



# TINIG UK

THE VOICE OF FILIPINOS IN THE UK

## Marketing solutions

Reach out today

 [tinig-uk.com](http://tinig-uk.com)

 [partnership@tinig-uk.com](mailto:partnership@tinig-uk.com)

 +44 (0)7545 073 634





# Need to advertise to **UK Filipinos?**

Get brand awareness – advertise with  
Google's top-ranked independent Filipino news  
and business website in the UK ♦

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**“The articles are great and we’re really pleased to be working with you.”**

—Charlotte, Senior HR Advisor at a leading UK residential care homes group

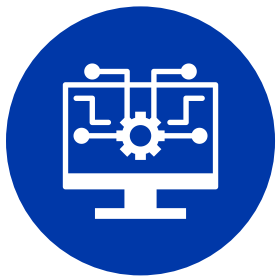
**Partner with us to reach UK Filipinos as well as our growing British readership◆◆**

◆ Google search for ‘UK Filipino news’ and ‘UK Filipino businesses’, March 2023

◆◆ 70% increase in Tinig UK page views, 2021-2022. Source: Wordpress



- **Advertise on Google's top-ranked UK Filipino directory**◆
- **Low-cost listing options, from £25/year**
- **Upgrade to a business card advert with your logo**



- **Front page visibility on the UK's leading Filipino news website**◆◆
- **Bespoke display adverts from £200/month**
- **Range of advert locations and sizes available**



- **Range of sponsored content writing packages**
- **Bespoke content, graphics, with additional social media ads from £600**
- **Written and edited by experienced journalists and content marketing professionals**

# Business Directory

## Promotional Rate

Tinig UK is Google's top-ranked Filipino business website in the UK.  
List your business with us!

### Silver

- ◆ Logo
- ◆ Business name
- ◆ Website URL
- ◆ Contact email & telephone
- ◆ Address

**£3/month**

### Gold

- ◆ Logo
- ◆ Business name
- ◆ Website URL
- ◆ Contact email & telephone
- ◆ Address
- ◆ 100-word description
- ◆ Location map
- ◆ 3 photos

**£6/month**

### Platinum

- ◆ Logo
- ◆ Business name
- ◆ Website URL
- ◆ Contact email & telephone
- ◆ Address
- ◆ 100-word description
- ◆ Location map
- ◆ 3 photos
- ◆ 1 MPU display advert

**£10/month**



# Business Directory



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## Find Filipino-British Businesses Across the UK

[Select a category](#) [List your business](#)

Please select a category

- ACCOUNTANTS
- ARTS AND CRAFTS
- BEAUTY
- CAFES AND RESTAURANTS
- CARE HOMES
- CHARITIES AND COMMUNITY ORGANISATIONS
- CHILDMINDERS AND NANNIES
- CLEANERS



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## Reach Filipinos in the UK

Submit your listing today

SILVER	GOLD	PLATINUM
£25 /year	£75 /year	£200/year
<ul style="list-style-type: none"> <li>• Logo</li> <li>• Business Name</li> <li>• Website URL</li> <li>• Contact email and telephone number</li> <li>• Address</li> </ul>	<ul style="list-style-type: none"> <li>• Logo</li> <li>• Business Name</li> <li>• Website URL</li> <li>• Contact email and telephone number</li> <li>• Address</li> <li>• 100-word description</li> <li>• Location map</li> <li>• 3 photos of your business</li> </ul>	<ul style="list-style-type: none"> <li>• Logo</li> <li>• Business Name</li> <li>• Website URL</li> <li>• Contact email and telephone number</li> <li>• Address</li> <li>• 300-word description</li> <li>• Location map</li> <li>• 3 photos of your business</li> <li>• 1 MPU display advert</li> </ul>
<a href="#">Get Listed</a>	<a href="#">Get Listed</a>	<a href="#">Get Listed</a>

## Display advertising

**300 x 250  
(MPU)**

**£200/month - placed on  
the homepage and inside  
pages**

**1200 x 260**

**£400/month - banner advert  
placed on the homepage**

**£600\* : 500 - 750 words**

**£800\* : 750 - 1000 words**

\*Additional £100 admin & publicity fee applies per article.

## Sponsored content

Also known as brand journalism, we can develop engaging, **well-researched and impactful articles** aligned to your needs and targeted towards our Filipino-British readers.

- We can create a bespoke marketing package for you to combine display advertising and sponsored content.
- We will waive the administrative fee if you would also like to place an advert with us.





