

2023



**TOTAL  
MEDIA**

**CORPORATE  
PROFILE**

# ABOUT US

*Total Media* is a full service publishing, marketing and communications consultancy equally at home in the print or digital sphere. Among our key services are strategic branding advice for businesses and individuals; event management; custom publishing and direct and database marketing. Increasingly, many of our clients look to access our wider portfolio of services in order to implement a truly cross-channel multi-media campaign.

With more than 30 years of experience in Asia and beyond, we excel when it comes to communicating the right message to the most desirable demographic.

# OUR FOUNDER

*Total Media's* Chief Executive and Chairman is Lina Ross Mohindar, one of Asia's most successful and respected media professionals.

For 35 years, she has been at the forefront of Asia's magazine sector, publishing market-leading titles in Hong Kong, Mainland China, Singapore, Malaysia, Indonesia, the Philippines, Thailand and Korea. Throughout her career she has launched and managed a variety of international magazine brands, including Elle and Tatler's Beijing and Shanghai editions.

# SERVICES

Advertising – Digital, Online and Print

Marketing, Consulting and Brandin

Social Media and Streaming

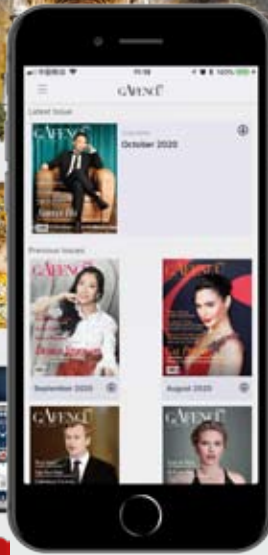
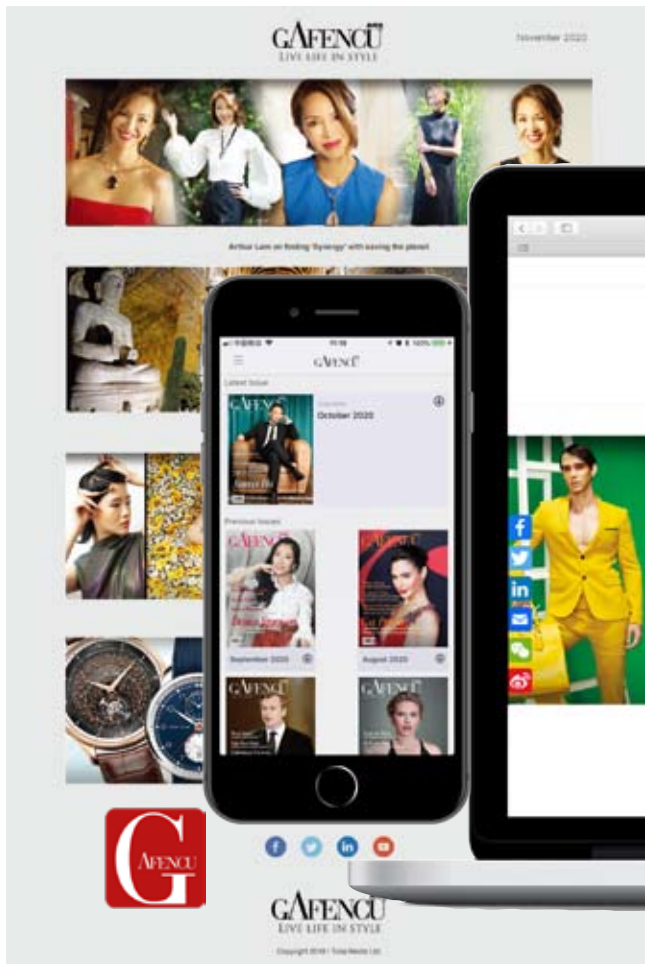
Direct / Electronic Direct Marketing Service

