

paperASIA

COVERING ASIA'S PULP
PAPER, CORRUGATING,
CONVERTING & PACKAGING INDUSTRIES

Media Kit 2012



INTRODUCTION

China Tops Pulp & Paper Growth

- At 46% of world's total demand growth for chemical market pulp, China leads the rest of the world into the great potentiality of pulp and paper industry. Fed by the ever-growing demand and consumption of pulp and despite the evolution of electronic media, the forecasted world's consumption of pulp is expected to reach 1.5 billion tonnes by 2020.
- With increasing awareness towards alternative energy, the industry sees a positive growth in the use of renewal wood for biomass as opposed to non-renewable fossil fuels. Similarly, the use of recycled and wood pulp is on the rise compared to non-wood pulp between the years 2010 to 2012. National environmental policy and less available raw material consequently resulted in no room for expansion of non-wood pulp.
- With the most modernised paper machine and the most advanced technology, China tops the world's pulp and paper growth.

Focus turns to Asia

- With over 60% of the world population located in Asia, it is a larger and more profitable market than the US or Europe.
- China being the top player in the pulp and paper industry coincidentally radiates some of its blessing to other countries in the region.

Why ADVERTISE in paperASIA?

- **Best Value for Money** • paperASIA is your best value for money because of the many advantages it has to offer. More importantly, we are bilingual where selected articles are translated into Mandarin. This is to your advantage especially for markets in China and other countries in the region where a large part of their population writes and speaks Mandarin.
- **Chinese Translation** • For technical articles, we go one step further. You are free to include Chinese translation of the article if you wish so.
- **Leading Magazine** • Because, we are Asia's leading pulp and paper magazine, we want our readers to know you and what you have to offer. We have been in business since 1985 and our magazine is read by industry professionals and decision makers in more than 20 countries.
- **Bonus Distributions** • We cover major pulp, paper and tissue exhibitions where PaperASIA is distributed to visitors and exhibitors.
- **Official Publications** • For years, we have been selected by exhibition organisers as their official publication or supporting publication.

CONTENT HIGHLIGHT

Interviews

Interviews of industry leaders in the region and elsewhere.

Asian News

Regional updates of countries in the region. Enable you to keep tabs on what goes on in the region, potential markets if any and, more importantly, for suppliers on what their competitors are doing.

International News

Global updates affecting Asian countries. Another source of valuable information.

Special Feature

Includes articles written by Mr Dave Hillman, an expert on market pulp, and those by paperASIA staff.

Techno Focus

Looks at the technical issues affecting the smooth performance of a pulp or paper mill for example and possible solutions offered by the writers.

CIRCULATION

Asean	2129	NorthEast Asia	1772
Brunei	30	China	781
Cambodia	5	HongKong SAR	24
Indonesia	499	Japan	489
Laos	3	South Korea	221
Malaysia	501	Taiwan	257
Myanmar	4		
The Philippines	174	West Pacific	172
Singapore	457	Australia	129
Thailand	355	New Zealand	43
Vietnam	101		
		Rest of The World	422
South Asia	619		
Bangladesh	45	WORLD WIDE	
India	489	TOTAL	5114
Pakistan	77		
Sri Lanka	8		

By Industry

Government & Associations	121
Forestry/logging	145
Pulp/paper trading	371
Machinery	303
Non-wood fibre processing	306
Wastepaper processing	978
Converting	606
Pulp/paper corrugated manufacturing	2201
Others	83

By Job Function

Production Manager	559
Purchasing Director	883
Foreman	532
Others	167
Sales/Marketing Director	1008
Chairman	1965

MAGAZINE SPECIFICATIONS

(Trim Size): 275mm (H) x 210mm (W)

<p>Double Page Spread 275 (H) x 420 (W)</p> <p>Bleed Size: Add 3mm to all sides</p> <p>Text Area: Less 15mm of trim size</p>

<p>Full Page 275 (H) x 210 (W)</p> <p>Bleed Size: Add 3mm to all sides</p> <p>Text Area: Less 15mm of trim size</p>
--

<p>Half-Page (Vertical) 250 (H) x 95 (W)</p>	<p>One-Third Page 250 (H) x 60 (W)</p>
---	---

<p>One-Quarter Page 125 (H) x 95 (W)</p>	<p>Half-Page (Horizontal) 125 (H) x 190 (W)</p>
---	--

<p>Two-Third Page 250 (H) x 125 (W)</p>
--

- ◆ 1 sheet - 2,939
- ◆ 2 sheet - 5,290
- ◆ 4 sheet - 9,405
- ◆ 6 sheet - 12,344
- ◆ 8 sheet - 14,108
- ◆ 12 sheet - 17,634

