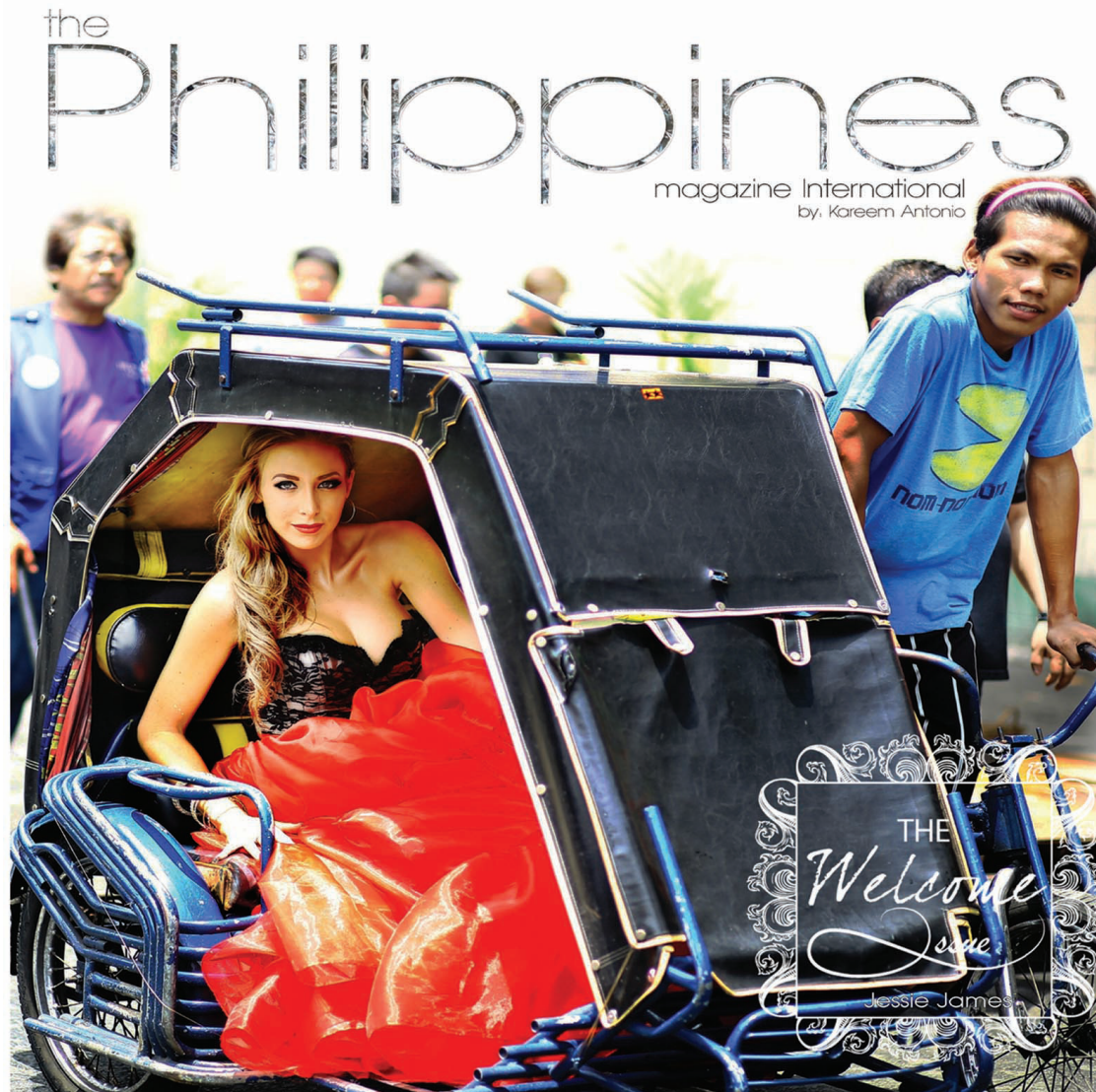


Media Kit 2013-2014

The #1 Philippine Lifestyle Magazine for American's who desire to travel to, live and invest in the Philippines NEW Booming Economy

INTERNATIONAL FREE DISTRIBUTION



THE PH MAG International showcases the new emerging Philippines Mega economy.