Videos – Concepts, Shoots and Edits

Events – Organization and Manageme

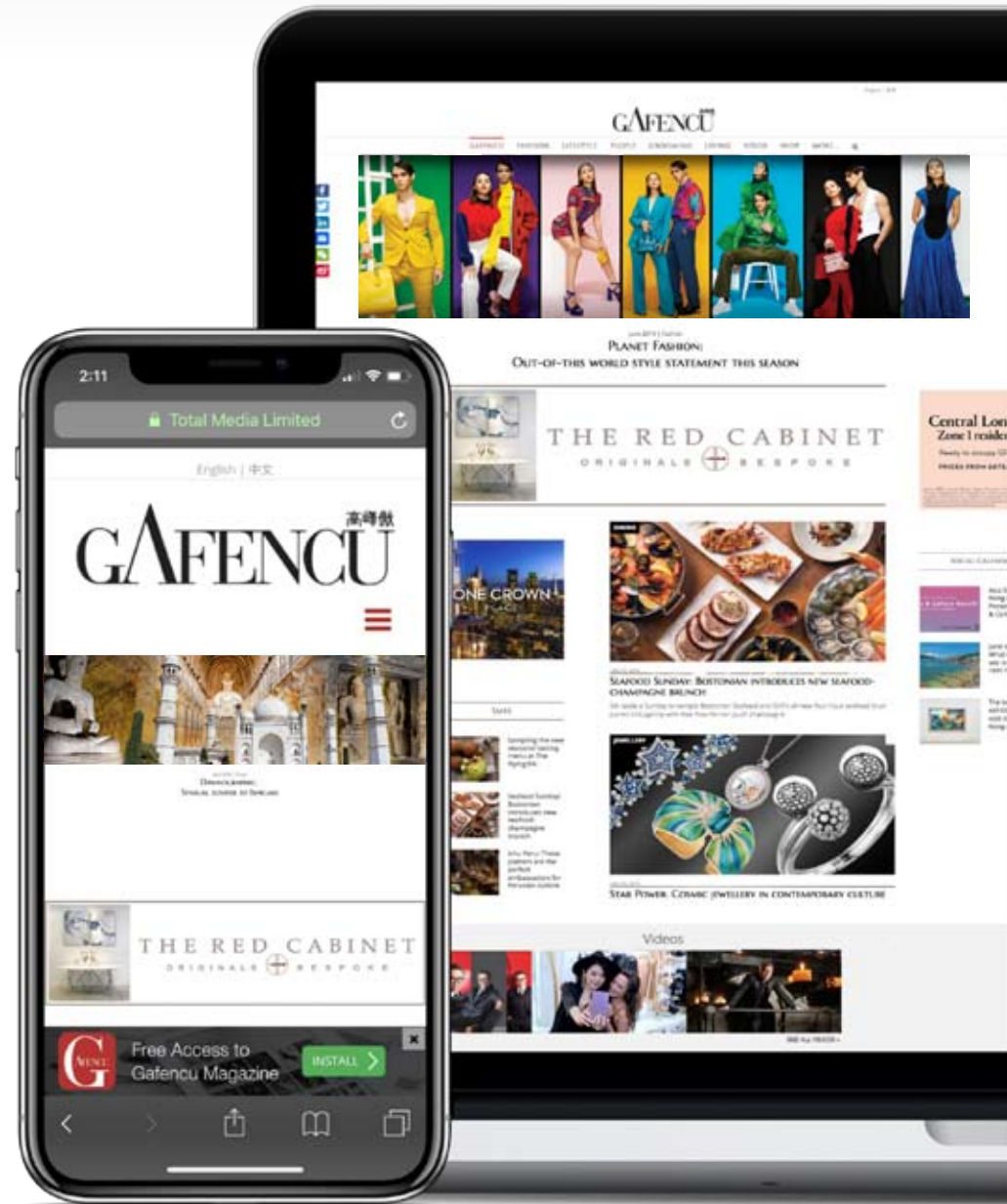
Contract Publishing Services

# THE PRODUCTS



# THE WEBSITE

With its uniquely accessible design, contributions from many of the world's finest photographers and writers, [www.igafencu.com](http://www.igafencu.com) is everyday reading for high net worth individuals in Hong Kong, mainland China and across Southeast Asia.



