



# ALLIED NEWSPAPERS 香港



Allied Newspapers were started in 2007 with the concept of a libertarian collection of newspapers with no left and no right. The Group has since emerged to cover the world in newspapers sharing a common theme and writers from myriad socio-political spheres. Amidst the proliferation of media channels Allied Newspapers seeks to form a mainstream platform for free speech whilst providing a solid base for advertisers with which to establish a global brand across six continents and a spectrum of markets.

Allied Newspapers has established a media channel with a significant number of regular users including many prestigious titles such as the New York Daily Sun, The Football Magazine, Hong Kong Morning Star and the viral video hub Viral Bucket.

As a Group, Allied is always on the lookout for new writing and creative talent and whether you are a blogger in an internet café in Rangoon or a journalist writing for an established newspaper in London, Allied is all ears. Allied Newspapers uses a business model which is already turning newspaper content and other content provision on its head; as old print media is driven into history and individual newspapers fail to flourish as stand-alone enterprises, Allied Newspapers is showing the way forward in news delivery and beginning to establish a foothold in virtual entertainment.





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## Advertising Content

Allied Newspapers feature a unique combination of original reporting, opinion and news aggregation covering politics, technology, education, entertainment and lifestyle. Delivered on a social platform, it is home to a wide range of writers and thinkers ranging from working politicians to experts in their field who produce original content for our newspapers and publications alongside our other 200 contributors.

Allied Newspapers now regularly attract many thousands of unique users and continue to reach an ever increasing number of affluent, engaged and influential readers:

- 54% male
- 52% aged 15-34
- 39% social grade AB
- 38% enjoy a household income of £50k+

As brands command a greater presence in the digital (and more specifically, the social) space, Allied Newspapers provide an opportunity to target consumers as they engage with the news of the day and with each other.

We offer a variety of advertising options:

- **Custom slideshows** - opportunities for brands to create visual stories to communicate core messages, brand values or simply showcase new products.
- **Brand blogs** - allowing brands to build personality and directly interact with their target audience. A great way to discuss issues (fun or serious) at length and be regarded as the authority on it.
- **Sponsored comments** - where advertisers can interact with the comments stream - creating a social dialogue with an engaged audience.

## Contact Us

If you would like to learn more about Allied Newspapers or a specific product and how we can deliver the right audience for your brand please do not hesitate to get in touch:

✉ [advertising@alliednewspapergroup.com](mailto:advertising@alliednewspapergroup.com)