A limited number of AD Real Estate Space remain in the next Issue.

Full-Page Ads are as little as P25,000/\$499 Per Yearly Contract and Our Lifestyle Business Directory Rates are as little as P100/\$3.00 Per Year!

OUR MISSION

We began with a simple idea...that became Our Mission:

"Let's create a magazine that celebrates our beauty, promotes our lifestyle and showcases our unique version of success." We felt compelled to make a difference, because we were tired of the negativity and fruitless images of Filipinos in the media. It's simple. The Philippines Magazine International was born from that need to be seen and appreciated.

Rediscover Paradise | SUCCESS Philippines | The MONEY Issue | The Home Sweet Home Edition | The WELCOME Issue | From There UP! The \$500 Billion MEGA Market | MASA Renaissance | Investor Top 10 Industries & Trends | AmPat Lifestyle | On The Set | TOP 20 US Brands in the Philippines | GROOVES OPM Music

www.ThePhilippinesMagazine.com | www.Facebook.com/ThePhilippinesMagazine

OUR MISSION is to help people manage the risks for everyday life, recover from the unexpected and realize their dreams.



Introducing the New Fiat 500
Test drive www.fiatusa.com
Making a Mark with top Safety, Quality & Value

Readership & Distribution



Malate | Nightlife and Vera Salon | Local Businesses

Four times a year, 20,000 free copies of The Philippines Magazine International are printed and strategically distributed, targeting Los Angeles, San Francisco and Daly City, California, as well as the Philippines reaching nearly 100,000 readers. Another 75,000 people from around the world view and download our magazines for free on-line.

Our Covers and content are catered to and focused on acquiring high-readership within the American community: Consisting of American business investors, AmPats and FilAms who desire to travel to, live and invest in the Philippines new booming economy and enjoy its tropical –yet metropolitan- lifestyle.



AmPats (American Expats) represent one of the largest emerging markets in the Philippines: according to the United States Embassy, over 500,000 Americans now live in the Philippines and nearly 1 Million travel to the Philippines every year. AmPats also represent many of the country's most affluent residents and visitors with the highest disposable income and spending power in the market.

In addition, as one of the countries only free Philippine Lifestyle magazines and the only American-centric Philippine Lifestyle magazine in the United States, we are able to aggressively garner the new emerging middle and upper-middle class of corporate employees who are scaling the financial ladder and upgrading their lifestyles. As well as, Americans who are looking to retire early and/or invest in the Philippines. We distribute copies of PH MAG International to over 500 businesses and events from Hollywood to Metro Manila; such as the US Embassy in Manila, the Aquino Int'l Airport in Pasay City, US politicians and government offices, travel agencies, law firms and relocation services: with promotional copies delivered to PH Call Centers, Expat country clubs and to every business in our magazine and Filipino Lifestyle Directory to be displayed in their lobbies and waiting rooms. Copies are also hand-delivered to more than 5,000 residences of American's and Australians living in the Philippines.



4087 Long Beach Boulevard, Long Beach, California 90807

Phone: 562.595.6969 | fax: 562.506.0898

website: jeffyanc.com

JEFF S. YANC
INSURANCE AGENCY

PEAK PERFORMANCE: As Jeff S. Yanc celebrates over 30 years of award-winning service to the Filipino community, his agency continues to be the trailblazer in one of the world's most competitive industries.

The Yanc Team is the leading choice amongst today's most discerning clients, set apart by their undying passion and integrity.

Products for every lifestyle...Auto, Home, Life, Annuities, Commercial, Disability, Health and Long-Term Care.

