

ASIAN

TIMBER

Forestry | Panel | Woodworking | Furniture



Media Kit 2011
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EXPERIENCED AND LONG ESTABLISHED

ASIAN TIMBER is one of the pioneer magazines of its kind in the Asian region. Established in 1982, **ASIAN TIMBER** has an excellent track record of being the prominent source of information for the timber and related industries in Asia.

Keeping up with the latest developments and changes in the wood-based industry, **ASIAN TIMBER** delivers detailed information and analysis with a fresh perspective. Business and industry professionals can expect to find the knowledge about their industries, and companies can use information in **ASIAN TIMBER** to identify business opportunities and participate in the development of the expanding woodworking and furniture sector.

ASIAN TIMBER is published by **SHP Media Sdn Bhd**, a veteran in the publishing industry in Asia. Now more than ever, **ASIAN TIMBER** has committed itself to excellence.

GATEWAY INTO ASIA

Rapid economic growth and industrialization is making Asia, particularly Southeast Asia, one of the world's fastest growing markets for timber and wood processing technology. Investments in the wood-based sector are rising in Asia and there are vast opportunities waiting to be tapped here. **ASIAN TIMBER** has been an active partner to companies around the world in reaching out to professionals and executives in industry and government in over 20 countries.

From the timber & woodworking industry to panel and furniture manufacturing, **ASIAN**

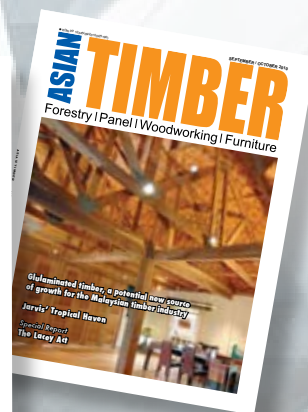
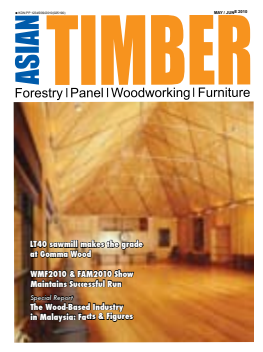
INTRODUCTION

TIMBER continues to deliver information which timely and relevant to our readers, helping them keep up with the fast changing Asian and global markets.

Printed six times annually, **ASIAN TIMBER** provides comprehensive and detailed editorial content, comprising of industry and news updates, special reports, exclusive interviews with key industry people, technology updates, product information, market trends and coverage of exhibitions and conferences.

WHY ADVERTISE IN ASIAN TIMBER?

- **MORE THAN 10,000** industry professionals throughout Asia and around the world read **ASIAN TIMBER**.
- **BONUS CIRCULATION** at almost all the major woodworking and timber-related exhibitions and conferences in Asian.
- **CUSTOMISED EDITORIAL/ ADVERTORIAL** that will help you delivers more detailed and specific information on your business, products and services.
- **EXTENSIVE DATABASE** of readers (breakdown into country, industry and job function) that enables you to target the right audience in Asia.



CIRCULATION

Total print run: 8,000 copies

ABC Audited Circulation: 7,146

(Total audited figure does not include copies distributed at exhibitions & trade shows, seminar & conference that **ASIAN TIMBER** attends)

ASEAN 5,123	SOUTH ASIA 610
Malaysia : 1990	Bangladesh : 8
Singapore : 723	India : 557
Brunei : 11	Pakistan : 34
Cambodia : 23	Sri Lanka : 11
Indonesia : 1139	
Vietnam : 532	
Thailand : 593	
Philippines : 112	
WEST PACIFIC 231	NORTHEAST ASIA 907
Australia : 97	China : 445
New Zealand : 134	Hong Kong : 62
	Japan : 45
	South Korea : 23
	Taiwan : 332

Circulation by Country
Total: 7,146 copies

REST OF THE WORLD : 275
(Switzerland, Austria, Germany, Finland, United Kingdom, Italy, United State, UEA)

Circulation By Industry
Total :7,146 copies

Forestry and Logging,
Sawmilling, Kiln Drying : 648

Panel Based Furniture/ Solid Wood Furniture Manufacturers: 2,473

Wood Based Panels (MDF, HDF, Particle Board,
Laminated Board, Plywood, Veneer) : 1,479

