



Five Reasons to Advertise in Xpat Magazine

Xpat Magazine is the first all-English arts and culture magazine in South Taiwan. The content is carefully planned so that it can be enjoyed by persons all backgrounds and ages. The magazine is distributed in select locations to ensure that the maximum exposure. Thus, since it's inception in Winter 2005, Xpat Magazine has quickly become the first choice for of Xpats in South Taiwan, young and old, new and experienced, when they are looking for stimulating and entertaining literature. Here are a few of the many reasons why you should promote your business in Xpat:

1) We offer an audience that nobody else can

Xpat Magazine offers a unique advertising audience. We estimate that we now reach more than 70% of foreigners in South Taiwan (and that number is growing). In fact, in cities South of Taichung, we practically have a captive audience, as there are no other comparable English magazines. We also estimate that bilingual Taiwanese (mostly university students) make up around 20% of readership.

This audience is a very profitable one to advertise to. Western workers have a very high income and spend a larger than average proportion on dining, entertainment, travel, and services. And since a large proportion of this audience is unable to speak Chinese, they are willing to pay significantly more for English service. Taiwanese locals who are interested in Western culture often patronize these same businesses.

2) High-Turnover

Very few foreigners call Taiwan home. They come here for a work (usually engineering or teaching) or to study for a year or two. Thus, there is an extremely high turnover rate. That means that there is a constant stream of new foreigners arriving in South Taiwan who don't speak Chinese and don't know where to find the goods and services they need. When they need those goods and services they look in Xpat Magazine.

3) Limited Choices

Xpat Magazine wants to help foreigners in South Taiwan connect with businesses that provide the goods and services that they need. We provide cheap advertising for small businesses that provide services that foreigners need. Xpat Magazine wants to help foreigners find your business. Foreigners look in Xpat Magazine to find businesses that can help them because those are the only businesses that we advertise.



103 Fudong St., 7-F, Tainan
09 1621 4051 (06) 275-4474
xpatmag@gmail.com
www.xpatmag.com

4) Foreigners Spend a Lot of Money on Goods and Services

Westerners in Taiwan have few options for dining and entertainment. They find cooking difficult because the ingredients and facilities they're accustomed to at home be expensive and hard to find here, and they find entertainment scarce because most of it caters to Chinese-speakers. So, foreigners spend a lot of time eating in restaurants with English service (or English menus) and socializing in Western pubs. There aren't a lot of these businesses in South Taiwan and foreigners are always looking for new places to go. Why not tell them about yours?

5) Foreigners Travel

Whenever a person moves to a new country he or she travels. Foreigners in Taiwan are no exception. They want to see Taiwan. They often travel to different cities, parks, and resorts. We prefer to make reservations before we leave home, and plan on places to go, but often we cannot because we don't know the names or telephone numbers of businesses with English service. Xpat is distributed from Taichung all the way to Kenting. So, the next time a foreigner is visiting your city, he or she will be able to find your business.

6) The Most Successful Businesses Advertise

The most successful businesses are the ones that advertise the most.

The Armory Pub in Tainan is the most popular Western pub in town. It's packed every weekend and many weeknights. The Armory doesn't need to bring in any more business, yet The Armory advertises (and has advertised) in every western publication in South, as well as some from North, Taiwan and sponsor the Tainan Phoenix football team. This ensures that the Armory will remain successful. The Armory is very visible and well known in the community as a Western friendly business. They don't advertise because they want to become the most popular place in town. They advertise to stay that way.

Similarly, FM Bar and Restaurant in Taichung, which is packed with foreigners almost every night of the week, advertises in every publication in town, sponsors local artists by showing their work, and doesn't hesitate to sponsor new projects. FM is known in the community as a friendly place with generous management. Foreigners like to support those kinds of businesses. Don't forget, your advertising dollars aren't just paying for an ad. They're paying to produce a product that the foreigners in South Taiwan enjoy – and they do appreciate it.