## SOCIAL MEDIA PLATFORM



**1.2K LIKES &  
1.4K FOLLOWERS**



**534 FOLLOWERS**



**239 FOLLOWERS**

## Google's top-ranked

UK Filipino news & business website and directory ♦ ♦ ♦

## Most Twitter followers

among UK-based Filipino media



# +10K

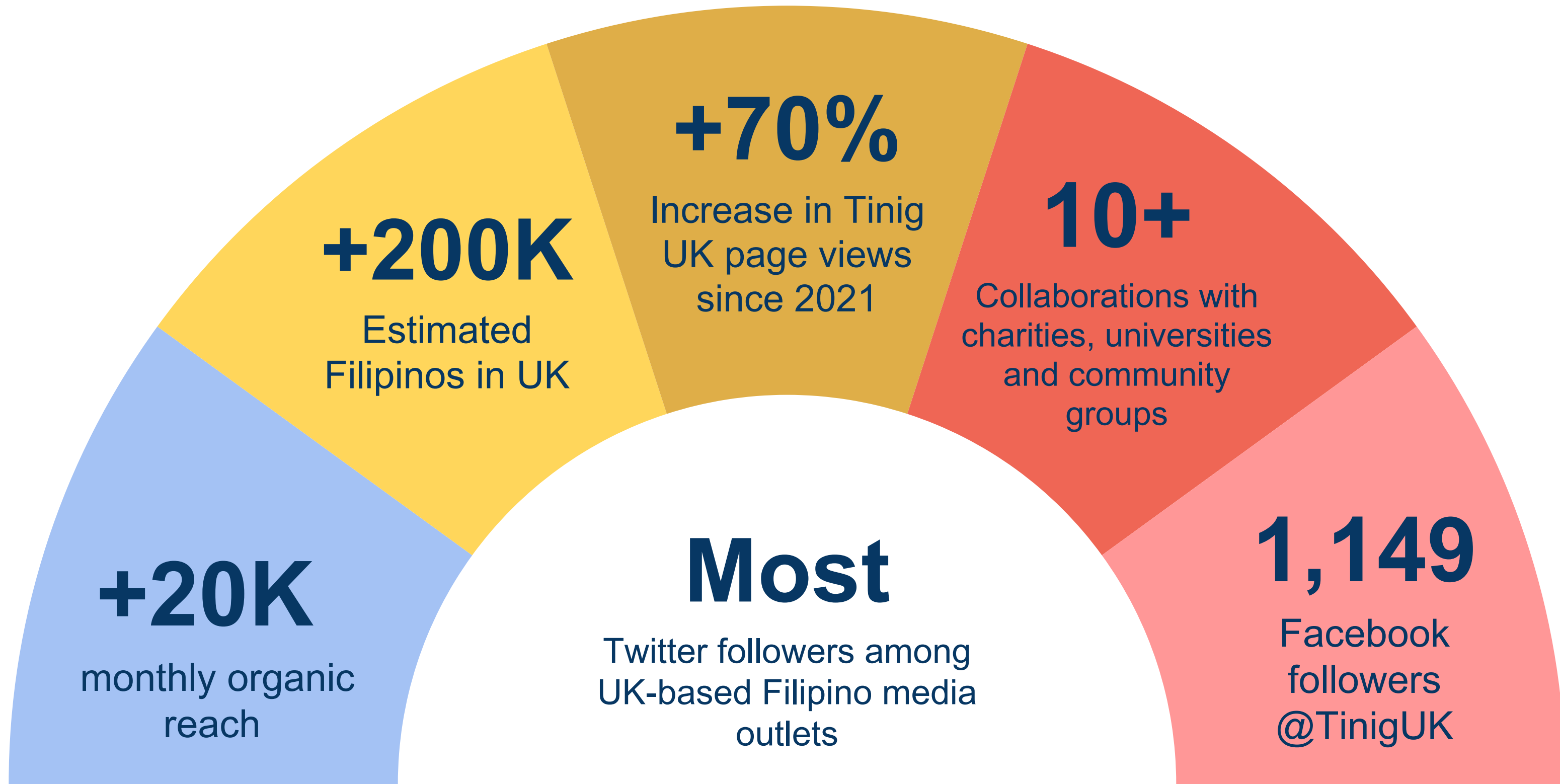
Organic reach on Facebook from a Tinig UK article post

