

**8 THINGS
YOU NEED TO KNOW
ABOUT 8LIST.PH**

A warm, golden-hour photograph of a cup of coffee on a saucer next to a tablet. The tablet screen displays the 8LIST.ph website, which features a grid of various entertaining lists. The scene is set on a textured surface, possibly a tablecloth, with soft lighting creating a cozy atmosphere.

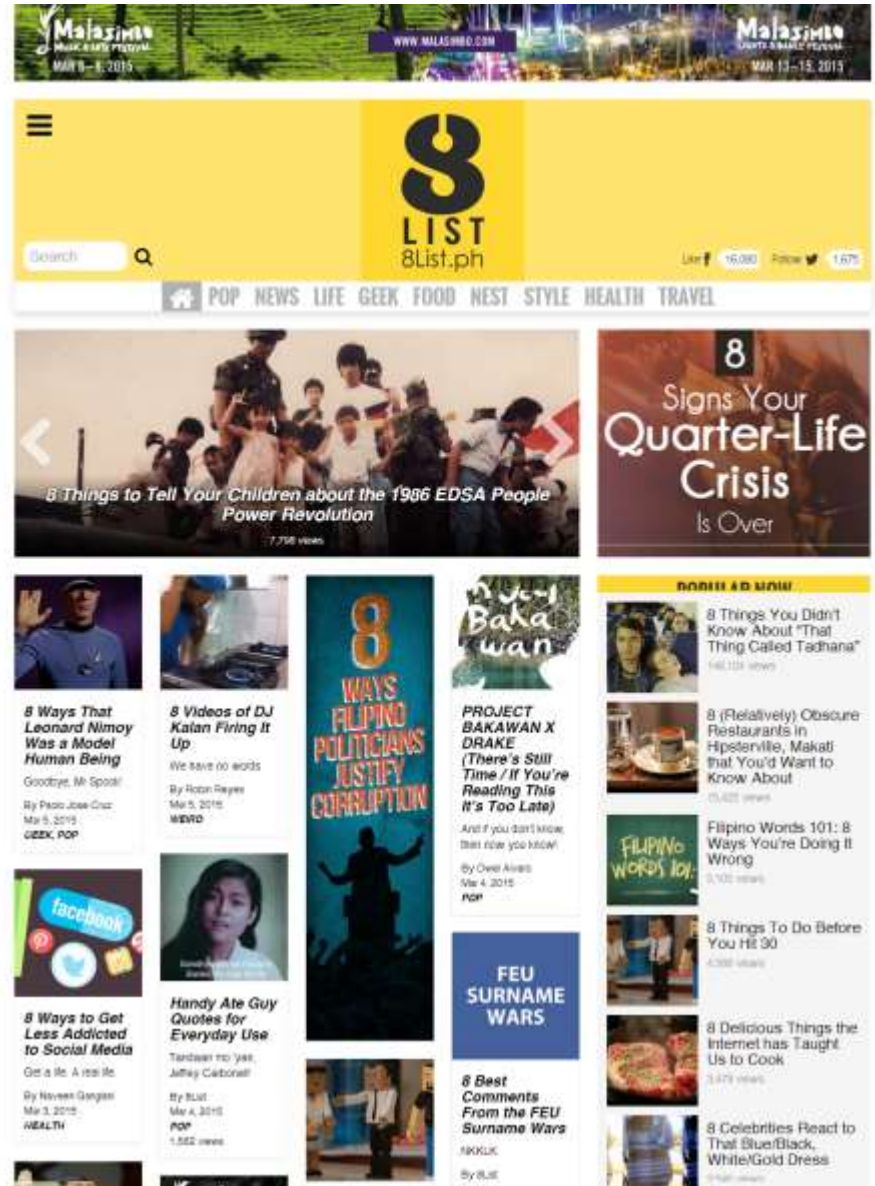
#8

8LIST.ph IS A DAILY DOSE
OF ENTERTAINING LISTS

#8 8LIST.ph IS A DAILY DOSE OF ENTERTAINING LISTS



- Groundbreaking digital publication
- Launched in end-2012, first of its kind in the Philippines
- DEFINITELY PINOY
 - *Humor*
 - *Nostalgia*
 - *Up to date*
 - *Contrarian*
 - *Helpful How-to's*



WHY LISTS?

