

Partnerships & advertising **2026–27**

Reach the people building, funding and marketing Asia's digital economy — across AI, gaming, ecommerce, payments and adtech. Clear prices, clearly labelled, and no link schemes.

~50,000

monthly visitors

17

market and topic hubs, plus live trackers

4,000+

live roles on the Asia AI, Tech & Gaming Jobs Tracker

Why Digital in Asia

Digital in Asia is an independent publication covering Asia's digital markets since 2013. It's built as a reference: one authoritative page per market and topic, live trackers that get updated as the market moves, and free research reports. That's why readers come back, and why the site keeps showing up in Google and in AI search answers about Asian digital markets.

The work is written for operators, investors, marketers and founders who need to understand a market before they move into it — the same people you're trying to reach.

What readers come for

Market and topic hubs

Ten country hubs (China, India, Japan, South Korea, Indonesia, Vietnam, Thailand, Malaysia, the Philippines, Singapore) and seven topic hubs: AI, gaming, ecommerce, payments, advertising and creators, super apps, and digital trade and policy.

Live trackers

Asia gaming, ecommerce marketplaces, digital payments, TikTok Shop and Shopee GMV, AI model access by country, AI policy and AI model costs.

Free research reports

Downloadable reports on Asia's AI ecosystem, Southeast Asian ecommerce and Vietnam gaming, gated by a single email sign-up.

Jobs tracker

4,000+ live AI, tech and gaming roles across Asia at jobs.digitalinasia.com, with pages by company, sector and location.

Coverage

AI models, policy and infrastructure · gaming and esports · ecommerce, live and social commerce · digital payments and fintech · super apps and platforms · advertising, adtech and the creator economy.

Audience at a glance

- **~50,000 monthly visitors** across Digital in Asia and the jobs tracker.
- **Reference content that ranks:** hubs, trackers and explainers are built to be found in Google and AI search, so placements on them keep working for months, not days.
- **Decision-makers in research mode:** people sizing up a market, a platform or a hire, not scrolling a feed.

Detailed analytics (traffic by page, country and channel) are available on request for specific placements.

Rate card

All prices in US dollars, excluding any applicable taxes.

Sponsored articles

PRODUCT	PRICE
Partner article You supply the article (1,000–1,500 words); we edit it to DIA's standards. Labelled "Sponsored", up to two links (marked rel="sponsored"), featured on the homepage for 7 days and kept live.	\$1,200
Partner article ×3 Three partner articles within six months.	\$3,000
Editor-written feature or interview DIA writes the piece from a briefing or interview with your team. You check facts; the editorial line stays ours. Labelled "Sponsored".	\$2,800

Tracker & hub sponsorship

ONE SPONSOR PER PAGE

PRODUCT	PRICE
Tracker sponsorship "Presented by" your brand on one live tracker (e.g. Asia Gaming Tracker, Digital Payments Tracker): logo, one-line message and link, plus an in-page banner.	\$1,500 / month \$4,000 for 3 months
Hub sponsorship The same package on one market or topic hub (e.g. AI in Asia, Asia Payments, Vietnam).	\$1,200 / month \$3,200 for 3 months
Section takeover A hub, its trackers and every article in that section carry your banner and "Presented by" credit.	\$2,500 / month

Sponsorships run in whole months, from the 1st. Three-month bookings get first refusal on renewal.

The DIA Briefing newsletter

FORTNIGHTLY

PRODUCT	PRICE
Briefing sponsor The single sponsor slot in one issue: logo, a 50-word message and a link, placed after the editor's opening. Labelled "Sponsored". Relaunched November 2026 for opted-in readers.	\$250 / issue \$600 for 3 issues

Research & lead generation

PRODUCT	PRICE
Presenting sponsor of a new DIA report Your logo on the cover and download page, a one-page sponsor feature or foreword, a mention in the launch article, and opted-in leads for three months.	\$9,500
Sponsor an existing free report Logo and message on the download page and in the report email, plus opted-in leads for three months.	\$3,500
Commissioned research A custom market study or data piece, researched and written by DIA, published as a clearly labelled partner report.	from \$15,000

Leads are readers who tick a box to hear from you when they download. They're delivered monthly. We don't sell or share anyone who hasn't opted in, and we don't guarantee lead volumes.

Jobs tracker JOBS.DIGITALINASIA.COM

PRODUCT	PRICE
Featured job Pinned at the top of its sector and location pages and highlighted for 30 days.	\$149 5 for \$595
Employer spotlight Your company page upgraded with logo, intro and links, all your roles featured, plus a homepage slot for 30 days.	\$450 / month
Jobs tracker partner Exclusive presenting partner across the whole jobs tracker.	\$1,500 / month

Packages

Market entry — \$5,500

Editor-written feature plus three months' sponsorship of the matching market or topic hub. Saves \$500.

Hiring in Asia — \$1,950

Three months of employer spotlight plus ten featured jobs. Saves \$590.

Standards & how to book

How sponsored content works

- Every paid placement is labelled "Sponsored" or "Presented by".
- Links in paid content are marked rel="sponsored", in line with Google's guidelines. That protects the search visibility you're paying to reach.
- We edit for accuracy, clarity and house style. Claims need a source. We can decline or ask for changes to any piece.
- Sponsors get no say over DIA's own coverage, and sponsored pieces never carry DIA's editorial opinion.

What we don't offer

- Do-follow or "SEO" links, or link insertions into existing articles.
- Unlabelled or disguised advertising.
- Guaranteed rankings, traffic or lead numbers.
- Gambling, token promotions, adult content, payday lending, or mass-produced AI copy.

Terms

- Prices in USD, excluding applicable taxes.
- One-off items are paid before publication. Sponsorships are billed monthly in advance.
- Please allow two weeks from booking to publication.
- Articles stay live. We may update or remove a piece if it becomes inaccurate or misleading.
- Cancellations after a piece has been drafted are charged at 50%.

Before you email

Tell us the product you want, your preferred dates, the market or topic, and a link to your company. That's usually enough for us to confirm availability in one reply.

Book a placement

Email team@digitalinasia.com with the subject "Partnership".

Rates and availability: digitalinasia.com/advertise