

# About Taste Window Magazine

## Monthly Issue :

Every 27<sup>th</sup> of a months.

## Circulation :

3000 pcs

## Retail Price :

3,000MMK

## Print Distribution

Our publications are nation wide distributed available on all major book stores - over 100 book stores, all City Mart outlets. Digital Version available in all platform on local/international e-book stores.

## About

The Taste Window Magazine is the first monthly magazine of its kind in Myanmar language and one of the best selling magazines in Myanmar. The magazine has begun to be published since January 2012. Its aims at an active, happy and prosperous family and everyone who is interested in foods and drinks. Taste Window Magazine is packed full of recipes of Taste Window Magazine's stars. And Taste Window Magazine includes "Celebrities in the Kitchen", "Kids in the Kitchen", "Food and Health", "Food and Travel", "Eating Out (Restaurant Review)", "Chef Feature" and a lot more. It is issued on the 27th of every month and is available wherever books are sold. Also available [Digital Version](#).



## လျှပ်စွန်တက်ကြွသော မိသားစုတိုင်းအတွက်

လစဉ် (၂၇)ရက်နေ့တိုင်း ထုတ်ဝေသည်။

စီးတီးမတ်များ၊ ဂူပါမားကတ်များနှင့် စာအုပ်ဆိုင်တိုင်းတွင်ရရှိပါသည်။

Food Magazine ကို (၁)နှစ်စာ ကြိုတင်မှာယူပါက ချည်သားစစ်စစ်

Food Magazine ရေးဝယ်အိတ်

လက်ဆောင် (သို့) Apron နှင့် Digital Magazine ရရှိမည်ဖြစ်ပါသည်။

**SUBSCRIBE NOW 09 254006049**

Get Food Magazine 100% Cotton Shopping Bag or Apron & Digital Magazine

**Better Day Media**

Ph : 09 254006049, 09 765033941,  
www.foodmagazineinmyanmar.com  
www.betterdaymedia.com

**Food**  
Food, Drink, Lifestyle & Health  
magazine

# Taste Window Magazine Print Rate

Particulars	Normal Price	3M 5% Dis Price	6M 10% Dis Price	12M 15% Dis Price
Back Cover	500,000	475,000	450,000	425,000
Front Cover Box	450,000	427,500	405,000	382,500
Inner Front Cover	350,000	332,500	315,000	297,500
First Page	300,000	285,000	270,000	255,000
Inner Back Cover	280,000	266,000	252,000	238,000
Inner Page (Full)	200,000	190,000	180,000	170,000
Half Page	150,000	142,500	135,000	127,500
Tag Line 3 with Full Page	325,000	308,750	292,500	276,250
Tag Line 4 with Full Page	365,000	346,750	328,500	310,250

\*Free logo display on cooking video

\*Free advertising on [tastewindowmagazine.com](http://tastewindowmagazine.com)

\*Free post on Taste Window magazine social media.



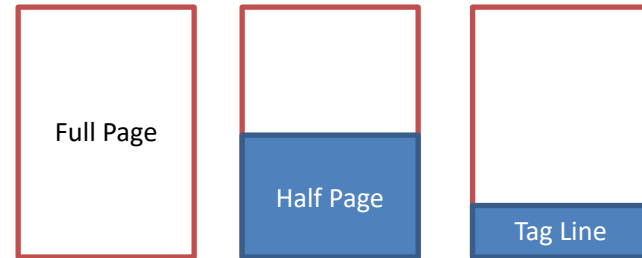


# Artwork Specifications



## Artwork Specification

- Full Page - 8.625 x 11.625 in
- Half Page - 8.625 x 5.875 in
- Tag Line - 8.625 x 2.125 in



### Size

Requirement size is mentioned

### Format/Resolution

PDF(min.300dpi).(Ai,INDD,PSD) with all links.

### Bleeding

0.125 in/3mm bleed on all sides.

