

paperASIA

media kit 2009



Your Search Ends Here!

Introduction

Your Active Partner In Asia

Why Asia?

Billion of Dollars in Infrastructure Spending

- Over the years, Asia has built up huge foreign exchange reserves worth trillions of dollars, providing a buffer to fund big infrastructure projects. The reserves, amounting to US\$1.4 trillion in China alone, have accumulated because of trade surpluses and a stampede of foreign investment.
- Analysts estimated that there was US\$800 billion of infrastructure spending in Asia in 2007, providing the region with a bigger growth impetus than the US consumer.

Massive Pulp & Paper Growth

- Asia is in the middle of massive consumption & supply growth. From 2006-2010, Asian paper & board capacity is expected to expand by 16 million tons per year and this equals to two-thirds of the total world's expansion.
- Asia consumes and supplies most of the pulp and paper.

World's Most Populous Region

- 56% of the world's population live in Asia and (including Japan) is therefore a larger market than US or Europe.

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 important, 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.
- **More Pages** • For the price of one page of advertisement, you will get editorial support from us. It means more publicity mileage for you! Why are we providing all these?
- **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 organizers as their official publication or supporting publication.

Contents HIGHLIGHTS

Country Focus

In-depth analysis of the pulp and paper industry in Japan, the Philippines, Thailand, Malaysia, China, Indonesia, India and Vietnam.

Asian News

Regional updates of countries in the region. Enable you to keep tabs on what goes in the region, potential markets if any and, more important, 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

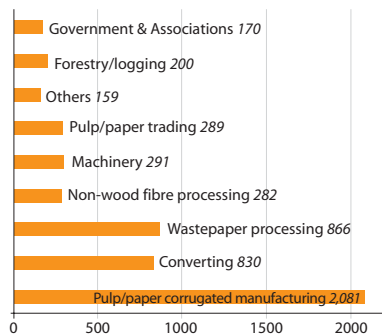
Worldwide Total - 5,168

By Country

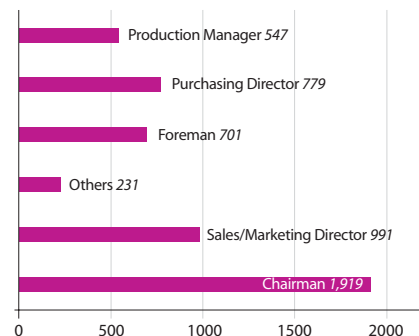
ASEAN 2,245	NORTHEAST ASIA 1924	SOUTH ASIA 561
Brunei 44	China 795	Bangladesh 43
Cambodia 7	Hong Kong SAR 31	India 437
Indonesia 512	Japan 571	Pakistan 76
Laos 1	South Korea 241	Sri Lanka 5
Malaysia 480	Taiwan 285	
	Macau 1	WEST PACIFIC 134
		Australia 107
		New Zealand 27
	REST OF THE WORLD 304	

Total figures (below) does not included copies distributed at exhibitions & trade shows.

By Industry



By Job Function



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Magazine Specifications

Magazine specification (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>
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Bound & Loose Inserts

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

**Rates in Euro*

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

Please send your Media materials to:
Production Department, Paper Asia
C-17-1, 17th Floor, Tower C,
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Fax: ++60-3-2161-0541
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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.

Storage

Digital file is stored for 2 years and then destroyed.

Editorial Calendar 2009

Issue	Order	Printing Material	Country Focus	Other Topics	Bonus Distribution
Jan/Feb	Dec 28	Jan 11	Thailand	Pulp Drying & Baling, Coating, Mechanical Pulp Production, Wastewater Handling, Calendering & Finishing, Corrugating & Packaging.	Jan 31- Feb 3 Paperworld 2009 Feb 15-17 4th Indian Paper 2009
March/April	Feb 25	Mac 11	Malaysia	Bleaching & Bleaching Chemicals, Coating, Automation, Pulping, Starch Employment, Bleaching, Smart Packaging, Tissue	Mac 24-26 Tissue World 2009 April 7-10 Sino-Corrugated 2009 & Cartonexpo 2009
May/June	April 27	May 11	Indonesia	Chemical Pulping, Stock Preparation, Coating, Pumps, Valves & Piping Systems, Maintenance, Wastewater Handling, Printing/Labeling.	June 23-25 ZELLCHEMING-Expo 2009
July/Aug	June 27	July 11	China	Fibre Supply, Screening & Cleaning, Coating, Chemical Pulping, Wastewater Handling, Chemicals & Additives, Calendering & Finishing, Tissue.	Sept 22-24 China Paper 2009 Oct 27-29 Paper Arabia 2009
Sept/Oct	Aug 28	Sept 11	Vietnam	Paper & Board Machines, Drives, Converting, Chemical Pulping, Coating, Pigments, Additives, Automation, Information System, Specialty Paper.	Dec 4-7 Paperex 2009
Nov/Dec	Oct 28	Nov 11	India	Forming, Pressing, Drying, Gluing, Coating, Chemicals, Additives, Wastewater Handling, Power Generation.	

Advertisement Rates

* Rates in Euro	1x	3x	6x	9x	12x	18x	24x
Full Colour	(5% off) (10% off) (15% off) (20% off) (25% off) (30% off)						
Double-Page Spread	6,500	6,175	5,850	5,525	5,200	4,875	4,550
Outside Back Cover	3,600	3,420	3,240	3,060	2,880	2,700	2,520
Inside Front Cover	3,480	3,307	3,133	2,958	2,784	2,610	2,437
Inside Back Cover	3,135	2,978	2,822	2,665	2,508	2,351	2,195
Full Page	3,020	2,869	2,718	2,567	2,416	2,265	2,114
Two-Third Page	2,440	2,318	2,196	2,074	1,952	1,830	1,708
Half-Page Horizontal/Vertical	2,095	1,990	1,886	1,781	1,676	1,571	1,467
One-Third Page	1,745	1,658	1,571	1,483	1,396	1,309	1,222
*One-Quarter Page	700	665	630	595	560	525	490
*Classified Page-Product 87mm(w) x 65mm(H)	265	252	239	225	212	199	186
*Classified Page-Appointment 87mm(w) x 25mm(H)	80	76	72	68	64	60	56
Black & White							
Full Page	2,320	2,204	2,088	1,972	1,856	1,740	1,624
Two-Third Page	1,740	1,653	1,566	1,479	1,392	1,305	1,218
Half-Page Horizontal/Vertical	1,395	1,325	1,256	1,186	1,116	1,046	977
One-Third Page	1,045	993	941	888	836	784	732
Spot Colour	*For One-Quarter Page, Classified Pages-Product or Appointment Ad, the rate will be the same as full colour						
For Process Colour/Per Page or Less 105	◆ Right-hand page (+10%) ◆ Pages 3,5,7 (+15%)						
For Matched Colour/Per Page or Less 165	◆ Bleed for Two-Third Page Size and below (+10%)						

Reprint Rates

4 Colours		*Rates in Euro			
Copies	1 pg Price €	2 pg Price €	4 pg Price €	6 pg Price €	
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	

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 needs.

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.

For further details or a reprint order form, contact:

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