

paperASIA

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



Media Kit 2011

Introduction

Your Preferred Partner In 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 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 has seen 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

- 60% of the world's population live in Asia (including Japan) and is therefore a larger market than the 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.
- **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

Interviews...

Interviews of industry leaders in the region and globally.

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	2088	NorthEast Asia	1830
Brunei	27	China	775
Cambodia	3	HongKong SAR	23
Indonesia	497	Japan	549
Laos	3	South Korea	244
Malaysia	499	Taiwan	239
Myanmar	1	Macau	0
The Philippines	163		
Singapore	475	West Pacific	148
Thailand	328	Australia	113
Vietnam	92	New Zealand	35
		REST OF THE WORLD	371
South Asia	587	WORLD WIDE	
Bangladesh	37	TOTAL	5024
India	475		
Pakistan	71		
Sri Lanka	4		

By Industry

Government & Associations	125
Forestry/logging	169
Others	97
Pulp/paper trading	374
Machinery	317
Non-wood fibre processing	297
Wastepaper processing	942
Converting	590
Pulp/paper corrugated manufacturing	2113

By Job Function

Production Manager	545
Purchasing Director	860
Foreman	598
Others	158
Sales/Marketing Director	994
Chairman	1869

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

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

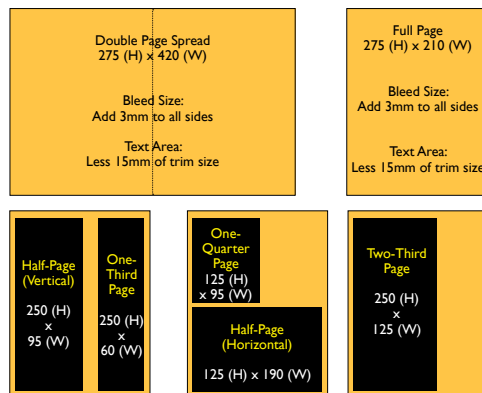
Publisher's Right

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.

Storage

Digital file is stored for 2 years and then destroyed.

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



Bound & Loose Inserts

*Rates in Euro

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

- ◆ 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, Megan Avenue II,
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 Email: info@shpmedia.com. www.shpmedia.com

Editorial Calendar 2011

Issue	Order	Printing Material	Interview	Other Topics	Bonus Distribution
Jan/Feb	Dec 28	Jan 11	Interviews of industry leaders in the region and elsewhere	Pulp Drying & Baling, Coating, Mechanical Pulp Production, Wastewater Handling, Calendering & Finishing, Corrugating & Packaging.	March 29-31 Tissue World Exhibition March 28-31 Tissue World Conference Nice, France April 6-9 Sino-Corrugated Shanghai, China
March/April	Feb 25	Mac 11		Bleaching & Bleaching Chemicals, Coating, Automation, Pulping, Starch Employment, Bleaching, Smart Packaging, Tissue	May 17-19 SPCI World Pulp & Paper Week Stockholm, Sweden, June 28-30 ZELLCHEMING Wiesbaden, Germany July 6-8 SinoFoldingCarton Beijing, China
May/June	April 27	May 11		Chemical Pulping, Stock Preparation, Coating, Pumps, Valves & Piping Systems, Maintenance, Wastewater Handling, Printing/ Labelling.	July 22-24 Paper Expo China Guangzhou, China July 28-30 Pulp & Paper Asia Pekanbaru, Indonesia
July/Aug	June 27	July 11		Fibre Supply, Screening & Cleaning, Coating, Chemical Pulping, Wastewater Handling, Chemicals & Additives, Calendering & Finishing, Tissue.	September 19-21 China Paper / China Forest Beijing, China
Sept/Oct	Aug 28	Sept 11		Paper & Board Machines, Drives, Converting, Chemical Pulping, Coating, Pigments, Additives, Automation, Information System, Specialty Paper.	
Nov/Dec	Oct 28	Nov 11		Forming, Pressing, Drying, Gluing, Coating, Chemicals, Additives, Wastewater Handling, Power Generation.	

For further details or a reprint order form, contact:

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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
Ouside 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 Process Colour/Per Page or Less 105							
For Matched Colour/Per Page or Less 165							
		* For One-Quarter Page, Classified Pages-Product or Appointment Ad, the rate will be the same as full colour					
		- Right-hand page (+10%) - Pages 3, 5, 7 (+15%)					
		- Bleed for Two-Third Page Size and below (+10%)					

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
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

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