### Colour

For print artwork : CMYK mode  
For digital artwork RGB or CMYK

### File Name

Eg, Company Name-Product Name-Size.pdf  
Company Name-Product Name-Size.jpeg

### Submission for CD rom

Please mention following details  
a-Company name  
b-Media name/Place

### For email submission

marketing@foodmagazinemyanmar.com  
sales@betterdaymedia.com

### Note

- \* Any important information logo, Phone number, address, etc. have to be designed within 1cm off the borderlines.
- We are not responsible for any art work do not meet mentioned requirements.

# Half Potato Cooking Video Rate

Particulars	Normal Price Per Episode	20% Dis Price
1Episode	650,000	520,000
2Episode	1,000,000	800,000
3Episode	1,250,000	1,000,000
4Episode	1,500,000	1,200,000

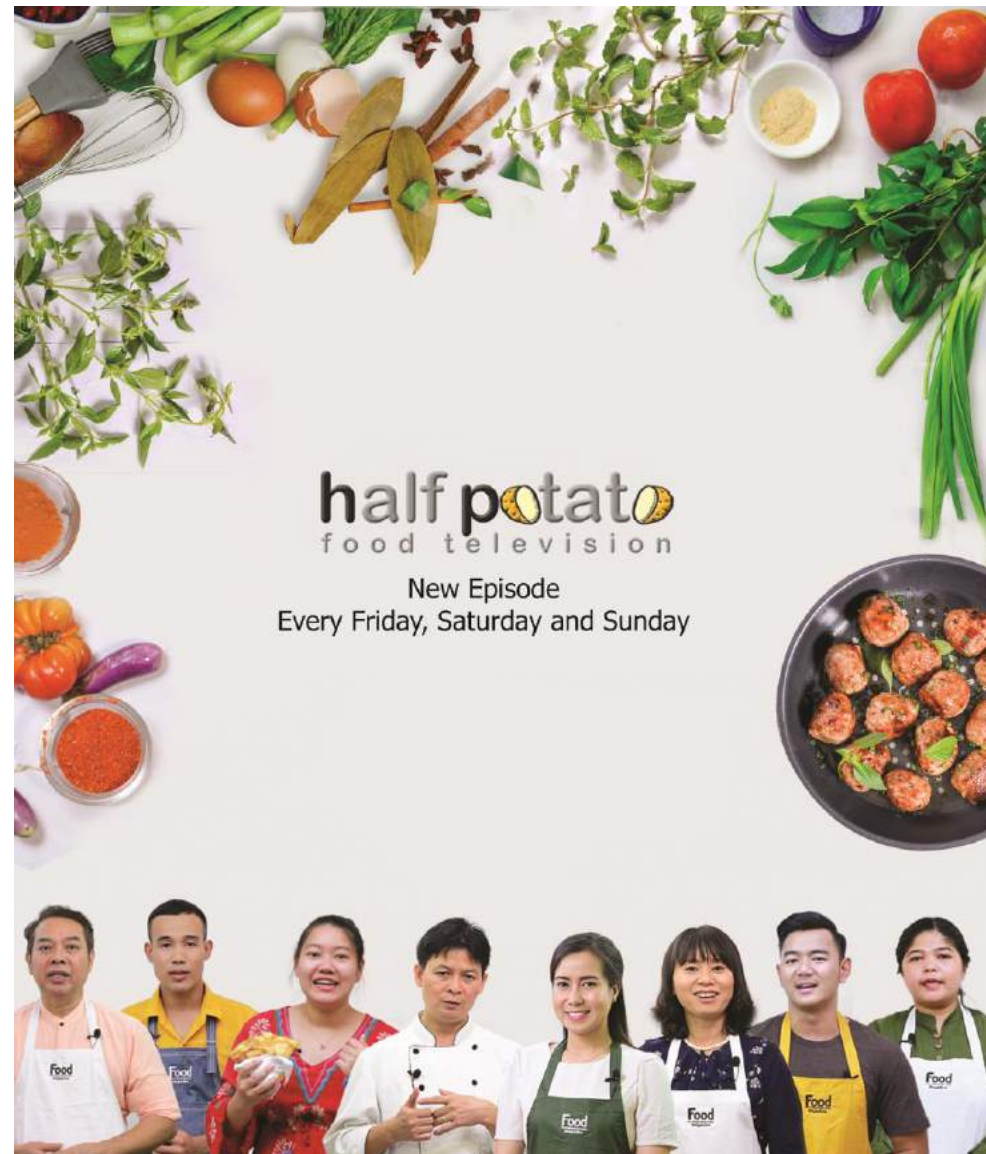
## Half Potato Cooking Video Services

- \*Pre Roll (5Sec)
- \*Crawler (5Sec)
- \*Product Talk
- \*Logo
- \*Product Used (exclusive)
- \*Product Seen (exclusive)

