

BRIDGE

MULTILINGUAL MEDIA



www.ebridge.com.au

Bridge Magazine
Printing

Ethnic Media Advertising
Graphic Design

Translation & Interpretation
Web Design

BRIDGE MAGAZINE


Why should you advertise in *Bridge Magazine*?

Food, fashion, real estate, transportation, education, entertainment, tourism, health, banking, investment... Does your business belong to one of the above industries? With the continuous increasing number of Chinese-speaking population, each person holds great purchasing power.

Is it possible that your business is currently missing out on thousands of these potential customers? Wait no further, advertise in Bridge Magazine today and explore this huge market!

Please contact us to find out who in your industry has advertised in Bridge Magazine.

What is *Bridge Magazine*?



Established in 1998, Bridge Magazine is the most popular and highest-in-demand Chinese publication in Queensland. The name "BRIDGE" derived from the founder's original aim – bridging the gap between communities and therefore, assisting readers to a better understanding of today's Australia. Whether it is the sophisticated overall presentation; the first-handed, well-researched/written articles on all topics; creative and uniquely designed advertisements, the team at Bridge always aims to achieve nothing but the best for our advertisers and readers.

From local news to stories of remarkable Australian people, all articles aim to stay truthful, to-the-point and inspiring. It is a true pleasure reading Bridge Magazine in every way.

What's inside of *Bridge Magazine*?

Bridge Magazine consists of sections of: Cover Specials; Feature Stories; Local News; Our Society; Law & Finance; Education; Health & Living; In-depth News; Malfarious World; Recreation; Literature; Classifieds.

Who are the readers of *Bridge Magazine*?

Bridge Magazine's readers include over 40,000 local Chinese speakers, international students, and visitors (from China, Taiwan, Hong Kong, Singapore, Malaysia, Indonesia) in Brisbane and Gold Coast.

When can you see *Bridge Magazine*?

10,000 copies are published on the first Friday of every month.

Where can you see *Bridge Magazine*?

All over Brisbane and Gold Coast, Bridge Magazine is bulk delivered to selected locations where Chinese-speakers visit most frequently and are most concentrated.

Please contact us for a detailed distribution list.

How to book for advertisements in *Bridge Magazine*?

15 days prior to publication for advertisement booking; 11 days prior to publication for artwork materials.

Please contact us for special advertising rates and detailed list for publishing and closing dates.

See the list of our "Happy Clients" on www.ebridge.com.au

Bridge e-Magazine can be viewed at www.bridgemagazine.com.au

ETHNIC MEDIA ADVERTISING

With the success of Bridge Magazine, Bridge Multilingual Media now also specializes in ethnic media buying and planning with professional skills in multi-cultural communications.

Advertisers can enjoy the convenience of our one-stop, cost-effective advertising packages in the English and ethnic media. Starting from as little as \$3,600, we will efficiently plan, schedule, produce and place your advertisements in over 100 publications and 16 languages choices to suit your target customers.

An example of advertising packages targeting Chinese customers:

Advertising Packages	A	B	C	D
Planning and scheduling	✓	✓	✓	✓
Artwork of advertisements	✓	✓	✓	✓
AD 1 – full-colour advertisement in Chinese publication 1 (Bridge Magazine) for 3 months	¼ page	½ page	1 full page	front or back cover
Translation of AD 1	✓	✓	✓	✓
AD 2,3,4 – full-colour advertisement in Chinese publication 2,3,4 over various length to suit your promotional target	¼ page	½ page	1 full page	front or back cover
Translation of AD 2,3,4	✓	✓	✓	✓
A featured editorial to promote your company or project in the first month of advertising in Bridge Magazine Dispatch of advertisements	✓	✓	✓	✓
Estimated Budget	\$3,600	\$5,880	\$9,000	\$16,000

Please contact us for advertising rates and detailed list for publishing and closing dates.

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TRANSLATION & INTERPRETATION

NAATI (National Accreditation Authority for Translators and Interpreters Ltd) certified translation and interpretation services of exceptional quality with in-house quality control in Arabic, Bangladesh, Bosnian, Burmese, Chinese (Traditional), Chinese (Simplified), Croatian, Czech, Dutch, Filipino, French, German, Greek, Hebrew, Hindi, Hungarian, Indonesian, Italian, Japanese, Korean, Lao, Macedonian, Malaysian, Maltese, Polish, Portugese, Romanian, Russian, Serbian, Spanish, Thai, Turkish, Vietnamese...etc.

Please contact us for detailed prices.

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PRINTING

Our printing products include:

- Business Cards
- Letterheads
- With compliment slips
- Envelopes
- Notepads
- Message Pads
- Presentation Folders
- Flyers
- Handouts
- Menus
- Calendars
- Greeting Cards
- Invitations
- Posters
- Brochures
- Newsletters
- Annual Reports
- Handbooks
- Stickers
- CD Cover and Labels
- Pens
- Paper Bags
- Plastic Bags
- Signage
- Electronic Presentations

We will transform your concepts into finished products, always with your budget and timeframe in mind. Our comprehensive quality-control system and professional staff will give you peace of mind and make all your printing jobs with us pleasant and enjoyable.

*Please contact us for samples and detailed printing prices.
See the list of our "Happy Clients" on www.ebridge.com.au*

GRAPHIC DESIGN

Equipped with practical experiences and innovative minds, our professional design team is driven by passion and diligence. When it comes to your business promotion, product introduction and demonstration, our services are nothing short of artistic inspiration and unique vision.

*Please contact us for detailed design prices.
See the list of our "Happy Clients" on www.ebridge.com.au*

WEB DESIGN

Outstanding graphic and web design solutions with multi-language presentation at competitive set prices. Whether you're a new business or an established business, as long as you aim to gain competitive advantage and new customers, you can definitely benefit from our packages starting from \$699.

*Please contact us for detailed web-design packages.
See the list of our "Happy Clients" on www.ebridge.com.au*

FROM CONCEPT TO PERFECTION



BRIDGE U

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