# +200K

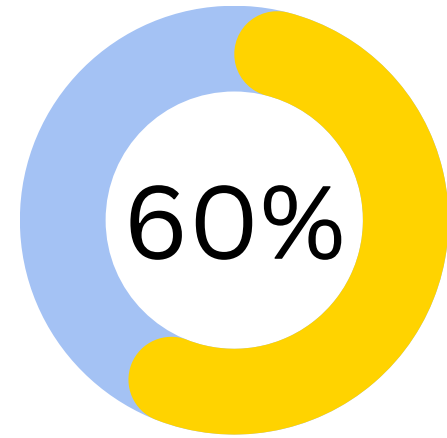
Estimated Filipinos in UK



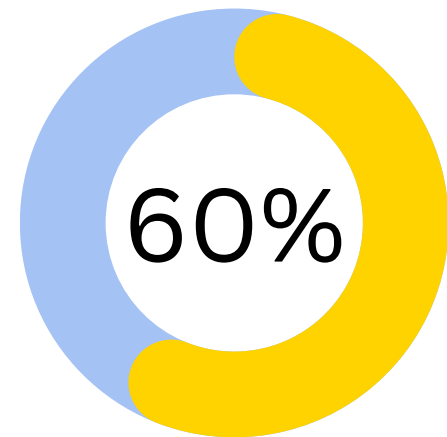
# Our Performance



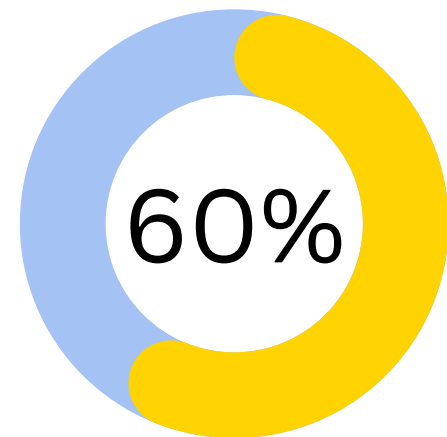
# Our Audiences



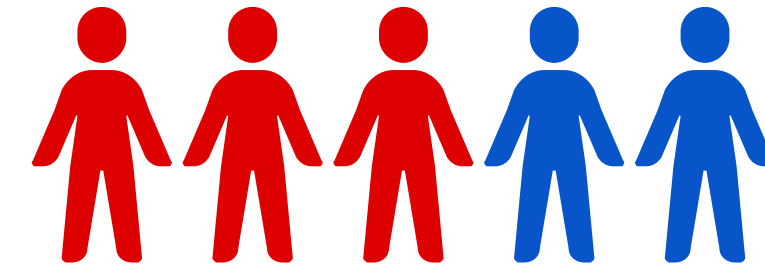
**60% women and 40% men**  
From mothers to nurses, new arrivals to UK veterans, we are trusted by a wide range of Filipino women and men.



**60% are aged 18-34**  
Most of our readers are generally young and are interested in technology, travel, health & beauty, culture, jobs and education.

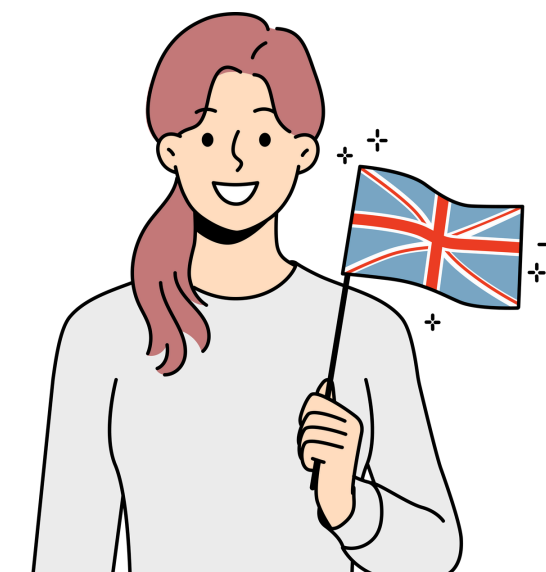


**60% of readers are in the UK**  
The majority of our readers are local, followed by those in the Philippines, North America & EMEA



Female

Male



# Vision and Values

We are a **non-profit enterprise** and we champion Filipinos and the Philippines in Britain.

We provide **useful information and advice** to support the advancement and well-being of Filipinos in the UK.

We undertake **original research** on important issues that make a real difference to Filipinos in the UK.

We train and mentor **young journalism students** from ethnic minority backgrounds, giving them an opportunity to join the creative industry

We connect with decision makers: we have the **biggest Twitter following** among Filipino and British leaders in healthcare among all Philippine media outlets in the UK.





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