Equipment Manufacturing,
Machinery & Tools : 429

Doors, Windows, Flooring & Interiors : 689

Government/ Trade Associations/
Research Institution: 129

Construction, Architects,
Design Consultancy: 530

Furniture Parts/ Moulding and Joinery: 769

EDITORIAL SCHEDULE

January / February

Special Report

Asian market prospects in 2011

Interviews of Industry Leaders

Wood-based panels

Particleboard & MDF

Features

Sawmilling

Technology

CNC Machinery

Bonus Circulation *proposed exhibitions

14-17 February ZOW SHENZHEN. China

17-20 February DELHI WOOD 2011. India

Booking deadline
Dec 12, 2010
Material deadline
Dec 27, 2010

July / August

Special Report

Waste wood Management

Interviews of Industry Leaders

Wood-based panels

Laminates

Features

Veneer Trends

Technology

Sanding

Bonus Circulation *proposed exhibitions

7-10 July Interwood Taipei. Taiwan

Booking deadline
Jun 21, 2011
Material deadline
Jun 27, 2011

March / April

Special Report

Asian Furniture Industry

Interviews of Industry Leaders

Wood-based panels

Plywood & OSB

Features

Flooring

Technology

Edgebanding

Bonus Circulation *proposed exhibitions

1-4 March 9th International Exhibition, Wood Mac 2011. China

1-5 March MIFF 2011. Malaysia

9-12 March INTERNATIONAL FURNITURE FAIR SINGAPORE EXPO. Singapore

22-24 March DOMOTEX ASIA/CHINA FLOOR. China

27-30 March INTERZUM GUANGZHOU. China

5-7 April DUBAI WOODSHOW 2011. UAE

Booking deadline
Feb 22, 2011
Material deadline
Feb 26, 2011

September / October

Special Report

Forest Plantations

Interviews of Industry Leaders

Wood-based panels

Continuous pressing

Features

Windows & Doors

Technology

Adhesives & Gluing

Bonus Circulation *proposed exhibitions

22-25 September Asean Wood Tech 2011

Malaysia

12-15 October Vietnamwood 2011. Vietnam

Booking deadline
Aug 20, 2011
Material deadline
Aug 27, 2011

May / June

Special Report

Responsible Purchasing Policy

Interviews of Industry Leaders

Wood-based panels

Press Plates

Features

Furniture Design Trends

Technology

Moulding & Joinery

Bonus Circulation *proposed exhibitions

10-13 May WOOD WORLD - EGYPT 2011

23-26 June Furnitech Asia 2011. Thailand

Booking deadline
Apr 23, 2011
Material deadline
Apr 28, 2011

November / December

Special Report

Logging & Forest Management

Interviews of Industry Leaders

Wood-based panels

Panel Handling System

Features

Lightweight boards

Technology

Cutting Tools

Booking deadline
Oct 22, 2011
Material deadline
Oct 28, 2011

SPECIAL SUPPLEMENT

NORTH AMERICAN HARDWOODS 2011

Since 2005, **ASIAN TIMBER** publishes annually its Special Supplement on North American Hardwoods in conjunction with the annually held American Hardwood Export Council (AHEC) Asian Convention.

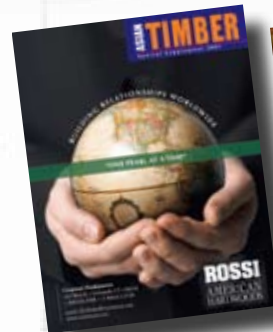
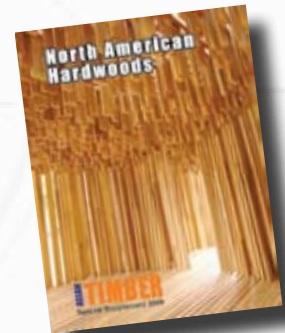
Despite the current downturn in the global economy, Asian markets for American hardwoods continue to move ahead, and this trend is expected to continue, with the growing market Southeast Asia and China leading the way. This special supplement aims to provide readers with a comprehensive and in-depth coverage relating to the American hardwood industry in Asia, which includes:

- Market Reports
- Industry Review
- Interviews with industry leaders
- Technical Issues
- Environmental Highlights
- Listings of AHEC members

The Special Supplement on North American Hardwoods has an exclusive print run of 25,000 copies. It is mailed exclusively to all the relevant industry professionals in Asia, targeting the furniture manufacturers, architects, interior designers, etc. It is also distributed at all major exhibitions in the Asian region.