LISTS ARE MOST SHARED
ARTICLES on SOCIAL MEDIA

LISTS ARE THE NEW
NARRATIVE

- Modern literature and go-to content for multitaskers with short attention spans



A top-down view of a wooden desk cluttered with various electronic items. In the upper left, a large yellow '#7' is overlaid. A black power strip with a power button is in the upper center. To its right is a black power cord. In the lower left, a black power strip has a white USB wall charger plugged into it. A pair of bright yellow over-ear headphones lies in the lower center. On the right side, a white smartphone is connected to a yellow charging cable. The phone's screen shows a yellow background with a large black number '8' and the text 'LIST' and 'RELEVEN' below it. Other items include a small cardboard box with a green tab, a brown cardboard box, and a blue sticky note on the desk surface.

#7

WE REACH DIGITAL NATIVES
WHO ARE ALWAYS HUNGRY
FOR FRESH CONTENT

#7 WE REACH DIGITAL NATIVES HUNGRY FOR FRESH CONTENT

The Philippines

14th HIGHEST NUMBER OF INTERNET USERS IN THE WORLD

**International Telecommunications Union, International Population Data, US Census Bureau*

LEADERS IN SOCIAL NETWORKING SITES

#8

on Facebook
worldwide with
~32M accounts (20M
active users)



#10

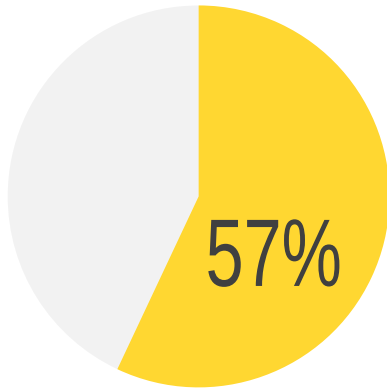
on Twitter with
10M users
(4.5M active)



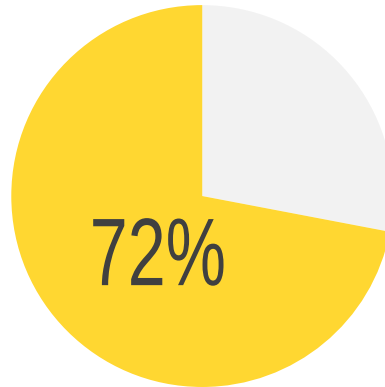
**Socialbakers.com, Effective Measure, Semiocast*

#7 WE REACH DIGITAL NATIVES HUNGRY FOR FRESH CONTENT

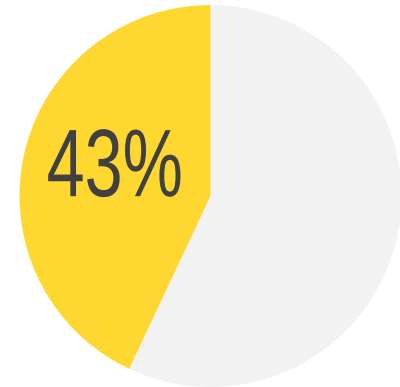
INTERNET USAGE OF FILIPINOS



57% access the Internet many times a day (vs several or once a day)



72% check Social Media at least once a day



43% use audio/video streaming at least once a day

#7 WE REACH DIGITAL NATIVES HUNGRY FOR FRESH CONTENT



8LIST'S READER DEMOGRAPHICS:

GENDER:

60% Female / 40% Male



AGE:

65% 20-35



SOCIOECONOMIC BRACKET:

ABC



MONTHLY INCOME:

19% Php20k- 30k



LOCATION:

Urban Areas Nationwide



EDUCATIONAL ATTAINMENT:

65% Have A College Degree



#7 WE REACH DIGITAL NATIVES HUNGRY FOR FRESH CONTENT

A strong online presence and a robust readership

ALL-TIME FIGURES

SEPTEMBER 1, 2012 – JUNE 30, 2015



10,765,094

TOTAL PAGEVIEWS



5,322,054

TOTAL USERS



48,850

HIGHEST SOCIAL MEDIA SHARES
FOR A SINGLE POST

2015 FIGURES

JANUARY 1, 2015 – JUNE 30, 2015



2,671,894

TOTAL PAGEVIEWS



2,209,444

TOTAL USERS



14,990

HIGHEST SOCIAL MEDIA SHARES
FOR A SINGLE POST



#6

8LIST.ph SO-MO
is Social and Mobile

#6 8LIST.ph IS SOCIAL & MOBILE



SOCIAL

- All articles are designed to be easily shareable on the internet with buttons that allow quick and direct sharing on Facebook and Twitter
- 8List Readers Love to Share