# THE MAGAZINE

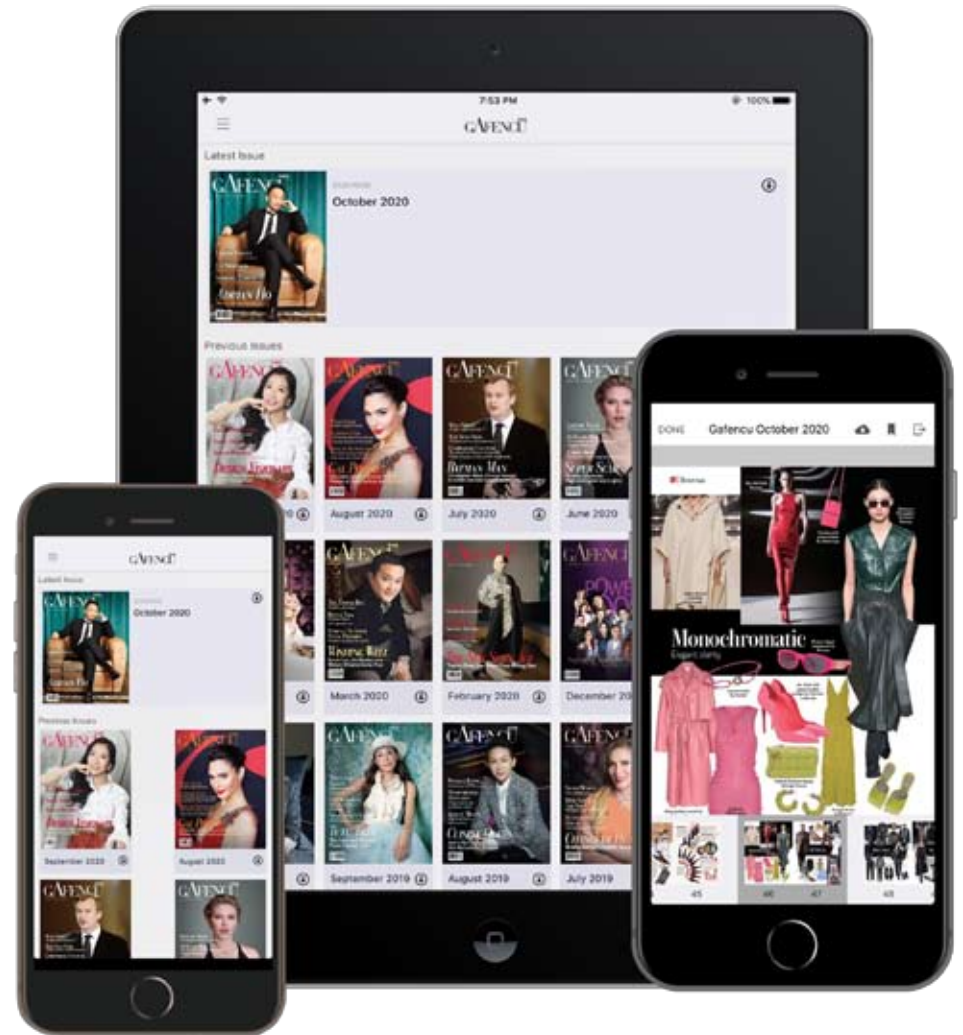
One of Asia's longest-established and most successful luxury lifestyle publishing properties, Gafencu's print incarnation is read and appreciated by entrepreneurs, trendsetters and the quietly affluent across Southeast Asia.



# THE APP

The dedicated *Gafencu App* gives free and instant access to all of the content of *Gafencu's* print edition, as well as to a host of archived material and an exclusive daily diet of style, gadget and gourmet alerts.

Available to download for the *iPad* and the *iPhone*, as well as for *Android* mobiles and tablets.

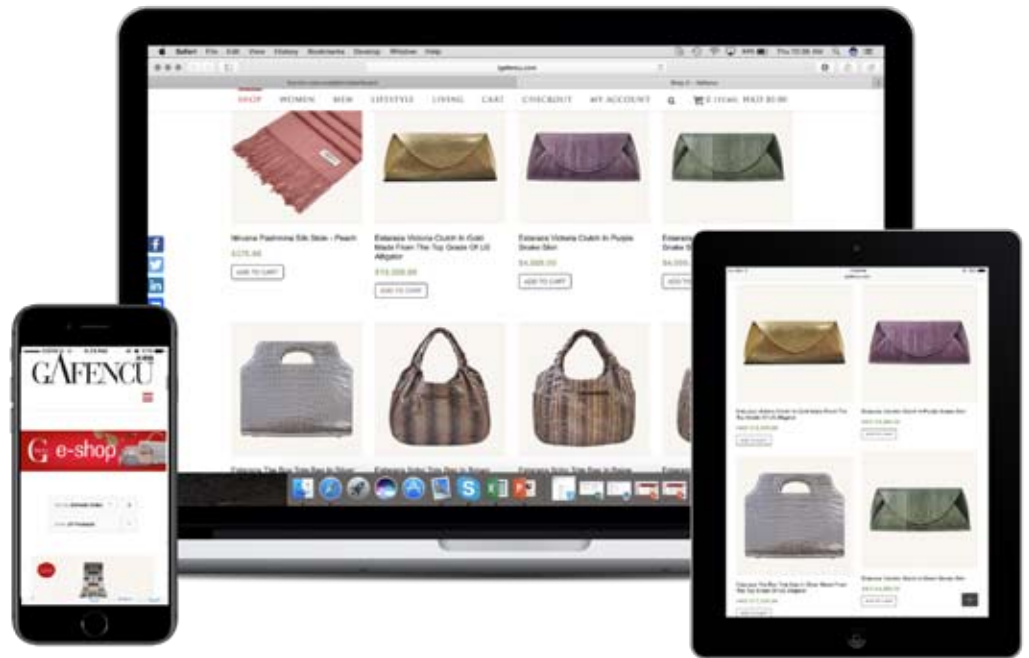




# ESHOP

As part of our commitment to deliver luxury goods to our customers, we have recently launched our e-shop.

