CollectiveforEquality.com
Media Kit 2025

Unlocking Potential; Advancing Gender Equality in Asia's Workplaces

About CollectiveforEquality.com

CollectiveforEquality.com is a purpose-driven digital platform committed to advancing workplace gender equality across Asia. Through thought-provoking content, CEO interviews, research features, and action-oriented dialogue, Collective for Equality elevates conversations around inclusion, leadership diversity, and the critical role of male allies in fostering equitable workplaces.

Launched as a collaborative knowledge platform, Collective for Equality brings together corporate leaders, HR professionals, policymakers, researchers, and advocates to exchange ideas, share experiences, and collectively drive the gender equality agenda forward — particularly in South Asia and South East Asia.

Editorial Focus

- Workplace Gender Equality Policies & Best Practices
- Leadership Diversity & Inclusive Boards
- Male Allyship & CEO Champions for Change
- Intersectionality: Gender, Climate, and Sustainability
- Pay Equity, Equal Opportunity & Inclusive Hiring
- DEI Metrics, Reporting & Corporate Accountability
- Mentoring, Sponsorship & Career Advancement for Women
- Future of Work: Flexibility, Caregiving & Organisational Culture

Audience Profile

- CEOs & C-Suite Leadership Teams
- CHROs, HR & DEI Professionals
- Board Members & Governance Leaders
- Gender Equality Advocates & Nonprofits
- Policymakers, Think Tanks & Regulators
- Academic & Research Institutions
- Media & Business Journalists

Key Metrics (as of June 2025)

- Monthly Website Visits: 4,000+
- Social Media Reach: 8,000+ (LinkedIn, Instagram, X/Twitter)
- Geographic Reach: Singapore, India, Malaysia, Indonesia, Philippines, Vietnam, UAE, Australia, UK

Partnership Opportunities

Sponsored Content & Thought Leadership

- CEO Interview Features
- DEI Reports, Benchmarking & Whitepapers
- Event Partnerships & Panel Sponsorships
- Research Collaborations
- Webinars & Masterclasses

Advertising Packages

- Feature Article + Social Media Post - USD 750
- Interview based feature, Social Media Post - USD 1,000
- Co-branded DEI Research, Panel Partnership, Thought Leadership Series - USD 4,500
- Bespoke: Tailored projects on request - Negotiable

Contact Information

Vishwesh Iyer
Founder & Curator
CollectiveforEquality.com
vishwesh (at) collectiveforequality.com
www.collectiveforequality.com