Advertising Rates Size (4-colour)	Advertising Rates
Front Cover	USD4,000
Outside back Cover	USD2,500
Full Page	USD1,500
Half Page	USD1,150
One-Third Page	USD1,000
One-Quarter Page	USD800

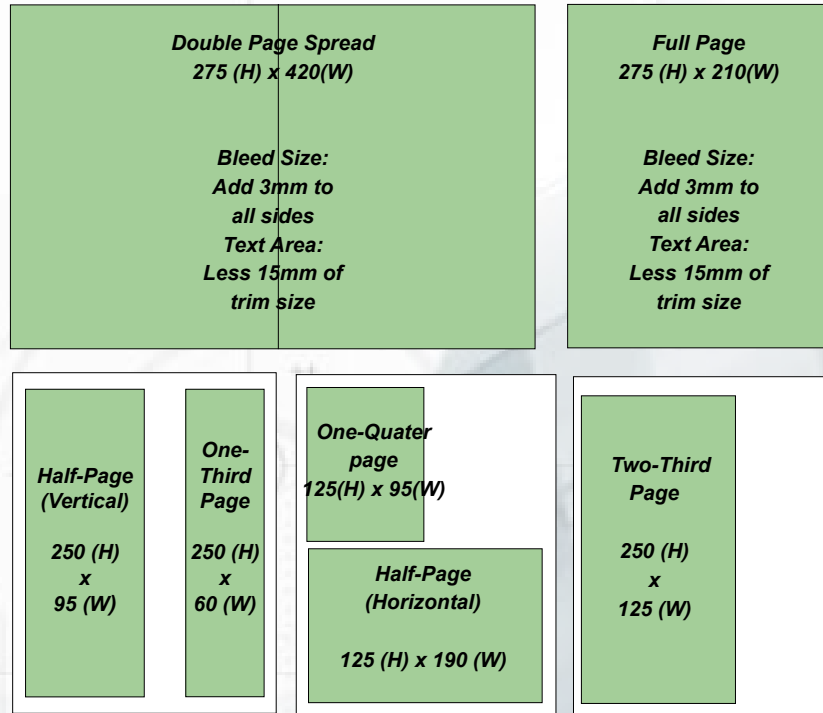
Booking Deadline : April 18, 2011
Material Deadline : April 25, 2011



MECHANICAL REQUIREMENTS

Magazine specification (Trim Size) :
210mm (W) X 275mm (H)

Magazine Specifications



Printing: Offset sheetfed
Binding: Perfect binding

Important Points

- Colour files must be in CMYK (No 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.

Accepted Digital Files

We accept Illustrator, In-Design, Photoshop, files only. Graphic files should be supplied as 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 CDs compress files as necessary or a self-extracting file. We also accept actual size high-resolution 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 and in actual size (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.

ADVERTISEMENT RATES

ASIAN TIMBER				
	Colour	1X	3X	6X
*Rates in EURO			(20% ff)	(30% off)
Premium Positions				
Front Cover	4C	4,200	3,360	2,940
Centrespread	4C	3,900	3,120	2,730
Inside Front Cover	4C	2,400	1,920	1,680
Inside Back Cover	4C	2,200	1,760	1,540
Outside Back Cover	4C	2,500	2,000	1,750
Run-of-Page		1X	3X	6X
Double-Page Spread	4C	3,700	2,960	2,590
Full Page	4C	1,800	1,440	1,260
Two-Third Page	4C	1,600	1,280	1,120
Half-Page Horizontal/ Vertical	4C	1,450	1,160	1,015
One-Third Page	4C	1,250	1,000	875



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