

2025



**TOTAL
MEDIA**

**CORPORATE
PROFILE**

ABOUT US

Total Media is a full service publishing, marketing and communications consultancy equally at home in the print or digital sphere. Among our key services are strategic branding advice for businesses and individuals; event management; custom publishing and direct and database marketing. Increasingly, many of our clients look to access our wider portfolio of services in order to implement a truly cross-channel multi-media campaign.

With more than 30 years of experience in Asia and beyond, we excel when it comes to communicating the right message to the most desirable demographic.

OUR FOUNDER

Total Media's Chief Executive and Chairman is Lina Ross Mohindar, one of Asia's most successful and respected media professionals.

For 35 years, she has been at the forefront of Asia's magazine sector, publishing market-leading titles in Hong Kong, Mainland China, Singapore, Malaysia, Indonesia, the Philippines, Thailand and Korea. Throughout her career she has launched and managed a variety of international magazine brands, including Elle and Tatler's Beijing and Shanghai editions.

SERVICES

Advertising – Digital, Online and Print

Marketing, Consulting and Branding

Social Media and Streaming

Direct / Electronic Direct Marketing Service

Videos – Concepts, Shoots and Edits

Events – Organization and Manageme

Contract Publishing Services

THE PRODUCTS

GAFENCU
Live life in style

November 2023 Issue Out Now!

From interviews with successful industry leaders to your slice of the latest in art, fashion and entertainment, the Gafencu team captured unique photos this month. Download your free copy from the Gafencu App.

Discover Gafencu's Digital Stories

Discover the world of lacquer hand fans where art meets Chinese heritage to French craftsmanship, these exquisite pocketed by Hong Kong craftsmen, showcase intricate materials.

The modern European restaurant 1771 checks off all the memorable dining experience: superb cuisine, chic and modern decor, and a wide selection of drinks and beverages.



GAFENCU
高峰傲

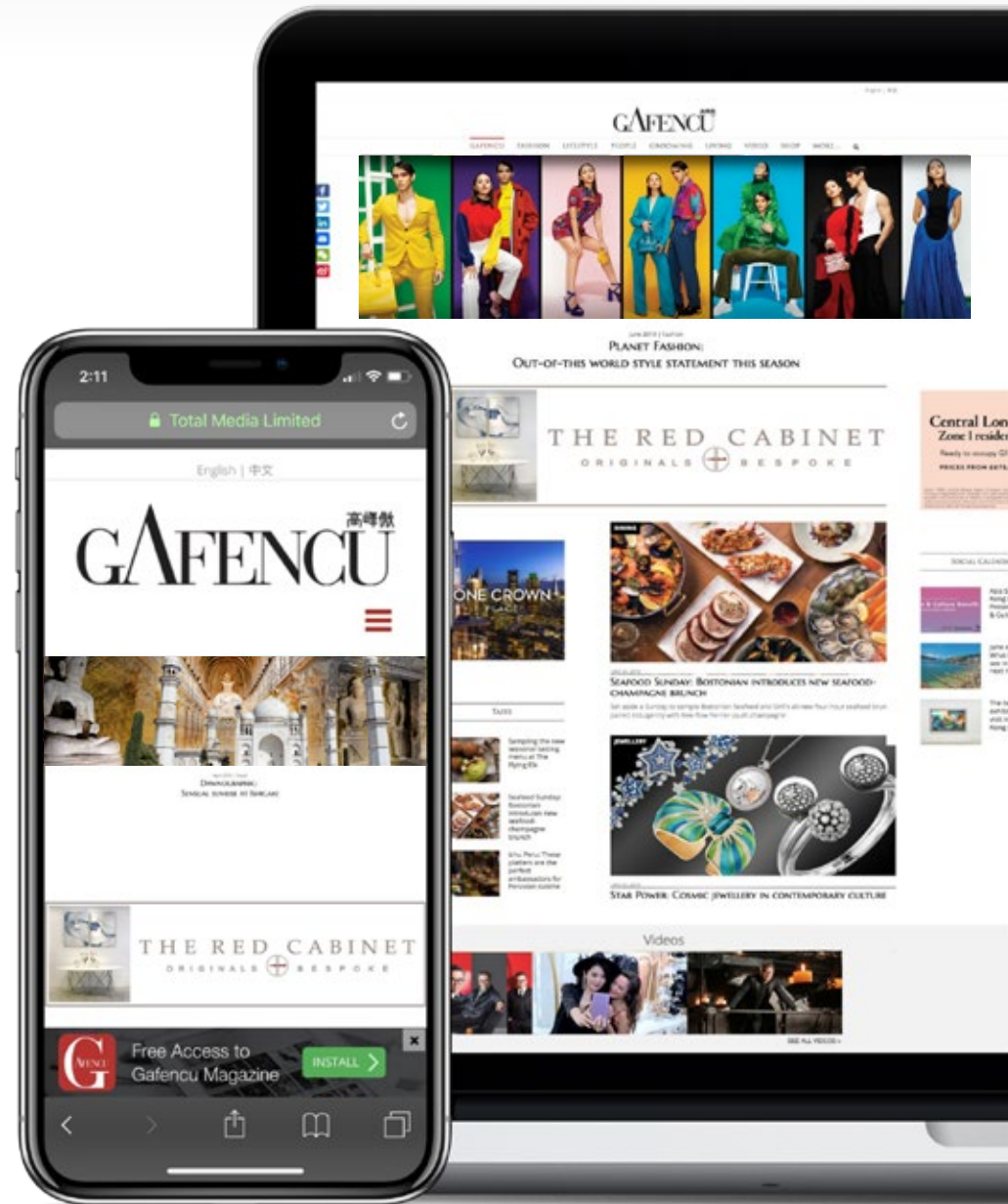
GAFENCU FASHION LIFESTYLE PEOPLE GROOMING LIVING VIDEO SHOP MORE...