FREE INTERNATIONAL DISTRIBUTION: The PH MAG is now free. Funded by Advertisers, Sponsors and PH MAG Fellows, we now have the largest TRUE DISTRIBUTION AND READERSHIP of any other Philippine Promotional Magazine in the market. Also, being a 'complimentary' magazine we are able to shift focus away from the typical newsstand distribution channels and onto strategic placement alliances which maximize our readership. Our magazine has one of the highest 'pass-rates' in the marketplace; each magazine is read by 5 people or more.

IN-ROOM HOTEL & RESORT PLACEMENT: PH MAG International is showcased both in-room and/or at the concierge desks of some of the most popular hotels, resorts and businesses in the Philippines and the United States. More than 100 hotel concierges receive copies of our magazines to use as a 'Guide' or 'Welcome' magazine for their inquiring guest.

TARGETED RETAILERS, RESTAURANTS & SPAS: PH MAG International distribution focuses on AmPats who frequent the establishments, boutiques, health clubs, private clubs, resorts, restaurants, salons, and spas in the Philippines. Copies are strategically placed in their lobbies and waiting rooms to be read by multiple clients during their stay.

EXCLUSIVE HOME DELIVERY: PH MAG is delivered to qualified high-net-worth Filipino's and individuals whom travel throughout the Philippines, and are available in many 'long-term-stay private residences' in the Philippines. In addition, we hand-deliver copies to more than 5,000 residences of American's and Australian's living in the Philippines. Additional copies can be found in the Greater Los Angeles area and extending to select areas around Toronto, San Diego, Orange County and San Francisco.

ON-LINE NICHE: ThePhilippinesMagazine.com is a FREE and convenient way for readers to access links to PH-based offices such as the US Embassy, City Mayor's Offices, ambulance services, exclusive PH statistics and data for investors, as well as view the entire magazine on the web page-by-page. The site is designed to promote our advertisers in a unique way to a new, highly-mobile and active reader base which normally would not subscribe to print publications. YOUR ADS ARE SEEN IN-PRINT AND ON-LINE FOR NO EXTRA CHARGE!

HIGH-PROFILE EVENTS AND PHILANTHROPIC DATABASES: PH MAG provides direct access to the hottest, most high-profile Philippine and US-based events; including charity galas, fashion shows, private parties, movie premieres, and sporting events.

FACEBOOK LINKS: PH MAG boasts over 10,000 monthly views and links via our Facebook Pages. Our websites and our Facebook Pages are dual linked to allow both to be linked from either direction and to enhance Search Engine Optimization. Linking our Facebook Fans enables them to accept event invitations, comment on content, view sneak previews, chat and link to view our PH MAG on-line magazine editions right from their Facebook Page.

THE MASSES: PH MAG has a unique and highly-diverse approach which enables it to penetrate the Masa Market of consumers in the Philippines -the untapped, rapidly emerging B and C consumer markets which are often overlooked by other publications which focus exclusively on high-income readers and tourism. PH MAG does not use high paid models and celebrity endorsements, but showcases true Philippine lifestyle and the people who live it. This all-inclusive approach showcases a truer image of the country and increases our readership within an 'upwardly mobile' demographic of 'new' impressionable consumers.



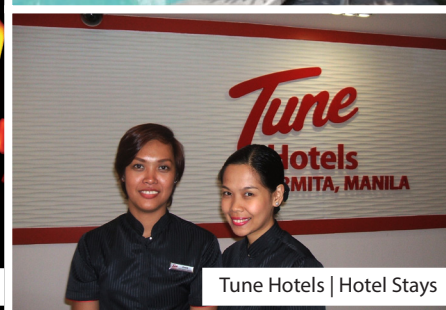
Rachel Lubangco | Events



Carasuchi Villa | Residences



La Luz | Resorts



Tune Hotels | Hotel Stays



Ermita Market | Local Businesses

the Philippines

magazine international
by Kareem Antonio

- 105 Million Residents
- Over 100,000 New Millionaires
- 50 Million Entrepreneurs
- 500,000 American Residents
- One of the World's Top 5 English Speaking Countries
- The World's #1 Call Center Industry
- The Fastest Emerging Market On Earth

