



[www.theloophk.com](http://www.theloophk.com)  
People, Plates, Places

# OUR STORY

Welcome to The Loop. We're a knowledgeable and infectious lifestyle news source, available on a beautifully designed website and free mobile app.

The Loop provides buzzworthy dining news, entertaining lifestyle stories, and valuable travel guides for our jetsetting readers. We offer our uninhibited opinions on every topic we cover — from new restaurants to societal issues to relatable city living conundrums.

We're informative, fun-loving, innovative and, most importantly: we know what we're talking about.

# OUR TEAM



**ADELE**  
Publisher



**KATE**  
Editor-in-Chief



**SIN YAN**  
City Living Editor



**CHRIS**  
Chief Technology  
Officer



**ED**  
Chief Financial Officer



**ALAN**  
Photographer



**RYAN**  
Art Director

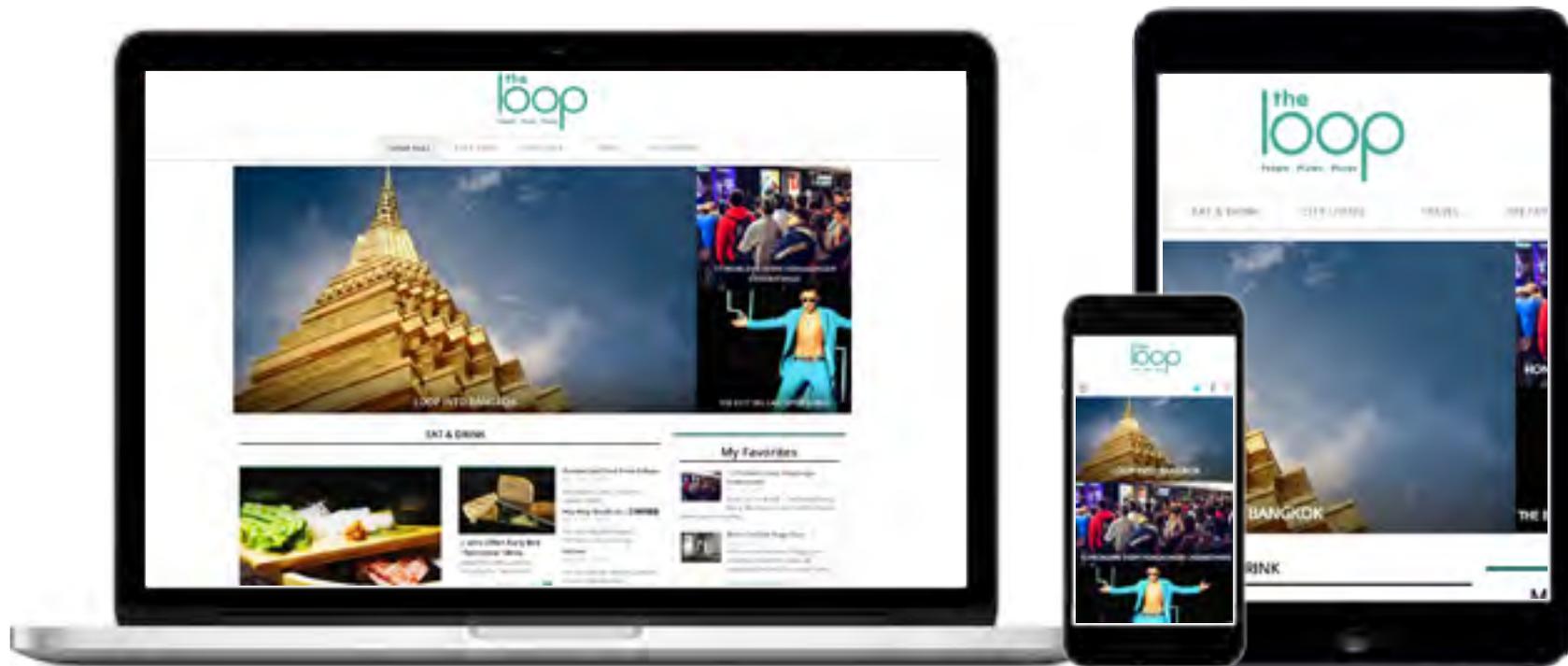
# OUR PHILOSOPHY

At The Loop, we believe in trustworthy editorial that's not unduly influenced by advertising dollars. We also believe that advertising should not be shunned from the editorial space or treated as an unwelcome entity.