TITLE	Pageviews	Unique Pageviews	Social Shares
8 Filipino Words That Don't Translate to English	514,472	468,189	48,300
8 Things Pinoys Should Stop Saying	426,052	368,287	41,121
Where are They Now: 8 Child Stars of the 90s	386,243	321,939	10,135
8 Reasons Why PH Teleseryes Will Never Upgrade to Hollywood Level	282,419	255,089	46,585
8 Things Anne Curtis Can't Buy	255,569	233,176	15,128
8 Reasons We Shouldn't Blame PNoy For The Mamasapano "Misencounter"	251,538	226,088	38,007
8 Things You Didn't Know About "That Thing Called Tadhana"	171,852	157,571	15,291
8 Patently Idiotic Laws Proposed by Philippine Politicians	171,843	151,374	24,406



#6 8LIST.ph IS SOCIAL & MOBILE

SOCIAL

- Online influencers follow and share 8LIST



#6 8LIST.ph IS SOCIAL & MOBILE



MOBILE

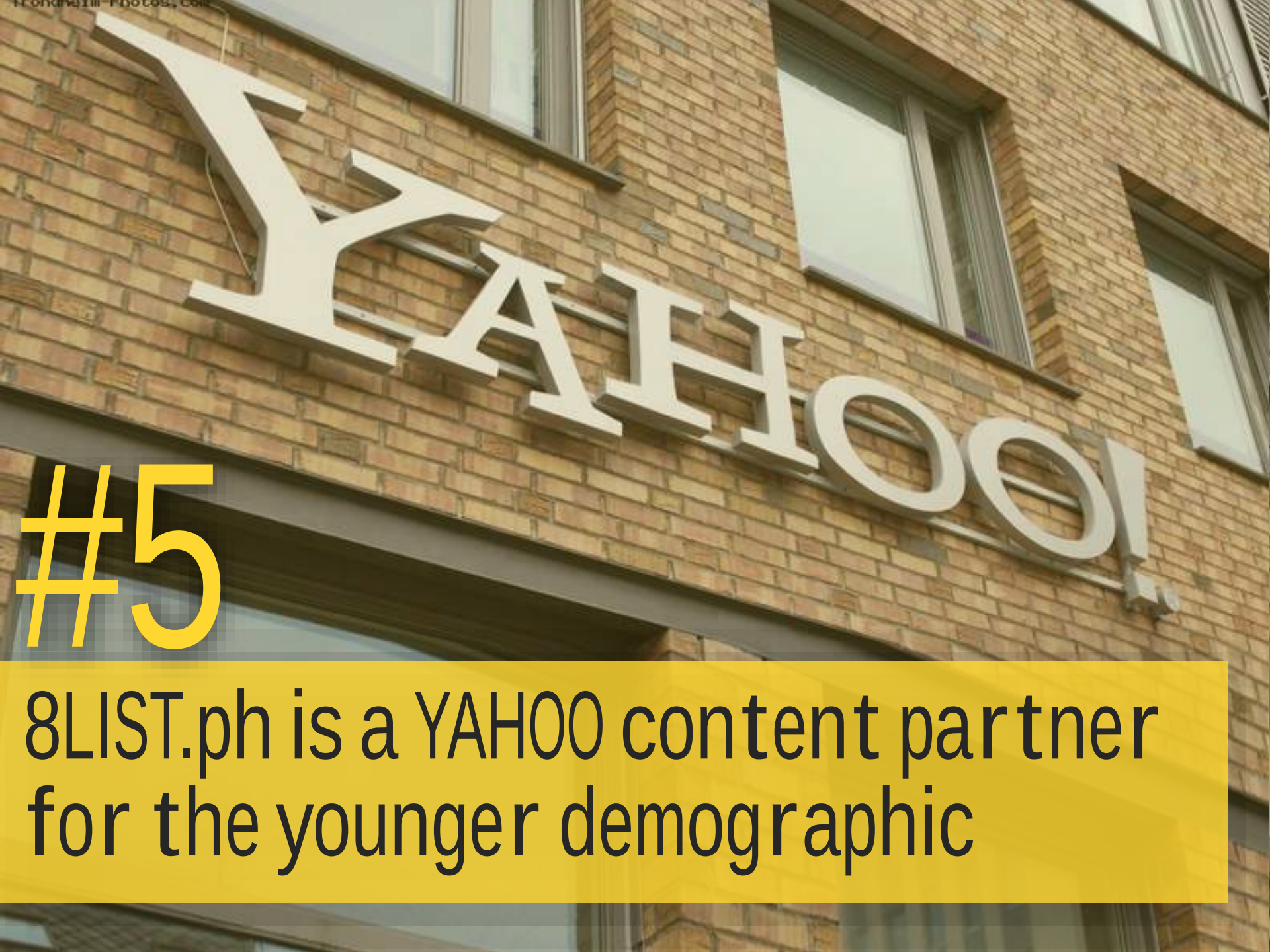
RESPONSIVE design & layout across different **browsers, screen sizes** and **gadgets**—from PC's to laptops, tablets and touch screen smartphones

