

Media Match Maker

EVA Air

Media Plan: 13052025-025

Singapore	#Ad Impressions	Estimated Reach	Budget (\$US)	Average CPM (\$US)
Campaign dates: 01 Aug 2025 - 31 Aug 2025	444,802	148,267	5,000	11.2

Geo	Campaign Type	Desktop / Mobile	Format	Audience / Sites	#Ad Impressions	Frequency Cap	Estimated Reach
SG	Brandformance	Desktop 20% of budget	Interactive video placements 300x600, 300x250	Travel and tourism domains and News, Media, Finance domains	107,372	3 per campaign	148,267
			Instream preroll / midroll interactive video	Travel and tourism domains and News, Media, Finance domains	14,380	3 per campaign	
		Mobile 80% of budget	Interactive video placements 300x250	Travel and tourism domains and News, Media, Finance domains	265,529	3 per campaign	
			Instream preroll / midroll interactive video	Travel and tourism domains and News, Media, Finance domains	57,521	3 per campaign	

* Including audience targeting costs

Example Sitelist (Singapore)

Travel & Tourism	News, Finance and Media
sethlui.com	theindependent.sg
timeout.com	asiaone.com
milelion.com	forbes.com
flightaware.com	channelnewsasia.com
flightradar24.com	straittimes.com
preparetravelplans.com	zaobao.com.sg
rome2rio.com	mustsharenews.com
skyscanner.com.sg	msn.com
taiwanobsessed.com	cnn.com
thesmartlocal.com	investing.com
marinetraffic.com	yahoo.com
girleatworld.net	mothership.sg
moovitapp.com	bbc.com
nickkembel.com	todayonline.com
streetdirectory.com	tnp.sg
cruisemapper.com	stomp.com.sg
news.moovitapp.com	hardwarezone.com.sg
flightconnections.com	reuters.com
weekendhk.com	singaporebusinessreview.com
airliners.net	scmp.com
onemileatatime.com	bloomberg.com
islands.com	techinasia.com
thetravelintern.com	theonlinecitizen.com
atlasobscura.com	redsports.sg
willflyforfood.net	singaporegolf.org
cheapflights.com.sg	fas.org.sg
thediscoverer.com	citynews.sg
travelobiz.com	singaporenews.net
travel-stained.com	localsingapore.com