Therefore, we take a collaborative approach that creates a win-win situation for everyone involved. We approach clients that align with The Loop brand and fit our demographic, because we want our clients to successfully reach readers. Whether they're small startups or big brands, we are proud to support our sponsors and say so in our posts.

The result? The Loop's sponsored editorial and branded content blend seamlessly together and our clients' messages are seen by more readers.

# STAY IN THE LOOP



The Loop is digital-first, and we follow our readers everywhere they go. We're beautiful and easy to use, whether you find us on your desktop, laptop, tablet or mobile phone. We're also active on all the prominent social media channels, including [Facebook](#), [Instagram](#) and [Twitter](#) @theloophk.

# OUR CONTENT

At The Loop, our vision is simple. We want to entertain and inform our readers with witty lifestyle stories, the latest food news, and in-depth travel coverage.

Our content falls into three main categories:

- EAT & DRINK
- CITY LIVING
- TRAVEL



# EAT & DRINK

Hot openings, insightful interviews and a constant feed of dining news.

## **Just Opened**

The Just Opened newsfeed is dedicated entirely to the hottest debuts around town.

## **News & Deals**

The News & Deals section is a paid space reserved for our clients to announce news or offer exclusive deals, yet the feed blends seamlessly with the rest of the editorial content.

## **Dishin' the Dirt**

The city's most prominent chefs and restaurateurs tell The Loop about working in the unpredictable restaurant industry.

## **Top Lists and Features**

From roundups on Hidden Dim Sum and Hipster Cocktails to hilarious quizzes, there's

a deliciously addictive dining story for everyone.

## **Find a Restaurant**

The Loop's Find a Restaurant section lets readers sort our database by cuisine type, district, price, and more. Once you find a must-try restaurant, you can add it to your "Favorites" for future reference.

## **Columnist:**

### **Adele Wong**

Adele has a lot of opinions on the Hong Kong dining scene, and as The Loop's resident dining columnist, she will let her unsolicited thoughts be known.

# CITY LIVING

Endearing Hong Kong quirks, surprising histories, upcoming events and expert local insight.

## Daily Grind

The Daily Grind tells it like it is — memes, gifs and painfully accurate truths galore.

## History & Heritage

Don't remember how the 60s Leftist Riots got started? Read up on forgotten Hong Kong factoids here.

## What's Happening

Don't miss out on the latest festivals, exhibitions, concerts and other hot happenings.

## HK Homies

Whether we're profiling someone with a cool job or a different point of view, our HK Homies guarantee a potent quote or two.

## The Hot Seat

Featuring all kinds of activists, The Hot Seat is an opportunity for Hong Kong's top voices to explain society's pressing matters.

## Dating

Relationship guru Lulu Jeh provides advice for the lovestruck, while hilarious matchmaking stories help prep you for your next date.

## Columnist: Chan Sin Yan

Sin Yan grew up in Hong Kong and knows the city like the back of her hand. She discusses issues close to her heart in this weekly column.



# TRAVEL

Everywhere our readers go, The Loop goes too! We know Hongkongers love to travel, so we bring them inspiration, hacks, and in-depth guides.

## **Bucket Lists**

Tired of the same old standard travel guides and tips? Get off-the-beaten-path advice from local residents in each destination.

## **Columnist:**

### **Kate Springer**

Travel expert Kate Springer offers insight and personal

accounts as a seasoned jetsetter whose second home is the Hong Kong airport.

## **News & Deals**

Launching a new route or want to offer The Loop readers a free room upgrade? Here's where our clients can announce the big reveal to travel-obsessed Hongkongers.

## **Travel Guides**

Whether you're after a city escape or an eco-wellness retreat, The Loop provides you with failsafe itineraries for the region's top destinations.