The NEW Republic of the Philippines

The Philippines Magazine is a re-birth. Something special that captures the true essence of the Filipino lifestyle. It's bold, unapologetic, vibrant, sure and full of vigor —just like its readers. It's a new brand, one that defines their fabulous lifestyle and richly diverse culture. Created to be an all-inclusive showcase for Filipino businesses, their international flavor, classic tropical beauty, investment opportunities, real estate and lifestyle to an emerging new market of eager American's who desire to know and support them. With readers from the United States, Australia and the Philippines all with social circles which optimize diversity and generosity. The FREE, 12"X12", full-color, glossy coffee table book fosters optimism and defines a new era of The Philippines.

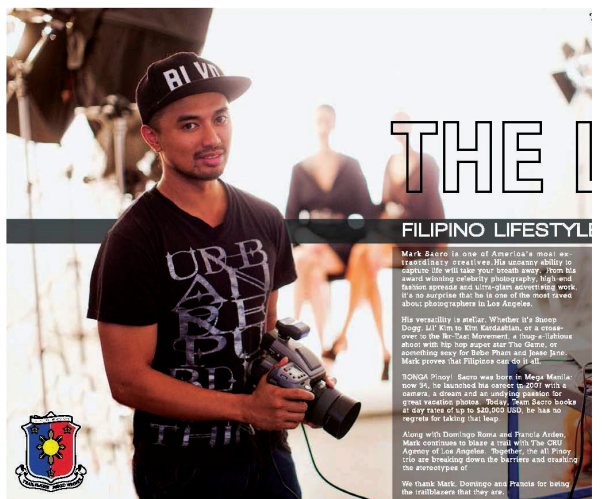
Boasting targeted local, national and global distribution reaching the American and PhilAm consumer. Leveraging radio, television, print and on-line components. The Philippines Magazine International has the strongest distribution of any American-centric Philippine lifestyle magazine —anywhere in the world.

Complimenting this is The PH MAG Showcase:

A series of exposes which showcase Filipino entrepreneurs and their businesses to American consumers and investors. Sharing in the opinion and love made law by beloved President P-Noy, encouraging the press to enhance the Philippines brand and image, we conduct undercover, hands-on features which shed light on issues and concerns of our readers who desire to live and invest in the Philippines.

Our Special Features show an optimistically honest view of the new Philippines.

- Rediscover Paradise
- The Welcome Issue
- The Home Sweet Home Edition
- On The Set
- GROOVES OPM Music Section
- THE LIST
- The MASA Lifestyle
- PH Safety Survey
- Our Investor Insights & Trends
- The TOP US Brands in the Philippines
- Our 100 Best & Worst Places to Invest in the Philippines and
- 50-Times Earnings



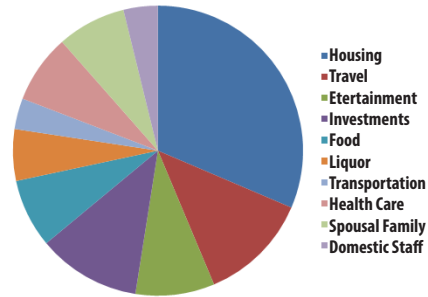
Producing content which is always unapologetic and ahead of the curve, The Philippines Magazine International has award winning publisher's, researchers, editorial, photography and design teams which delivers first hand, in-depth knowledge of the Island Pulse. With THE LIST and its Filipino Lifestyle Directory of over 500 entrepreneurs and businesses, The Philippines Magazine International is in-touch and possesses an uncanny ability to 'know' the consumer-market better than anyone else. For our readers, The Philippines Magazine International is a glimpse into who they are and what is possible, but for our advertisers, it's an opportunity to define a new lifestyle and to expand your brand.

