

An Invitation . 2010 . January

Do you want a dynamic, ever-changing Internet presence without having to hire another website designer or IT professional? Do you want to be **on a #1-linked website, grouped with other important lifestyle manufacturers, distributors, and retailers?** Do you want access to one of the most free-spending, well-travelled, highly-educated demographic groups in the world?

If you do, the Western Star Digest online is **a marketing/advertising opportunity you cannot refuse!**

The Western Star Digest is a bilingual English-Chinese online lifestyle magazine which presents ***lifestyle features on Skin Care, Fashion, Jewelry, Cosmetics, Interior Design, Art, Fine Dining,*** and so on. The current issue of the Digest, which you can find at

www.westernstardigest.com

has over sixty articles promoting the goods and services of many prominent manufacturers, distributors, and retailers.

The Western Star Digest online offers **a quality presentation space on the Internet** for your lifestyle products and services. Send us your pictures, graphics, and artwork and our writers and graphic artists will create a legitimate feature article in the Western Star Digest. The article will be downloadable and printable, and will contain live links back to your company website. In fact, your artwork can be up to 11 x 17 inches, in high-quality printable pdf's! As further benefit, your feature will be printed in both Chinese and English!

The Western Star Digest targets Chinese in Hong Kong, Singapore, and Mainland China, and as well the affluent Overseas Chinese populations of ABC's and CBC's (American- and Canadian-born Chinese).

***only four search terms: chinese digest feature writing,
google . 谷歌 , yahoo . 雅虎 , bing . 兵 , and baidu . 百度 search engines
will find you the website,
www.westernstardigest.com, in relatively high positions.***

Rates are extremely reasonable. Feature writing averages \$100, and artwork only \$150 per assignment. We employ well-educated native speakers in both Chinese and English; your features will NEVER have the misprints, miscommunications, and clumsiness common with many other "bilingual" service sites. And for only \$25 per month, the Western Star will automatically email your feature article to your customers and prospects mailing lists. Long-term users of the Western Digest's services will receive discounts on 6-month and 1-year contracts, which provide for new articles and features every two months or every quarter. That's the ever-changing Internet presence we have been talking about!

For those who are cautious about such a new arrangement, customers of the Western Star can also purchase regular advertising space on our website at reasonable rates.

The Western Star has agents in both North America and South China.

Contact us directly at plam@westernstardigest.com

to be referred to your local agent.

We can negotiate trial and bulk rates with you.

***Achieve a searchable, attractive, & ever-changing website presence for a minimal investment
in the Western Star bilingual online Digest!***

Copywriters of www.easternstardigest.com 東星文摘 *get involved*

to bring you the best feature writing for your new & established products. 2009