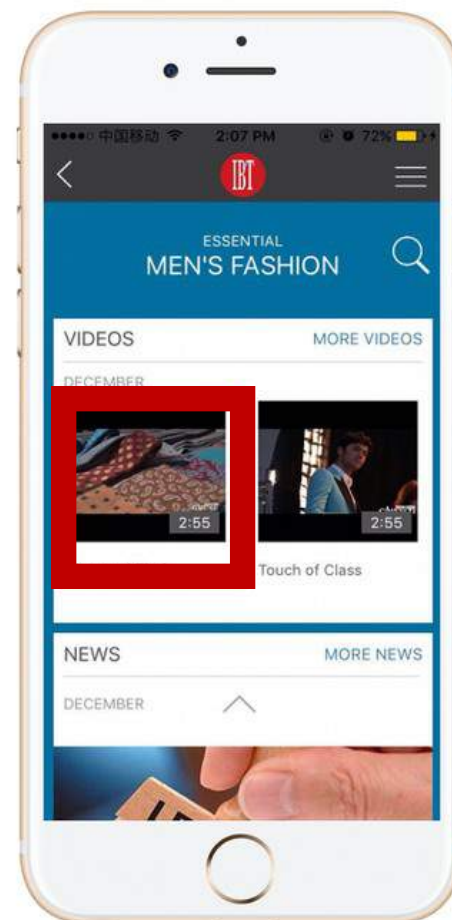
Banner Ad - Essential



Sponsored Post Ad



Sponsored Video Ad



# Rate Card

Ad Type	Placement	Foramat (WXH) Px	Max File Size	Format	Cost / Week
Banner Ad	Home Page	720X950	200 KB	JPG, PNG, GIF	HKD 5,000
Footer Ad - Brand Page	Discover	728X180	200 KB	JPG, PNG, GIF	HKD 3,000
Footer Ad - Product Page	Discover	728X180	200 KB	JPG, PNG, GIF	HKD 3,000
Banner Ad - Essential	Essential	500X600	200 KB	JPG, PNG, GIF	HKD 4,000
Sponsored Post Ad	Essential	300X250	100 KB	JPG, PNG, Word File	HKD 2,500
Sponsored Video Ad	Essential	N/A	30 MB	MP4	HKD 3,000

Retainer Fee	3 Months	6 Months	9 Months	1 Year
	HKD 50,000	HKD 90,000	HKD 120,000	HKD 150,000

## CONTACT US

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