October 2023 | Fashion
PRISMATIC:
BOLD, DARING, ATTENTION GRABBING



THE WEBSITE

With its uniquely accessible design, contributions from many of the world's finest photographers and writers, www.igafencu.com is everyday reading for high net worth individuals in Hong Kong, mainland China and across Southeast Asia.



THE MAGAZINE

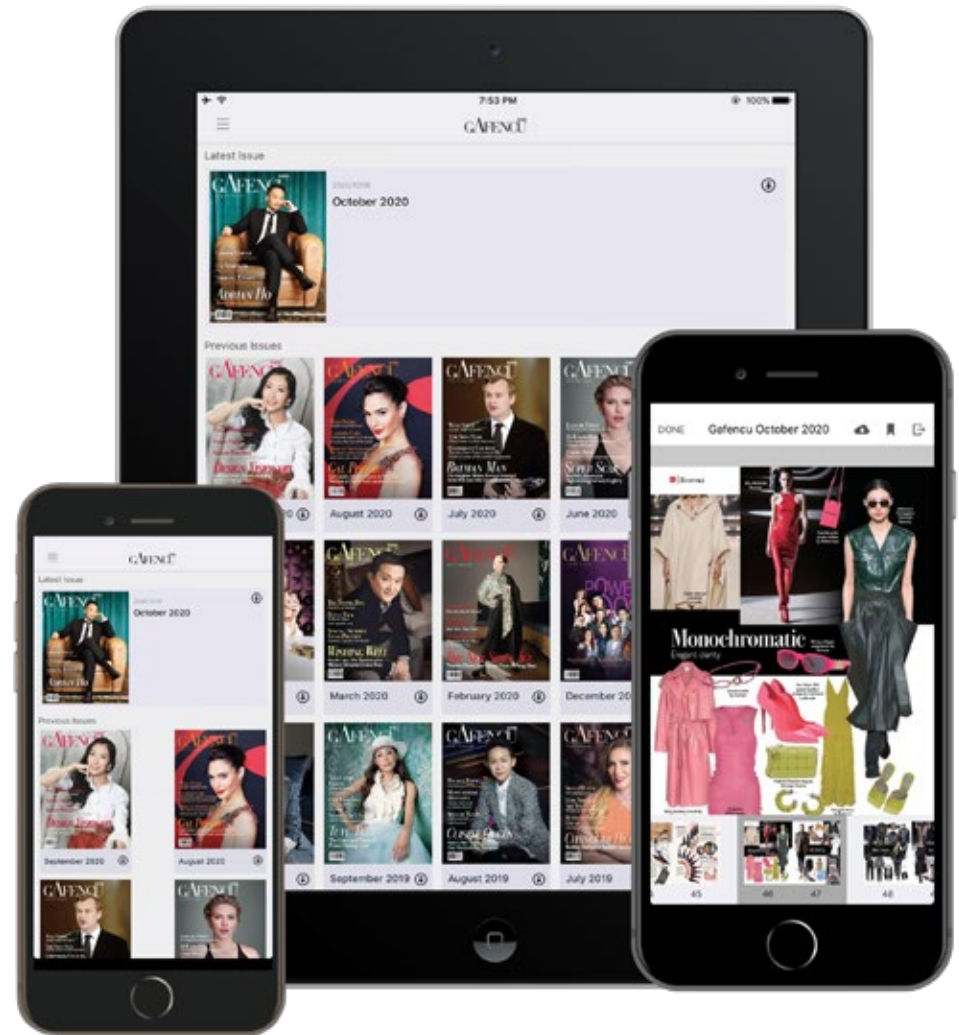
One of Asia's longest-established and most successful luxury lifestyle publishing properties, Gafencu's print