Bound Inserts : Add 15% to rates

*Rates in Euro

Publisher & Editor-in-Chief Dato Haji Syed Hussain bin Syed Abdul Karim

Executive Publisher Syed Mohd Fazilla bin Dato Haji Syed Hussain

Editor AK Bolhassan akbolhassan@shpmedia.com

Deputy Editor Tajul Muhammad Majidi tajul@shpmedia.com

Senior Writer Noorishah Omar aishah@shpmedia.com

Circulation Rosilawati ila@shpmedia.com

Production Manager William Chan william@shpmedia.com

Advertising Suraya Ali suraya@shpmedia.com

Graphic Designer Suraya Dzulquaraine surayadzul@shpmedia.com

Administration Executive Nor Hadibah Sazali adibah@shpmedia.com

Editorial Advisors Tan Sri Abu Bakar bin Abdul Jamal

Chairman Tunku Dato'Ya'acob bin Tunku Abdullah

Directors Dato Haji Syed Hussain bin Syed Abdul Karim

Syed Mohd Fazilla bin Dato Haji Syed Hussain

MAGAZINE SPECIFICATIONS

Printing Specifications

- Printing: Offset sheetfed
- Binding: Perfect binding

Important Points

- Colour files must be in CMYK (No RGB or Pantone colours).
- Use only listed file formats and ensure all components of the advert are supplied i.e. any graphics and fonts.
- Supply a hard copy of colour proof to assist in production.

Closing Dates

There will be 6 bi-monthly issues starting with the January-February issue. All advertising materials (digital files, copy instructions, etc) must be sent to the publisher two weeks before printing.

Accepted Digital Files

We accept Illustrator, In-Design, Pagemaker, Photoshop, QuarkXPress files only. Graphic files should be supplied as JPEG, TIFF and EPS files with a resolution of 300dpi in actual size. If fonts are not being supplied then embedded fonts within the file will print successfully. Please ensure all adverts are supplied with a print matched colour proof otherwise colour reproduction cannot be guaranteed.

Acceptable Media

We accept CD, compress files as necessary or a self-extracting file. We also accept high-resolution actual size PDF files with a colour proof, but not without prior liaison/ approval of the Production Manager.

Transmission Methods

E-mail: before sending please contact the Production

Department. Please ensure all files are in CMYK format (eg. No embedded RGB images and Pantone colours). Please send in compressed format. Prior notification would be appreciated on large files exceeding 6mb.

Cancellation & Late Materials

Notification of cancellation must be made at least three weeks before publication date. The publisher reserves the right to use previous material if copy is not received by copy deadline and to charge for space booked if not cancelled before deadline.

Publisher's Right

The publisher reserves the right to refuse advertisements submitted for publication and/or to hold over any advertisements for later publication. Advertisers shall not be entitled to refunds or to invalidate any existing contract or contracts in the event of printer's errors unless such errors distort the meaning of the advertisement.

Bound & Loose Inserts

Printing materials & colour proof are to be supplied by clients. Inserts are printed on 128gsm glossy artpaper.

Storage

Digital file is stored for 2 years and then destroyed.

Please send your Media materials to:

Production Department, paperASIA
 C-17-1, 17th Floor, Tower C, Megan Avenue II,
 12, Jalan Yap Kwan Seng, P.O. Box 10836,
 50726 Kuala Lumpur, Malaysia.
 Tel: ++60-3-2166-0852/5175
 Fax: ++60-3-2161-0541
 Email: info@shpmedia.com
 www.shpmedia.com

EDITORIAL CALENDAR 2012

Issue	Order	Material Dateline	Interview	Other Topics	Bonus Distribution
Jan/Feb	Dec 28	Jan 10	Interviews of industry leaders in the region and elsewhere	Pulp Drying & Baling, Coating, Mechanical Pulp Production, Wastewater Handling, Calendering & Finishing, Corrugating & Packaging.	Mar/April Bonus issue: 25 - 27 April, Asian Paper 2012 <i>Bangkok, Thailand</i>
Mar/Apr	Feb 25	Mac 10		Bleaching & Bleaching Chemicals, Coating, Automation, Pulping, Starch Employment, Bleaching, Smart Packaging, Tissue	11 - 13 April, Sino Corrugated <i>Dongguan, China</i>
May/June	April 27	May 10		Chemical Pulping, Stock Preparation, Coating, Pumps, Valves & Piping Systems, Maintenance, Wastewater Handling, Printing/Labeling.	May/June Bonus Issue: 26 - 28 June, Zellcheming <i>Wiesbaden, Germany</i>
July/Aug	June 27	July 10		Fibre Supply, Screening & Cleaning, Coating, Chemical Pulping, Wastewater Handling, Chemicals & Additives, Calendering & Finishing, Tissue.	July/August Bonus issue: 5 - 7 July, Pulp and Paper Asia <i>Pekanbaru, Indonesia</i>
Sept/Oct	Aug 28	Sept 10		Paper & Board Machines, Drives, Converting, Chemical Pulping, Coating, Pigments, Additives, Automation, Information System, Specialty Paper.	September/October Bonus issue: 10 - 12 September, China Paper <i>Shanghai, China</i>
Nov/Dec	Oct 28	Nov 10		Forming, Pressing, Drying, Gluing, Coating, Chemicals, Additives, Wastewater Handling, Power Generation.	November/December Bonus issue: 5 - 7 November, Paper Chem <i>Shanghai, China</i>
					13 - 15 December, IPX India 2012 <i>Mumbai, India</i>