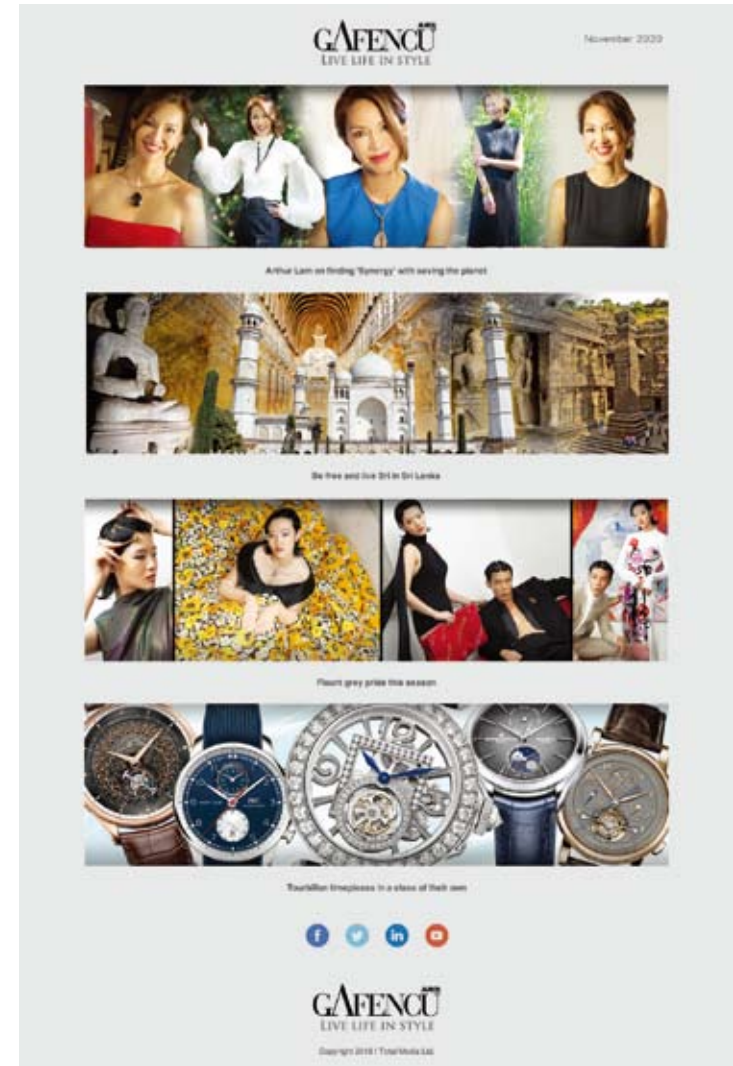
Seamlessly accessible across all devices, customers can now easily browse, enquire about and shop luxury products through the *Gafencu E-Shop*.



# EDM & NEWSLETTERS

Circulated on a monthly basis, the *Gafencu* E-newsletter is an in-box staple for the affluent, the influential and the well-informed across Southeast Asia.

