

The Edge

Official Publication of Philippine Townships, Inc.



The EDGE gives exclusive access to the homeowners, residents, business affiliates and partners of Philtown making it the ideal choice for advertisers in reaching out to these sophisticated set.

With its glossy modern layout and innovative design format, our advertisers are certain to create a vast impact in this captured market.

Homeowner's Profile:

- Family head: Big business top executive
- Owns a substantial business
- National, or city official or a foreign national
- Earns over Php 100,000.00/month
- 40s to 60s age group

Ownership Preferences

- Latest Cellphone Model
- Designer Clothing
- Cars

Leisure Activities:

- Watching TV and Cable
- Reading
- Shopping
- Travel
- Sports

Specifications

Trim Size	: 9 x 12 inches
Bleed Size	: 9.25 x 12.25 inches
Digital file formats:	Adobe Illustrator 10 Adobe Photoshop 7.0
Mode	: CMYK saved as EPS or TIFF
Resolution	: 300dpi

Rates

RH/FP	: P 30,000.00
IFC/FP	: 33,000.00
IBC/FP	: 32,000.00
OBC/FP	: 35,000.00
Centerspread	: 65,000.00
Gatefold	: 75,000.00
** Rates are subject to 10% VAT	

Monthly Circulation: 5,000