ADVERTISEMENT RATES

* Rates in Euro	1x	3x (5% off)	6x (10% off)
Full Colour			
Double-Page Spread	6,500	6,175	5,850
Outside Back Cover	3,600	3,420	3,240
Inside Front Cover	3,480	3,307	3,133
Inside Back Cover	3,135	2,978	2,822
Full Page	3,020	2,869	2,718
Two-Third Page	2,440	2,318	2,196
Half-Page Horizontal/Vertical	2,095	1,990	1,886
One-Third Page	1,745	1,658	1,571
*One-Quarter Page	700	665	630
*Classified Page-Product 87mm(W) x 65mm(H)	265	252	239
*Classified Page-Appointment 87mm(W) x 25mm(H)	80	76	72

Black & White

Full Page	2,320	2,204	2,088
Two-Third Page	1,740	1,653	1,566
Half-Page Horizontal/Vertical	1,395	1,325	1,256
One-Third Page	1,045	993	941

REPRINT RATES

Has paperASIA given your company or your product editorial coverage?

Impressive, high quality customised reprints of your editorial coverage in paperASIA can be invaluable sales aid, adding credibility. If seeing your products or services described within the pages of Asia's leading P&P magazine impresses you, imagine the reaction your editorial mention will elicit from clients and prospective clients. Reprints of articles from the pages of paperASIA can help boost your marketing results and may play an integral role in achieving your communication goals—from product positioning and branding to lead generation and sales.

paperASIA offers the reprint services you need.

All reprints printed on 128gms Art Paper. For further exposure, current paperASIA advertisers may include their advertisement or logo as part of their editorial reprints if space permits. You'll receive your completed reprint order in approximately ten working days following your final approval of our proof. Minimum quantities for reprints are 500 copies. Quoted price excludes any transportation charge.

4 Colours

Copies	1pg	2pg	4pg	6pg	* Rates in Euro
500	890	1,145	1,215	2,235	
600	910	1,170	1,245	2,270	
700	935	1,180	1,275	2,305	
800	946	1,205	1,305	2,340	
900	970	1,230	1,345	2,380	
1,000	995	1,251	1,375	2,420	
2,000	1,190	1,450	1,615	2,745	
3,000	1,395	1,650	1,865	3,080	
4,000	1,595	1,849	2,110	3,405	
5,000	1,790	2,050	2,350	3,740	
10,000	2,790	3,050	3,580	5,381	

ADVERTISING SALES OFFICE

AUSTRALIA

The Global Gridge company

Gordon Durnford
Middle Road, Exeter, NSW 2579, Australia.
Tel: 612 4883 4109
Fax: 612 4883 4107
Email: durnford@bigpond.com

CANADA & USA

Paperfo

Mike Ducey & Tim Downs
105 Lady Lane, Michigan City, IN 46360 USA.
Tel: 21 9871 1219
Website : www.paperhedge.com
Email : paperinfo@excite.com

FRANCE, BELGIUM, SPAIN, PORTUGAL, SWITZERLAND, AUSTRIA, FINLAND & SCANDINAVIA

RNP

Nicolas Pelletier
Tel: 336 8225 1206
Email: rep.nicolas.pelletier@gmail.com

ITALY

MediaPoint & Communications SRL

Fabio Potesta
Corte Lambruschini, Corso Buenos Aires,8
V° Piano - Interno 7, 16129 Genova - Italy.
Tel: 39 010 570 4948
Fax: 39 010 553 0088
Email: info@mediapointsrl.it

JAPAN

Orient Echo

Mashy Yoshikawa
1101, Grand Maison,
Shimomuiyabi-cho 2-18, Shinnuku-ku,
Tokyo 162, Japan.
Tel: 813 3235 5961
Fax: 813 3235 5852
Email: mashy@fa2.so-net.ne.jp

MALAYSIA & REST OF THE WORLD

SHP Media Sdn Bhd (767620-D)

Syed Mohd Fazilla, Suraya Ali, Wan Noor Zalikha
C-17-1, 17th Floor, Tower C,
Megan Avenue II, 12, Jalan Yap Kwan Seng,
P.O. Box 10836, 50726 Kuala Lumpur, Malaysia.
Tel: 603 2166 0852 / 5175
Fax: 603 2161 0541
Email: info@shpmedia.com
suraya@shpmedia.com
wan@shpmedia.com

UNITED KINGDOM

Media Network Europe

Richard Rozelaar
Alain Charles House, 27, Wilfred Street,
London SW1E 6PR, United Kingdom.
Tel: 44 020 7834 7676
Fax: 44 020 7973 0076
Email: media@alain.demon.co.uk