53% of Filipinos access the Internet using their mobile device (smartphones, tablets, etc.)

70% of 8List readers access the site through their mobile gadgets

Mobile is the fastest-growing Internet vehicle reaching double digit growth in the past 3 years.





#5

8LIST.ph is a YAH00 content partner
for the younger demographic

#5 Partnership with Yahoo! Philippines



On its 8th month, 8List.ph was tapped by Yahoo! Philippines to be a partner content provider for its news and lifestyle section, alongside **ANC, Philippine Star** and **Manila Bulletin**.

#5 Partnership with Yahoo! Philippines



8List.ph is the youngest organization to provide content for Yahoo! Philippines and was eyed by the latter for its **youthful topics** that will help attract this **particular demographic** to Yahoo!



#4

8Lists come in a variety of formats covering well-planned sections for its young audience

#4 8LIST.ph FORMATS

FULL

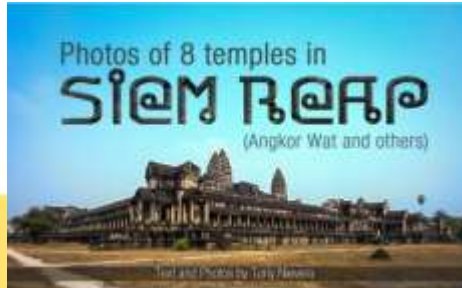
Full format lists contain subheadings and 50 to 150 word descriptions for each of the 8 items.

SHORT

Short format lists discuss the 8 topics directly and are often illustrated.



#4 8LIST.ph FORMATS



I have always wanted to visit the temple of Angkor Wat. Little did I know that aside from Angkor Wat, there are more than 24 other temples to photograph in the Siem Reap area. I arrived on a Cebu Pacific flight, now flying direct from Manila to Siem Reap, Cambodia.

For our four-day photographic journey, we bought three-day temple passes and spent the last day for shopping and enjoying the city. I was pleasantly surprised with Siem Reap. It has nice people, good food, affordable shopping.

We also found a good hotel thru Agoda.com at a 50% price promotion.

Here are 8 temples not to miss in Siem Reap.



The largest, 200 hectares, 1.5 km x 1.3 km, is the grandest and most sublime of all the Khmer temples. It was built in early 12th century dedicated to Vishnu. It takes several hours to cover this temple.

On the 3rd day we went to the east gate, at the back of the temple. It turned out to be a good move. We were able to cover the back of the temple with few tourists and by the time we reach the front the temple was crowded with tourists. We came back the next morning before it gets to see the temple at sunrise.



Photo List

This format is skewed towards a photo essay to impart the message with the editorial as support.

Video List

Full-format lists with accompanying videos, either specifically made or embedded from existing ones on YouTube (e.g. music videos, trailers, etc.).



Jollibee has been around for 35 years and it's pretty hard to deny its cultural significance. Today, it's the indisputable #1 fast-food chain in the Philippines, and has touched the lives of children, teens, and adults alike.