# OUR STATS

3,000

Emails

Mailing List

TBC

Monthly Unique Visitors

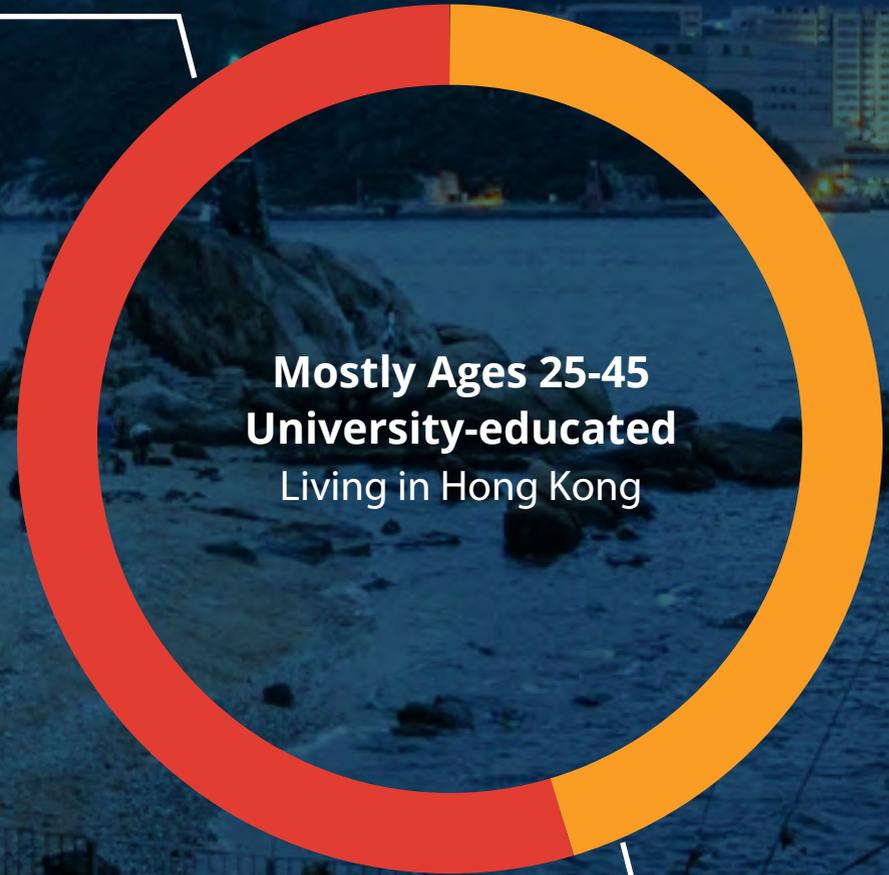
13,800

Monthly Page Views

1,500

Facebook Likes

Females 43%



Mostly Ages 25-45  
University-educated  
Living in Hong Kong

Males 57%

# OUR SERVICES

You won't find any dusty old banner ads on The Loop website or app. Instead of traditional advertising, our team is pioneering a mutually beneficial approach when collaborating with our clients. Our editorial team provides sponsored and branded content that blends into our newsfeed and complements the rest our editorial content. Transparency is important to us, and all of our sponsored content is clearly labeled.

## Work with The Loop:

- **Sponsored Posts**
- **Sponsored News & Deals**
- **EDMs**
- **Custom Publishing**

# OUR SERVICES

There are plenty of ways you can collaborate with us at The Loop. We offer plenty of price points to match your budget, big or small.

## **Announcements & Deals** — *From \$2,500 per post*

These announcement features and discount offers blend seamlessly with the rest of the editorial content.

**Announcements:** If your restaurant has a new dinner menu or your airline is launching a new route, you can purchase an Announcement. Our team will help you create a post in line with our editorial tone and house style.

**Deals:** If you want to offer a discount to The Loop's loyal readers, you can opt for a Deal. Our team will help you create a post in line with our tone and house style.

A detailed price breakdown is available on request.

# OUR SERVICES

## NEWS & DEALS

SPONSORED



### L'altro offers early bird "Apericena" menu

Italian fine-dine L'altro is bringing the "apericena" dining...

OCT 03, 2015

Add to favorites



### Winter casseroles at The Chinese Restaurant

The Chinese Restaurant offers winter casseroles...

SEP 22, 2015

Add to favorites



### La Paloma launches brunch

La Paloma now offers brunch.

OCT 03, 2015

Add to favorites



### La Vache! introduces Le Disco brunch

La Vache! now serves Sunday brunch.

SEP 07, 2015

Add to favorites



### CÉ LA VI launches new Asian lunch menu

LKF hotspot CÉ LA VI's exec chef Chet Adkins has launched an Asian...

SEP 07, 2015

Add to favorites

Read more in "News & Deals" ...