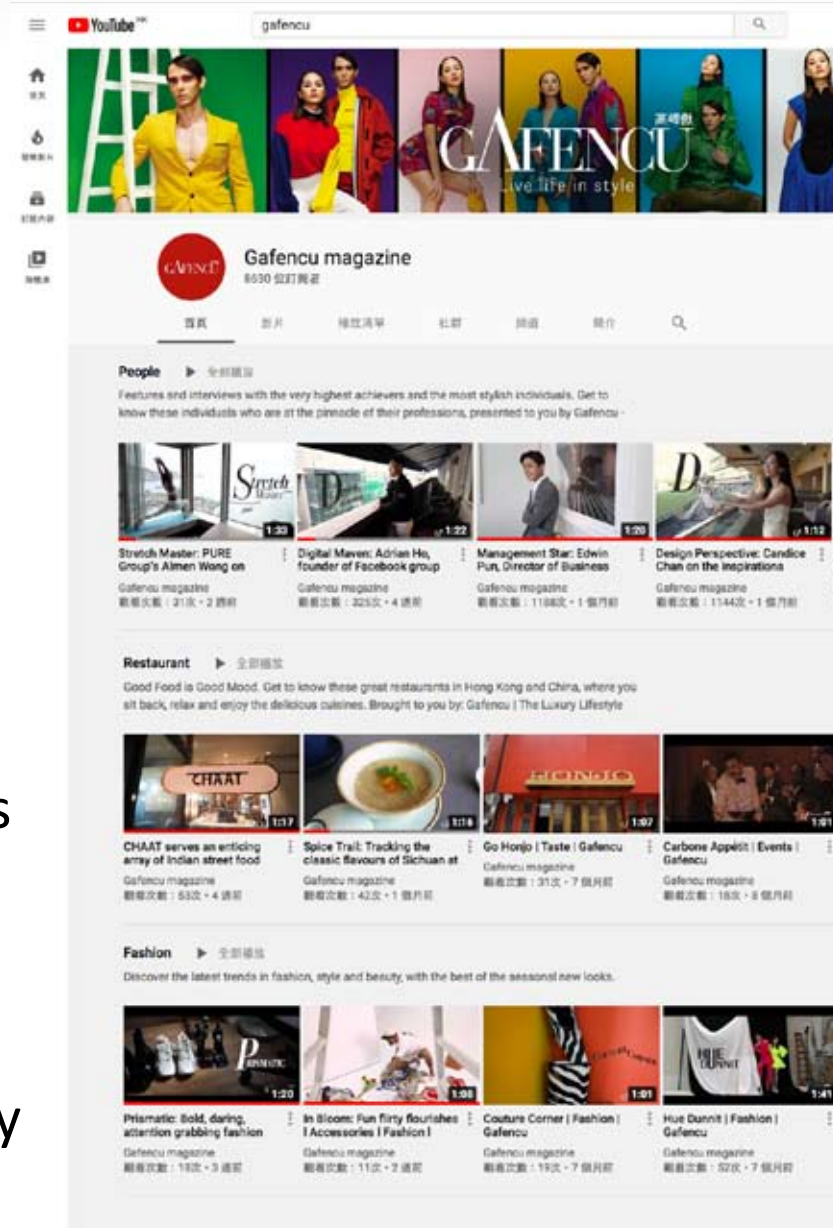
Distributed to a precisely-targetted and regularly updated readership on a requested/wish-list basis, it is the electronic herald for each new print edition of *Gafencu*, while also carrying sponsored communications from many of the world's most well-feted brands.



# SOCIAL MEDIA

*Gafencu* is one of the most widely-followed fashion, style, gourmet and gadget channels across many of the world's leading social media platforms, including Facebook, Twitter, Weibo, WeChat and Youku.

While many readers have signed up as followers in order to stay informed as to the latest developments from the *Gafencu* stable of publications, digital platforms and live events, these live daily feeds are also accessible by any Total Media client with an immediate message to convey or as complementary activity to any above-the-line promotional activity.



# IBONTON

*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.



# ADVERTISING/ MARKETING

In today's multi-channel world, effective advertising / marketing requires the mastery of a media mix that has never been so diverse nor so targetable.

*Total Media's* experience as a multi-channel media owner allows for the planning and execution of a highly results-orientated communication strategy, embracing both the company's proprietary routes to market and a bespoke platform combining the most appropriate consumer-focused conventional / digital media offered by third parties.



# VIDEO

*Total Media* offers a suite of bespoke video services, including both overall project management / production and an a la carte option, allowing clients to cherry-pick the facilities best suited to their particular project. The options here include editing, filming and post-production.

Our experienced in-house teams are also available to provide a high-quality video record of third party events, including promotions, launches and gala evenings.





# THE AUDIENCE

Hong Kong

## Online & Digital

Median Age: 36.6

Male/Female: 45%/55%

Website Page Views: 199K+\*

App Downloads: 23.5K+\*

EDM Subscribers: 24K\*

Social Media Followers: 301K\*

## Print Magazine

Median Age: 37.6

Male/Female: 55%/45%

Circulation: 20,000 Copies



# GET IN TOUCH

1813 Hong Kong Plaza  
188 Connaught Road West  
Hong Kong  
Tel: (852) 3583 3176  
Fax: (852) 8169 0090

E-mail: [readme@itotalmedia.com](mailto:readme@itotalmedia.com)