incarnation is read and appreciated by entrepreneurs, trendsetters and the quietly affluent across Southeast Asia.



THE APP

The dedicated *Gafencu App* gives free and instant access to all of the content of *Gafencu's* print edition, as well as to a host of archived material and an exclusive daily diet of style, gadget and gourmet alerts.

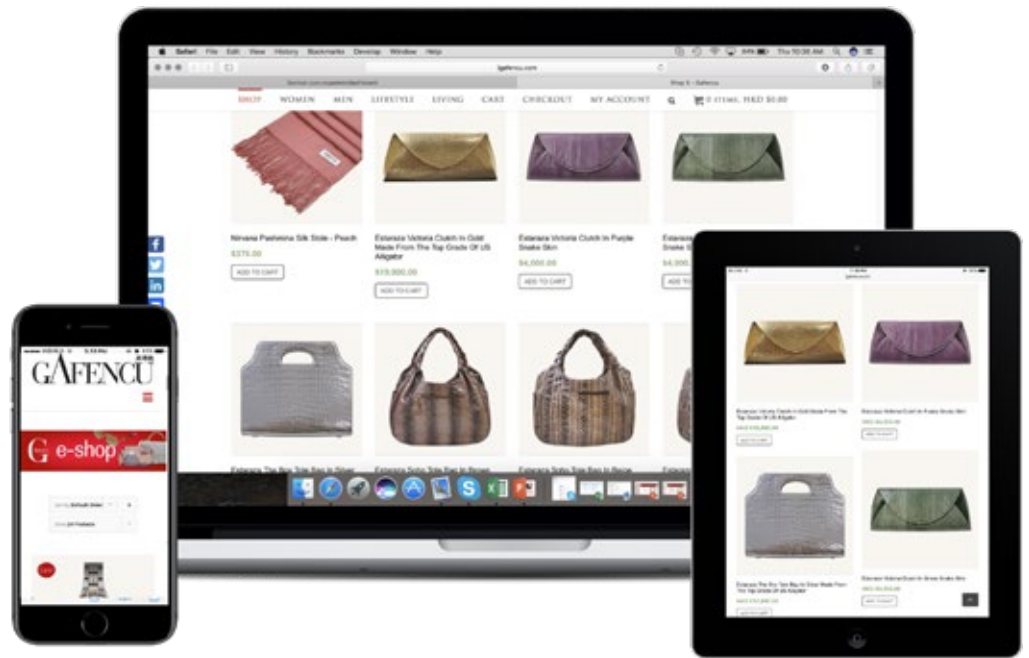
Available to download for the *iPad* and the *iPhone*, as well as for *Android* mobiles and tablets.