## EVERYTHING ELSE

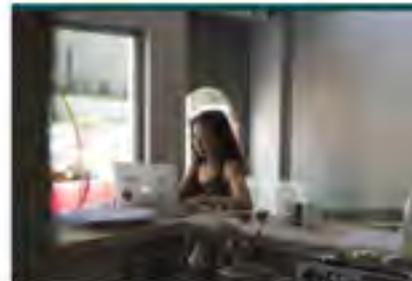


### Top 3 Cat-themed Restos

In a city where ceramic waving cats



### 6 Weird and Wonderful Wet Market Fruits



### Dishin' the Dirt: Peggy Chan

Chef and restaurateur Peggy Chan recently



VIET KITCHEN NOW PLAYING LIVE MUSIC ON WEEKENDS

## MORE LIKE THIS



### 208 Duecento Otto

SEP 03, 2015

Wine and Dine: Before Shaung Wan emerged as the foodie haven it is today, 208 Duecento Otto brought its rustic...



### URA Japanese Delicacy

SEP 03, 2015

Sushi Lurish: Meaning "hidden" in Japanese, URA Japanese Delicacy not-to-subtly tries to be the latest...



### Dandan Soul Food From Sichuan

SEP 03, 2015

Affordable Lunich: If you've always found old-school, no-nonsense Sichuan restaurants in Hong Kong intimidating...



### Hop Hing Noodle Ka | 合興粉麵家

SEP 03, 2015

Flat Rice, Noodle Heaven: Formerly a dai pai dong in Kwun Tong, Hop Hing Noodle Ka has over 30 years of history...



### Kitchen

SEP 03, 2015

All You Can Eat: Kitchens at the W is one of the fanciest hotel buffets for stuffing your face.

# OUR SERVICES

## **Sponsored Posts — *From \$7,500 per post***

Are you a whisky brand? We've got a drinking trends story that's right up your alley. Are you a coffee bean importer? How about sponsoring an addictive "Which Kind of Coffee Bean Are You" quiz? A Sponsored Post is a strategic way to provide exposure for your brand while engaging our readers.

A detailed price breakdown is available on request.



# OUR SERVICES

DAILY GRIND HISTORY & HERITAGE WHAT'S HAPPENING NEWS & DEALS PEOPLE DATING

## 13 Problems Every Hongkonger Understands

BY KATE SPRINGER | OCTOBER 16, 2015



Sponsored

Oh East Road/From the MTR/Photo: See Hong Loo/Foto

Add to favorites

Don't get us wrong — we looove Hong Kong. But every once in a while the pet peeves just start piling up and we can't help but vent a little. Hands up if you've encountered these Hong Kong problems...

**1. Answering cold calls from telemarketers every 10 seconds and you're all like...**

### My Favorites



**El Mercado**

Aug 14, 2015  
Japanese? Peruvian? In a sky-high venue off busy Hennessy Road, El Mercado (meaning "the market" in Spanish)...



**Top 6 Dining Destinations For Visitors**

Dec 11, 2013  
Have friends in town and scratching your head when it's time to eat? From dsi pai dongs to cooked food...

# OUR SERVICES

## EDM — Starting from \$1 per reader

**Weekly Newsletter:** The Loop blasts a weekly newsletter rounding up the latest restaurant openings, cool events, relevant news and viral videos. The blast is received by The Loop's database of loyal readers, and you can be a part of the action.

**Independent EDM:** If you have some news you're keen to distribute, consider letting us craft a custom EDM that will reach our robust database.

## Other Services

Want us to publish a custom story, press kit, or pamphlet for your company? Got a crazy-awesome idea on how we can collaborate? Let us know and we can make it happen.

# TAKEAWAY

87%

of connected smartphone users use their device at a restaurant

71%

of connected smartphone users use their device to browse lifestyle/news content

96%

of Hongkongers go online using their smartphones daily. It's the highest rate in Asia

64%

of the Hong Kong population of 7.2 million people own a social media account like Facebook

75%

of connected smartphone users use their device at a cafe/ coffee shop

# TALK TO US

Want to learn more about how you can partner with The Loop?

For specific price breakdowns and for more details, please send an email to:

[partners@theloophk.com](mailto:partners@theloophk.com)

We'll get back to you within 24 hours!

An aerial photograph of a city street intersection. The road is paved with dark grey stones and marked with bright yellow lines. A white car is on the left, a red car is at the top, and another red car is at the bottom. A motorcycle is on the right. A dotted white line forms a circle around the central text.

# the loop

[www.theloophk.com](http://www.theloophk.com)

**Photo Credits:**

Alan Pang  
Justin Gaurav Murgai/Flickr  
Kevin Poh/Flickr  
He Shoots He Scores/Flickr  
Colin Tsoi/Flickr