

Asiance Magazine & MyAsiance



AsianceMagazine.com

- 13 Million Asian Americans
- 51% are Women
- Caters to 18-24 year olds
- English Speaking
- Glamorous
- Aspirational women
- Girls who got it going on!

Columnists

- Yoshiko – Skin Care
- Motoko – Makeup
- Keiko – Culture
- Jo Ling – Fulbright Scholar to China
- Anna Wong – Fitness
- Melody – An Asian Ingredient
- Sandra Fay – Sex in the City

Started at NYU Stern

- Idea was conceived in Spring 2003
- Entered 2004 Business Plan Competition
- 2005 Selected in InSite (Columbia/NYU)
- In September 2006 we launched our social network, MyAsiance.

Interviews

- Gong Li
- Chloe Dao
- Lee Anne Wong
- Anne Watanabe
- Bai Ling
- Crystal Lowe
- Brenda Song
- Audrey Quock



Where we are Today

- 2 Million hits per month
- 1,500 profiles from all over the world
- Update a new issue monthly
- New articles added weekly

Where we are going

- Fully launch MyAsiance
- Promotional Tour
- Offer job postings specifically for Asian American candidates
- Online destination for Asian American Women to connect to the rest of the world

Upcoming Interviews

- SuChin Pak
- Yoko Ono
- Devon Aoki

Thank you!

- Questions
- Comments?
- Go online to AsianceMagazine.com