Many among us probably have fond memories of our time in Jollibee. We know we have tons of those. Here are 8 heart-warming commercials that show how Jollibee has indeed become an indelible part of the lives of the Pinoy family.



This 1996 ad makes you realize just how deeply ingrained Jollibee has become in our sense of identity. Jollibee is always present in the life of a Pinoy family, wherever we go, no matter what age.



#4 8LIST.ph FORMATS



MEME-BASED

This format contains manipulated images that represents a prevailing expression of pop culture that can be detached from the list and shared on their own to deliver the content within the set context to potentially make rounds on social media.

#4 8LIST.ph FORMATS

TOPICS THAT TRAVERSE VARIOUS ASPECTS OF CURRENT FILIPINO LIFE

GEEK



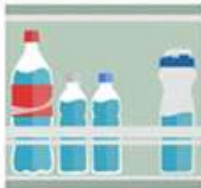
How Dota Makes You a Better Person: 8 Lessons

Here's how the popular video game can help you deal with the real experience called life

Jun 6, 2013

By Rico Mossesgeld
GEEK | 1,274 VIEWS

NEST



8 Things You Can Find In (All) Filipino Refrigerators

Ah, the 'let's Gamemaster Ali returns to deconstruct how we Pinoys use this wonderful product of technology.

May 23, 2013

By Gamemaster Ali
NEST | 5,092 VIEWS

TRAVEL



8 Types of Pinoy Transportation You Have to Experience to Say You're a True Filipino

Or the creative ways Pinoys define "Public Utility Vehicle."

Oct 14, 2013

By The Editors
TRAVEL | 1,594 VIEWS

HEALTH



Leptospirosis: Avoiding This Deadly Flood-Related Disease

Here's why you shouldn't swim in deep floods, if you can help it

Aug 21, 2013

By Rico Mossesgeld
HEALTH

STYLE



8-Point Guide to Ukay Shopping

10 ukay? Here's writer/ukay enthusiast Joni Cham to help you make the experience easier and more satisfying.

May 29, 2013

By Joni Cham
STYLE | 1,751 VIEWS

POP



8 Actors We'd Like to See in a Pinoy Batman Movie

Wincy Ong casts 8 local stars for an imaginary Pinoy version of the franchise.

Aug 29, 2013

By Wincy Aquino Ong
POP | 16,898 VIEWS

NEWS



8 Backgrounders to Better Understand the Zamboanga Situation

The Editors collate information about the Zamboanga situation. Read about it in 8 points.

Sep 10, 2013

By The Editors
NEWS | 1,316 VIEWS

FOOD



8 Obscure Makati Bars for Secret Dates This Weekend

Looking for a new place to check out in Makati this weekend?

Sep 27, 2013

By Jozza Alegre Palaganas
FOOD | 10,665 VIEWS

LIFE



8 Reasons Why it's Hard to be an Introvert in the Philippines

Filipinos who are reserved and prefer solitude have it hard

Sep 18, 2013

By Wincy Aquino Ong
LIFE | 18,559 VIEWS

A close-up, slightly angled shot of a young woman with long brown hair, smiling warmly. She is looking towards the left of the frame, where a laptop keyboard and a blurred screen are visible. The lighting is soft and natural, suggesting an indoor setting with a window nearby. The overall mood is positive and professional.

#3

8List authors know their stuff

#3 8LIST.ph Authorities



RAMON BAUTISTA

ACTOR, HOST, RADIO DJ, ENDORSER AND
INTERNET ACTION STAR

SAM GOGNA

HOST AND ONE THIRD OF THE DJS OF THE
RADIO SHOW "BOYS NIGHT OUT"



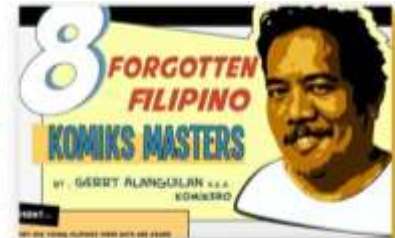
Key Opinion Leaders from media and various industries have written 8Lists, establishing credibility, expertise and influence on their chosen topics.