\$500 Billion

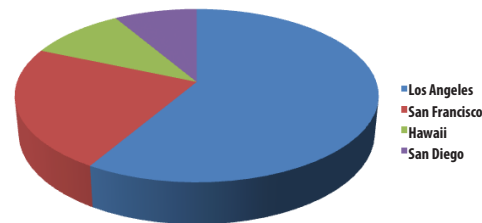
The Projected Buying & Investing Power of Filipinos in 2014

AmPat Spending Habits

American Residents in the Philippines and American/PhilAm Visitors spend more than \$100 Billion each year. Largely on Housing, Investments and Travel.



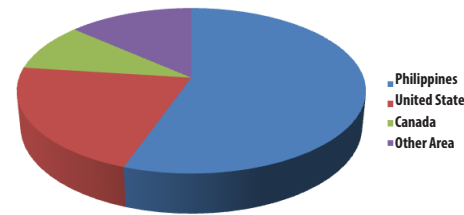
Below: Ratio of 4 Million Filipinos in the United States
Our International Distribution is focused on California, USA: Where over 2Million Filipinos Balikbayans, FilAms and American visitors to the Philippines live.



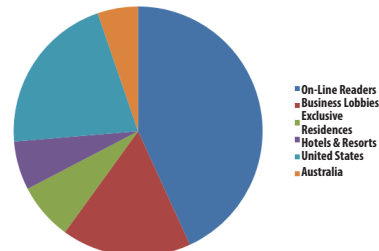
P500 Billion

The Amount American Residents in the Philippines will spend this year.

Below: Ratio of Filipinos... We distribute the world's most Filipino-populated areas. Our goal is to attract visitors and retirees to the Philippines -and your business or event.



FREE International Readership & Distribution Over 100,000 Readers Per Printed Issue. Many people also read our magazine via their mobile device or laptop computer.



BRIDGING THE GAP

The New Philippines is the world's fastest emerging market... multi-local, multi-lingual and ultra-sophisticated.



the Philippines

magazine international
by Kareem Antonio



IT'S A NEW WORLD OUT THERE

Our 100 Best & Worst Places to Invest. With its 'undercover buyers' PH MAG International rates and publishes its Insider Review of Philippines real estate. The insightful reference consumers and Investors alike –from Manila to Hollywood- seek before... Our insights are sometimes harsh –but always honest-ratings of real estate investments, brokers, agents and cities.

Icon Interviews. Every Issue of The Philippines Magazine contains in-depth and un-apologetic Feature Articles attacking major issues which affect American residents and investors. It's a celebration of the new Philippines which is booming with hot-shot entrepreneurs, world famous chefs, self-made millionaires, heirs-esses, and knock-em dead gorgeous models.

The Filipino Lifestyle Directory. We realize that it's important to support Filipino-owned businesses and entrepreneurs if our unified community is to flourish. The Filipino Lifestyle Directory is Our LIST of over 500 Pinoy businesses, from churches to restaurants, clubs, dog salons and daycares, to resorts, livery services and barber shops. Our Lifestyle Directory is not limited to a mere phone number and address, we can include a picture, say a few words about your business and let our readers know what we feel about you. All Ads and Lifestyle Directory Listings are also showcased on our website.

The NEW Philippines Website. In-Print and On-Line, we've got your business covered. Never before has the Philippine lifestyle been represented so well on the web. Via ThePhilippinesMagazine.com, consumers from all over the world can access information, link to your business website, see event pictures, businesses and read articles about the Philippine market and lifestyle. Powered by The Philippines Magazine's editorial, photography and publishing teams, the site

adds yet another layer to your advertising dollar.

The Philippines Magazine International will become a voice of truth. The insightful reference consumers –from Manila to Hollywood- seek before wasting their time and money on real estate projects and investments which are all hype and fail to deliver. We rate real estate companies on service, price, advertising practices and properties offered.

Be showcased in the Special Home Sweet Home Edition as a 'Review' or in a 'Feature Advertorial' in our must-read Special Edition. This Issue is our most controversial and most read Issue. Its Directory is our most read section of the magazine, and our on-line Features are some of the highest 'clicked' pages on our website.