## Half Potato Cooking Video Specification

Program Name : Half Potato Cooking Class  
 Episodes Duration : 3-5 Minutes  
 Host : Talent Chef  
 Broadcasting Media : Better Day Media/  
 Media Platform : Online

- \*All episode price for only one chef.
- \*The price can be changed is depend on how many chef do you need.
- \*Proposal will be expired in 2weeks.





# Half Potato Cooking Video Rate

## Half Potato Cooking Video Specification for No Talent Chef

Program Name : Half Potato Cooking Class  
Episodes Duration : 3-5 Minutes  
Host : Ordinary Chef with background music  
Broadcasting Media : Better Day Media/  
Media Platform : Online  
**Price for 4 Episodes: 800,000**

## Half Potato Cooking Video Specification

Program Name : Half Potato Cooking Class  
Episodes Duration : 3-5 Minutes  
Broadcasting Media : Better Day Media/  
Media Platform : Online  
**Crawler (2 times) + Supported by Logo**  
**Price for 1 Episodes: 100,000**



# Facebook Content/ Print Article Rate

- Promotional editorial coverage in taste window magazine  
1Page

Rate - 300,000 mmk

**Remark : Information has to be provided by client.**





## Facebook Content Review/ Print Article Review Rate

- Promotional review news video content  
3 to 5minutes duration  
\* reviewed by one of our food producers.
- Promotional editorial review coverage in food  
magazine 2 to 3 Pages

Rate - 600,000 mmk

**Remark : Information has to be provided by client.**



# Facebook Page Cover Logo, YouTube Cover Logo & Website Banner

Facebook Page Cover Logo (Taste Window Food Magazine and Half Potato Food Television)

- Period – 1 month
- Price rate – 600,000

YouTube Cover Logo (Taste Window)

- Period – 1 month
- Price Rate – 300,000

Website Banner (tastewindowmagazine.com)

- Period – 1 month
- Price Rate – 600,000





# Page Summary on 24.10.2021

- ❖ **Page Followers** - 638,520 people follow – over half million organic followers and good numbers of followers are increased day by day.
- ❖ **Post Engagement** – 242,646 ( last 28 days) – people engaged with our posts through organic reactions, comments, shares and clicks.
- ❖ **Video Views** – 751,729 (last 28 days) – over half million number of video views
- ❖ **Post Reach** – 1,234,198 (last 28 days) – over 1 millions number of people who saw any of our post at least once.

# YouTube Channel Summary on 24.10.2021

- ❖ **Subscribers** – 25,400 people subscribe – good numbers of subscribers are increased day by day
- ❖ **Post Engagement** – 3,300 (last 28 days)
- ❖ **Video Views** – 75,500 (last 28 days)
- ❖ **Video Impressions** – 877,100 (last 28 days)



## Reasons to advertise with us,

1. Most popular magazine in its kind.
2. It is also available digital version on all platforms.
3. Active, happy and well off audience.
4. Customized budgets.
5. Effective distribution channels reach out and engage with over 3 millions audience.

### လျှော်ရွှင်တက်ကြွသော မိသားစုတိုင်းအတွက်

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Food Magazine ရေနှောင်အိတ်  
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**Food**  
Food, Cooking, Lifestyle & Health  
magazine

## **NOTE**

**Rates exclude 5% commercial tax. The payment amount in full has to be paid 7 days before the advertisement described. All payments are non-refundable. Taste Window magazine will deliver 5 copies of magazine in which the advertisement is described. Advertiser is responsible for all necessary licenses and copy right to use the content mentioned in the advertisement.**

**Please contact our sales team:**

**09777002771, 09254006049**

**marketing@foodmagazinemyanmar.com, sales@betterdaymedia.com.**