E-SHOP

As part of our commitment to deliver luxury goods to our customers, we have recently launched our e-shop.

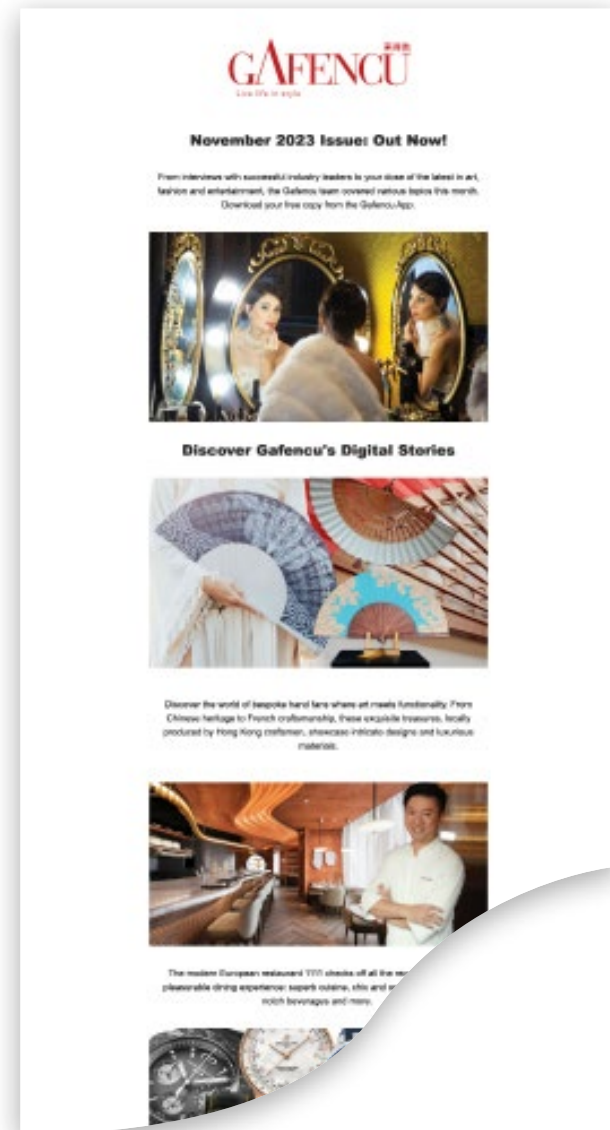
Seamlessly accessible across all devices, customers can now easily browse, enquire about and shop luxury products through the *Gafencu E-Shop*.



EDM & NEWSLETTERS

Circulated on a monthly basis, the *Gafencu* E-newsletter is an in-box staple for the affluent, the influential and the well-informed across Southeast Asia.