Industry Specific Advertorials. No other Philippine lifestyle, multi-local, globally distributed magazine or website has the flavor that PH MAG International does. PH MAG Direct Bookings and Future Faces of the Philippines is an exciting, first-time format which showcases the Creative Industry and encourages our readers to book photographers, models, stylist and studios 'directly' without the middleman. Promote your creative services directly to decision makers; from the wedding planner to the corporate marketing executive.

On The Set & Full Access. A picture is worth a thousand words. In our unique paparazzi-style format of over 100 pictures, our On-The-Set photographers capture all the action. Our Full Access photographers capture the lifestyle scene from private parties, theatre, to court dramas. Our Special Nightlife Edition Editors, make sure that PH MAG International readers are kept in-touch with the biggest bashes and newest Hot Spots in The Nightlife Section. Ads are not enough, we take it to another level by promoting events, nightclubs and

United States and Philippines Ad Agency Retail Rates Advertising Rates

Corp Ad Prices		
Full Page	P35,000 Per Issue / P25,000 Per Yearly Contract	\$750 Per Issue / \$499 Per Yearly Contract
2-Page Spread	P70,000 Per Issue	\$1,750 Per Issue
Outside Back Cover Issue	P85,000 Per Issue	\$2,200 Per Issue
Inside Front	P60,000 Per Issue	\$1,500.00 Per Issue
Inside Back	P60,000 Per Issue	\$1,500.00 Per Issue
Front Foldout	P85,000 Per Issue	\$2,200 Per Issue
Directory Listings		
Directory Mention	P250 Per Issue / P100 Per Yearly Contract	\$5.00 Per Issue / \$3.00 Per Yearly Contract
Directory Listing	P750 Per Issue	\$19.95 Per Issue
Pinoy Expose'	P1,750 Per Issue	\$49 Per Issue
Lifestyle Expose'	P1,750 Per Issue	\$49 Per Issue

2013-2014 MEDIA PLANNER

Quarterly Editorial Calendar:

First Quarter: The Welcome Issue
Second Quarter: The Home Sweet Home Edition
Third Quarter: The MONEY Issue
Fourth Quarter: Rediscover Paradise

Rate Protection: Rates are guaranteed for all space orders, exclusives and semi-exclusives on contract for one, two, three or four consecutive Issues. Cancellation or default on any portion of a contract/agreement voids all rate, positioning and exclusives protection.

Prime Positioning: Rates range from Boutique, then Sub-Prime to Prime Positioning. Prime Positioning pricing may apply to advertising within pages 1-15, advertising within a Premium Section, Inside or Back Covers and/or on Editorial Pages.

Limited Special Editions: PH MAG International develops Limited Special Editions throughout the calendar year; such as but not limited to, The Beauty Edition, Travel Guide, The Philippine Investors Guide, PH Real Estate Guide and The Philippines POWER 100. Participation is limited. For rates and sponsorship speak to a PH MAG Sales Partner.

Inserts & Fold-Outs: Please speak to our Advertising Partner for a quote.

Payment Terms: All display advertising orders require upfront payment with artwork, unless agency or client has approved No-Risk Billing or Net-30 Days prior to closing. Full payment is due upon receipt of invoice. A 10% late fee will be applied -each month- to all invoices not received by due date.

Cancellations: The US Executive Publisher's of The Philippines Magazine International require a 60-day advanced written notice of cancellations prior to deadline date. Advertisers will be 'Short Rate' invoiced at the Rate Card rate less any discounts.

Ad Development: All Ads must be pre-approved by the PH MAG Editorial & Design Partners or Executive Publishers. Ads must be within editorial direction, quality standards and must be section specific. Ads are limited per industry. Ad creation rates vary by client and in some cases are subject to usage limitations -if any. The Philippines Magazine International and its Partners reserve the right to deny or limit any advertising without explanation.

All rates are subject to change without notice. Consult a PH MAG Sales Partner for current Specials and Promotions. Add 10% for Easy-Pay Billing Options.

The buying' of media endorsements and 'Covers' by politicians, products, real estate and drug companies is prohibited by United States law.