TRICIA GOSINGTON

ONE OF THE COUNTRY'S LEADING
FASHION BLOGGERS

8
LIST
8List.ph



#3 8LIST.ph Authorities

Organizations have requested to collaborate with 8List.ph to create actionable content



Malasimbo Festival 2015



2015 Laneway Festival
Singapore



Madrid Fusion Manila 2015

The background of the slide features several white, empty speech bubble and cloud-shaped tags hanging from thin silver chains against a solid orange-brown background. The tags are of various shapes, including oval, rectangular, and cloud-like, and are arranged in a scattered pattern.

#2

What they say about 8List.ph

#2 What they say about 8List.ph

Influencers have been reading and promoting 8List



#2 What they say about 8List



**Award of Excellence
from Anvil Awards 2013
PR Tool for Multimedia
Websites/Blogs**



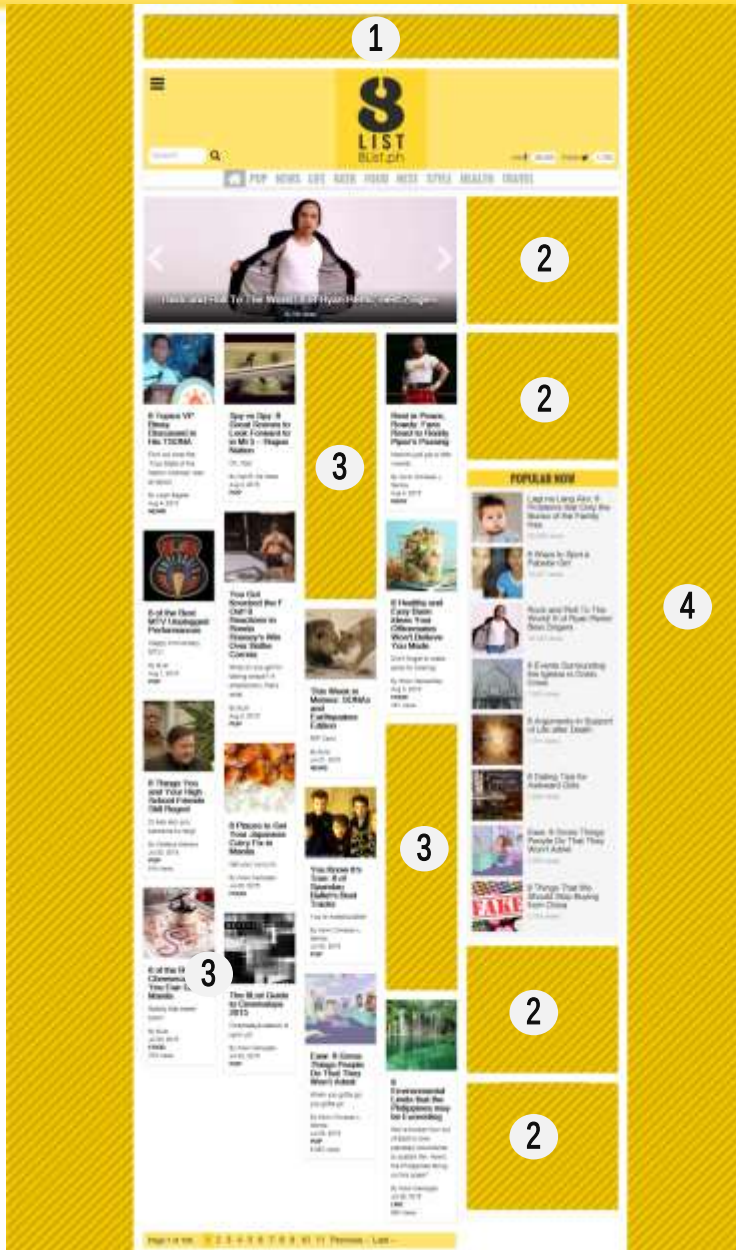
**Award of Excellence
from Philippine Quill 2014
Communication Skills for Digital
Communication Channels**



#1

How you can reach
your audience on 8List.ph

#1 Ad spaces



1. LEADERBOARD (940 x 90px)
Php 95,000/month

2. MEDIUM RECTANGLE (300 x 250px)
Php 85,000/month

3. SKYSCRAPER (160 x 600px)
Php 75,000/month

4. SKINNING
Php 300,000/month

***ADVERTORIAL**
Php 50,000



THANK YOU

To see your brand on 8List.ph contact:

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