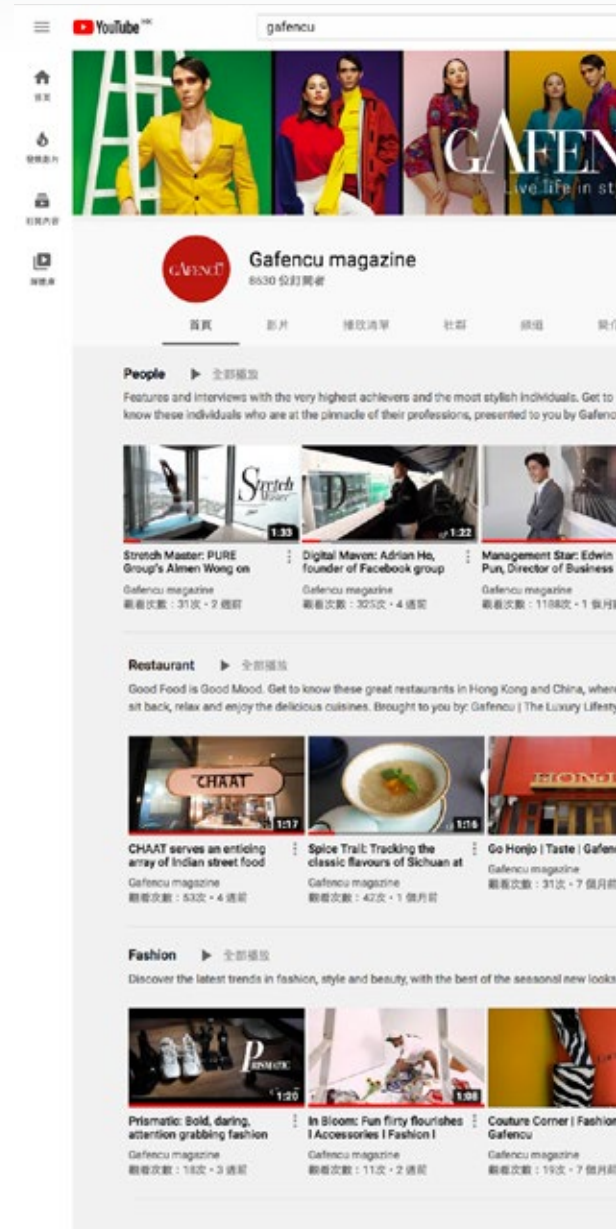
Distributed to a precisely-targetted and regularly updated readership on a requested/wish-list basis, it is the electronic herald for each new print edition of *Gafencu*, while also carrying sponsored communications from many of the world's most well-feted brands.



SOCIAL MEDIA

Gafencu is one of the most widely-followed fashion, style, gourmet and gadget channels across many of the world's leading social media platforms, including Facebook, Twitter, Weibo, WeChat and Youku.

While many readers have signed up as followers in order to stay informed as to the latest developments from the *Gafencu* stable of publications, digital platforms and live events, these live daily feeds are also accessible by any Total Media client with an immediate message to convey or as complementary activity to any above-the-line promotional activity.



IBONTON

iBonton is the perfect nexus point, seamlessly pairing aspirational individuals with the luxury lifestyle brands that match their profile and meet their needs.

Acting as a digital concierge, *iBonton* allows the user to refine and store their unique online fingerprint, identifying their desires, preferences, location and spending horizon.

Put simply, it pairs your wants and needs with compatible and appropriate brand offers.



ADVERTISING/ MARKETING

In today's multi-channel world, effective advertising / marketing requires the mastery of a media mix that has never been so diverse nor so targetable.

Total Media's experience as a multi-channel media owner allows for the planning and execution of a highly results-orientated communication strategy, embracing both the company's proprietary routes to market and a bespoke platform combining the most appropriate consumer-focused conventional / digital media offered by third parties.



VIDEO

Total Media offers a suite of bespoke video services, including both overall project management / production and an a la carte option, allowing clients to cherry-pick the facilities best suited to their particular project. The options here include editing, filming and post-production.

Our experienced in-house teams are also available to provide a high-quality video record of third party events, including promotions, launches and gala evenings.



THE AUDIENCE

Hong Kong

Online & Digital

Median Age: 36.6

Male/Female: 45%/55%

Website Page Views: 199K+*

App Downloads: 23.5K+*

EDM Subscribers: 24K*

Social Media Followers: 301K*

Print Magazine

Median Age: 37.6

Male/Female: 55%/45%

Circulation: 20,000 Copies

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