The New Philippines is open for business... and business is booming

TIP: There is a huge transfer of wealth going on. Both Filipinos and AmPats today buy lifestyle -not celebrity images and blind tourism destinations.

In the new Philippines, with half a million American residents and over 5 million new jobs: 2 out of 5 residents are expected to climb the social and economic ladder and change their entire lifestyle over the next decade. They will purchase -and furnish- their first home or condo, buy their first car and will have their first child.

It's no longer effective to communicate to one demographic. The American consumer-investor is closer than ever before and is seeking good Philippine-based products and services. You must design your products, services and advertising to speak to this new expanding and ultra-divers American-centric Philippine consumer and investor marketplace.



Market Profile & Demographics

the
Philippines
magazine international
by Kareem Antonio

The Philippines is made up of 7,107 Islands and is nearly the same size as Italy. However, it ranks in the Top 15 Most Populated countries on earth. Regarded as the "text capital of the world", the Philippines sends approximately 400 million text (SMS) every day by the countries some 35 million cell phone subscribers; more text than the United States and Europe combined.

Entertainment is big business in the Philippines; Roberto del Rosario invented the "Sing-Along-System" which was later called Karaoke which means "singing without accompaniment" in Japanese.

The attraction to the Philippines is its beautiful and fun-loving people, as well as its lush tropical landscape and coastline. Though the country is just 1/30th the size of the US, its 36,289 kilometers of coastline is twice as large. For lovers of sea life, of the some 500 coral species known to man, 488 of them can be found in the Philippine Islands; including the "Conus Gloriamaris", which is the rarest and most expensive seashell in the world.

PH MAG international readers are among the most educated and successful demographic in America.

The Median Household Income of our US-based AmPat/FilAm and Balikbayan Filipino reader is \$80,000 USD. The highest of any other Asian sub-group such as Japanese, Chinese and Korean.

Our readers are savvy and loyal consumers, and are amongst the largest group of investors into the Philippines new emerging economy. Filipino-Americans; also called PhilAms and their AmPat spouses sent some \$10 Billion US Dollars home to family and investments last year alone; nearly 60% of all money received by the Philippines. And, they are the largest investors and buyers of new real estate in the Philippines.

The average AmPat (American living in the Philippines) retiree or employee spends or invest over P1 Million per year. There are more than 500,000 American AmPats living in the Philippines and more than 5,000 US brands, entrepreneurs and businesses.

Each year more than 1 Million tourist visit the Philippines. Over the next decade, the number of American residents is expected to double to more than 1 Million; not including the 250,000 balikbayans (Filipinos living abroad) are expected to retire in the Philippines.

The Philippines Magazine International and its new Philippines Website have the lowest Ad rates and the highest American readership of any other magazine of its kind in the United States and the Philippines -and growing.

Entrepreneurship is a right-of-passage in Filipino culture. US-based advertisers should know: Our Filipino readers are highly educated and gainfully employed; additionally, Filipinos own more than 125,000 businesses in the US and employ nearly 150,000 people, and contribute more than \$15 Billion in revenue to US economy every year.

In the Philippines, the small-business or micro-entrepreneur is a highly relevant market and represents a mind-boggling 70% of the consumer market share. There are more than 50 million entrepreneurs: ranging from Sare Sare (convenience) Stores, small 'Karenderia' restaurants, temporary boarding houses and boutique resort/hotels, franchise and non-franchise food cart vendors, to boutique smoke shops, clothing outlets, fresh organic Farmers Markets, barber and beauty shops, house wares and custom furniture manufacturers.



