

A photograph of a large tree trunk in a forest, covered in vines and leaves. The tree trunk is the central focus, with a thick, textured bark. The background is filled with green foliage and branches, creating a dense forest atmosphere. The lighting is bright, suggesting a sunny day.

# ASIAN **TIMBER**

Forestry | Panel | Woodworking | Furniture

**30th Year of Publication**

**Media Kit 2012**

**Your Preferred Media Partner**

**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 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.



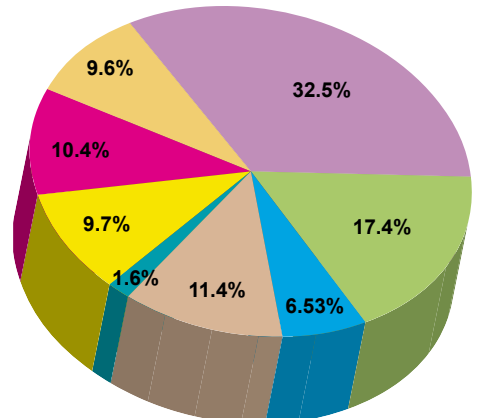
EDITORIAL SCHEDULE	Issue	Booking Deadline	Material Deadline	Interviews	Other Topic	Bonus Distribution
	Jan/Feb	Dec 10, 2011	Dec 15, 2011		<p><b>Special Report</b> Celebrating 30th year of publication of Asian Timber magazine. An overview of the timber industry in Asia of what sub sequently happened and the progress of the industry since 30 years ago. Simultaneously, celebrating Malaysian Timber Council and Singapore Furniture Industries Council for their 30th year anniversary. Not to forget that AHEC Hong Kong office is celebrating it's 20 year strong presence in the Asian Market. Asian market prospects in 2011</p> <p><b>Wood-based panels</b> Particleboard &amp; MDF</p> <p><b>Features</b> Sawmilling</p> <p><b>Technology</b> CNC Machinery</p>	<p><b>February 21 – 24</b> <b>China International Door</b> Shanghai, China</p>
	March/April	Feb 10, 2012	Feb 15, 2012		<p><b>Special Report</b> Waste wood Management</p> <p><b>Wood-based panels</b> Laminates,</p> <p><b>Features</b> Veneer Trends,</p> <p><b>Technology</b> Sanding</p>	<p><b>March 6 – 10</b> <b>Malaysian International Furniture Fair</b> Kuala Lumpur, Malaysia</p>
	May/June	Apr 10, 2012	Apr 15, 2012		<p><b>Special Report</b> Asian Furniture Industry</p> <p><b>Wood-based panels</b> Plywood &amp; OSB</p> <p><b>Features</b> Flooring</p> <p><b>Technology</b> Edgebanding</p>	<p><b>March 12 – 15</b> <b>Woodworking and Furniture Manufacturing Equipment (WMF)</b> Shanghai, China</p> <p><b>March 27 – 30</b> <b>Interzum Guangzhou</b> Guangzhou, China</p>

# CIRCULATION

ASEAN 5,173	SOUTH ASIA 629	WEST PACIFIC 240	NORTHEAST ASIA 930
Malaysia : 2089	Bangladesh : 19	Australia : 101	China : 459
Singapore : 690	India : 578	New Zealand : 139	Hong Kong : 49
Brunei : 27	Pakistan : 25		Japan : 52
Cambodia : 21	Sri Lanka : 7		South Korea : 31
Indonesia : 1131			Taiwan : 339
Vietnam : 557			
Thailand : 549			
Philippines : 109			

Total print run: 8,000 copies  
 ABC Audited Circulation: 7,231  
 (Total audited figure does not include copies distributed at exhibitions & trade shows, seminar & conference that ASIAN TIMBER attends )

**Circulation by Country**  
**Total: 7,231 copies**



**REST OF THE WORLD : 259**  
 (Switzerland, Austria, Germany, Finland, United Kingdom, Italy, United State, UAE)

- Forestry and Logging, Sawmilling, Kiln Drying : **756**
- Panel Based Furniture/ Solid Wood Furniture Manufacturers: **2,579**
- Wood Based Panels (MDF, HDF, Particle Board, Laminated Board, Plywood, Veneer) : **1,437**
- Equipment Manufacturing, Machinery & Tools : **397**
- Doors, Windows, Flooring & Interiors : **633**
- Furniture Parts/ Moulding and Joinery: **793**
- Construction, Architects, Design Consultancy: **467**
- Government/ Trade Associations/ Research Institution: **169**

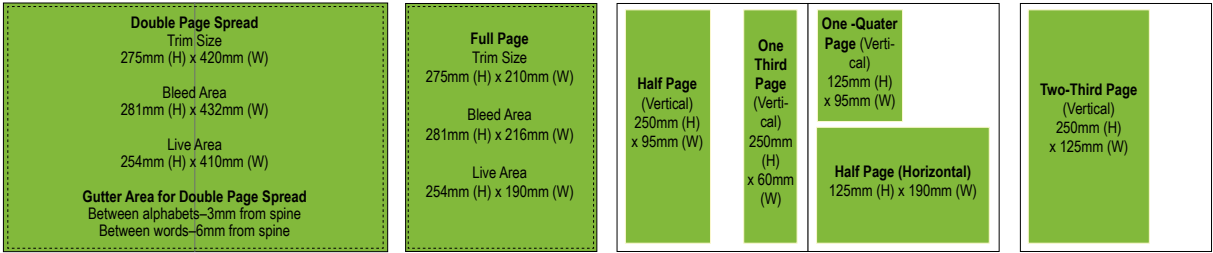
**Circulation By Industry**  
**Total : 7,231 copies**



EDITORIAL SCHEDULE	Issue	Booking Deadline	Material Deadline	Interviews	Other Topic	Bonus Distribution
	July/Aug	Jun 10, 2012	Jun 15, 2012		<b>Special Report</b> Forest Plantations <b>Wood-based panels</b> Continuous pressing, <b>Features</b> Windows & Doors <b>Technology</b> Adhesives & Gluing	June 8 – 12 <b>China Furniture &amp; Woodworks</b> Dalian, China
	Sept/Oct	Aug 10, 2012	Aug 15, 2012		<b>Special Report</b> Responsible Purchasing Policy <b>Wood-based panels</b> Press Plates <b>Features</b> Furniture Design Trends <b>Technology</b> Moulding & Joinery	September 11 – 14 <b>FMC China</b> Shanghai, China
	Nov/Dec	Oct 10, 2012	Oct 15, 2012		<b>Special Report</b> Logging & Forest Management <b>Wood-based panels</b> Panel Handling System <b>Features</b> Lightweight boards, <b>Technology</b> Cutting Tools	October 4 – 6 <b>MTC, Global WoodMart</b> Kuala Lumpur, Malaysia



# Magazine Specifications



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

## Advertisement Rates

ASIAN TIMBER *Rates in EURO Premium Positions	Colour	1X	3X (20% ff)	6X (30% off)
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
One-Quarter Page	4C	800	640	560
Classifieds				
Product/Appointment	4C	300	240	210

Printing: Offset sheefed  
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.



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