FILIPINO POPULATION

The Philippines: 101.9 Million

US: 4 Million
Los Angeles/SoCal: 1 million
Entrepreneurs PH: 50+ Million

99% of businesses are SME's (Small Business Enterprises)
51% Female Owned

The People

Median Age 22.9 years old
Males 22.4 years old
Females 23.4 years old
Literacy 95% or higher
Men 94%
Women 96%

Education

Philippines: The literacy rate is over 93%
United States: High School Diploma: 90.8%
Bachelor's Degree or Higher: 47.9%
Futures & Trends

Historical Peso Exchange to \$1USD:

Year High Low
2011 P45 P41
2010 P44
2007 P46
2000 P50
1997 P41
1989 P27 P21
1983 P8 P20
1970 P4 P6
1961 P2 P3.7

Mobile Phone Users:

2011 92,227,000
2003 11,350,000
2006 32,810,000
2010 74,484,000

Land Line Phones:

6.783 Million

Business is Booming: Philippines

Philippines Labor & Work Force: 43.0 Million
Agriculture: 33%
Industry: 15%
Service: 52%

New Jobs Created Since 2003: 5 Million+

Unemployment Rate:

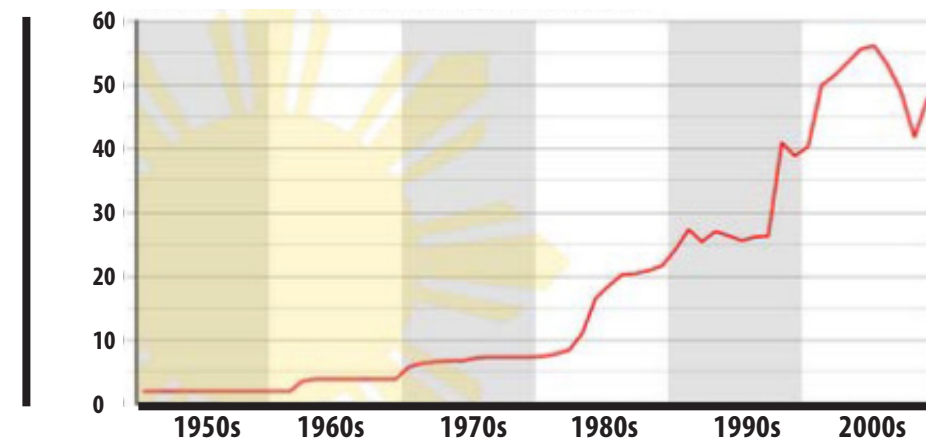
2003 10.2%
2005 11.7
2009 7.5
2010 7.3

Airports

Total: 254
Paved: 85
Unpaved: 169

Philippine Peso

Exchange rate against the US Dollar. 1950-2009



PARADISE MEETS

MECCA

The New Philippines lifestyle is fun, laid-back, yet exciting and full of opportunity. The Filipino culture is one of the most hospitable in the world.

Whether you seek a 'life of leisure' in a beachside province, a dip in the lucrative pool of big business, or a mixture of the two, with 7,107 islands and one of the world's fastest growing economies, we guarantee you can find it and more in the New Philippines.

Let us help: Success@KareemAntonio.com

Rediscover Paradise.
Ride the rainbow to your pot
of gold.

*B*ridging the Gap
and turning ideas into reality for our
clients is what we do every day.

We deliver end-to-end customized
solutions for entrepreneurs who are
looking for personal and professional
services.

From the simple airport pick-up or
providing a Personal Assistant, to han-
dling site checks and merger negotia-
tions.

Let us help you take your business to
the global marketplace and achieve
your goals.

Success is for everyone.

www.KareemAntonio.com



KAREEM ANTONIO
& Company, Inc.

Business Success Plans-Success Seminars-Websites-Marketing Products & Services-Photography-Commercial Construction & Management
Writing & Editing Services-SEO-Custom & Niche Market Publishing-Graphics Design-Mergers & Joint Ventures-Business Negotiations-Interim Executive Services



PH MAG
FAVORITE
OFFICE PARTY
HEAD QUARTERS'



UNITS 1-6 Cluster D, San Miguel BY THE BAY
Mall of Asia Complex, Pasay City

Now In Makati City at Ground Level
A Venue Mall, Makati Avenue



NOW OPEN !!!
MAKATI
A Venue Mall

for your Corporate Events,
Mixers, Holiday Parties and
Meetings.

www.hooters.com.ph