

FOUR-COLOR			
Unit	1 Time	4 Times	6 Times
Full Page	\$4,790	\$4,310	\$4,070
2/3 Page	\$4,550	\$4,100	\$3,870
Island 1/2	\$4,310	\$3,880	\$3,660
1/2 Page	\$4,070	\$3,660	\$3,460
1/3 Page	\$3,590	\$3,230	\$3,050
1/4 Page	\$3,110	\$2,800	\$2,650
1/6 Page	\$2,630	\$2,370	\$2,240
1/8 Page	\$2,160	\$1,940	\$1,830
1/12 Page	\$1,680	\$1,510	\$1,430

SPECIAL POSITIONS	
Surcharge	
Cover 2	+20%
Cover 3	+15%
Opposite C2	+15%
Cover 4	+25%

DISPLAY AD DIMENSIONS		
Trim Size:	8 1/4 X 10 7/8	210 x 277
Unit (width x height)	Inches	Millimeters
2P Spread (full bleed)	16 3/4 X 11 1/8	426 X 283
2P Spread (non-bleed)	16 1/2 X 10 7/8	420 X 277
Full Page(Full Bleed)	8 1/2 X 11 1/8	216 X 283
Full Page(non-bleed)	8 1/4 X 10 7/8	210 X 277
2/3 Page	4 1/2 X 10	115 X 254
Island 1/2	4 1/2 X 7 1/2	115 X 191
1/2 Vertical	3 1/2 X 10	89 X 254
1/2 Horizontal	7 X 4 7/8	178 X 124
1/3 Island	4 1/2 X 4 7/8	115 X 124
1/3 Vertical	2 1/4 X 10	57 X 254
1/3 Horizontal	7 X 3 1/4	178 X 83
1/4 Vertical	3 3/8 X 4 7/8	86 X 124
1/4 Horizontal	7 X 2 3/8	178 X 61
1/6 Vertical	2 1/4 X 4 7/8	57 X 124
1/6 Horizontal	4 3/8 X 2 1/2	112 X 64
1/8 Vertical	3 3/8 X 2 2/3	86 X 61
1/8 Horizontal	7 X 1 3/8	178 X 35

Advertising Representation:

**Asia / Middle East Australasia
Eastern Europe Italy**
All Areas not listed below
 Glenn Anthony John (Bangkok)
 Tel +66 22 55 66 25
 Fax +66 26 55 22 11
 Mobile +66 818 299 409
 glenn@tobaccoasia.com

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 emerson@tobaccoasia.com

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 Allen Liao or Ms. Zhao (Beijing)
 Tel +86 10 6342 9839
 Fax +86 10 6324 4446
 allen@tobaccoasia.com
 or zrg@tobaccochina.com



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 Jonathan Wesley Bell (France)
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 jbell@spacesell.net



2012

Editorial Calendar and Rates
 The ONLY Magazine Written and Edited
 for the Asia Regional Tobacco Industry
 Read and Trusted by Industry
 Professionals Around the World

tobacco asia 亚洲烟草



www.tobaccoasia.com



For advertisers, *Tobacco Asia* is simply the best way to reach the tobacco industry in Asia, Oceania and the Middle East – the world's most dynamic markets – with information about your quality equipment, machinery, supplies, services and solutions. Through advertising, editorial, introductions and the associated exhibitions *ProTobEx Asia* and *Inter-tabac Asia*, *Tobacco Asia* is simply

the best and most economical support for your regional sales efforts. And the burgeoning interest in www.tobaccoasia.com, which features the full version of *Tobacco Asia* in e-magazine format, ensures that an ad placed in *Tobacco Asia* is viewed by qualified readers around the world.

No matter where in Asia, Oceania, or the Middle East, or what segment of the tobac-

co industry you are trying to reach, October Multimedia's *Tobacco Asia* has the widest distribution and the deepest penetration of any tobacco industry magazine. Since its launch in 1998, *Tobacco Asia* has been trusted by tobacco industry professionals to deliver only the best, most relevant and insightful coverage of the Asian markets.

Numeric Facts

- **1** as in NUMBER ONE magazine in the Asia region
- **2** different versions of *Tobacco Asia* are published for further penetration and advertising sell-through: one is in English and the other is in Chinese
- **4** quarterly editions are printed in a year
- **2** additional summary supplements are available and distributed in Thai and Vietnamese languages
- **2** times the circulation of all the other international tobacco magazines in the Asia region COMBINED
- **1/3** of *Tobacco Asia*'s circulation now goes to the wholesale, distribution, and retailing segment, making *Tobacco Asia* **one of the only ways** to get exposure for your products regionally in ever-darkening marketing environments

- **5,000** is the typical print run of *Tobacco Asia* including non-subscriber and circulation copies going to exhibitions, conferences, etc.
- **85%** of *Tobacco Asia* is circulated in Asia, Oceania and the Middle East
- **15%** addition circulation outside the Asia region
- **14** years since *Tobacco Asia* was founded in 1998 and it is going strong
- **30%, 50% and 60%** - are discounts you can apply to your PREPAID ad rates depending on how many issues you'll appear in
- **\$0** is the cost of your ad in the sophisticated online e-magazine (see www.tobaccoasia.com) when you book a paid print ad in *Tobacco Asia*
- **100%** global exposure combining the print and online editions

Mechanical Requirements

Enhance Your Regional Success by Advertising in the Tobacco Industry's Premier Magazine

MECHANICAL SPECIFICATIONS

GENERAL RATE POLICY

- CMYK colors are US\$510 per color
- Pantone (PMS)/metallic colors: US\$615 per color
- Advertising, digital output/design done on a cost basis
- Agency commission: 15%
- Short rates: If number of units published is less

than contracted then all published ads will be rebilled accordingly

- Combination rates: All rates earned by number of inserts in one year.
- Issue closing/order cancellation: *Tobacco Asia* is published quarterly. Closing is the first week of the month prior to publishing. All cancellations must be made at least 4 weeks prior to closing.

Editorial Calendar

QUARTER 1 – 2012

JANUARY/FEBRUARY/MARCH

Ad Materials Deadline: February 1, 2012

- South Asia, Middle East, China
- PREPS-Reduced Exposure Products
- Packaging & Printing
- Manufacturing Components & Accessories
- Threshing & Processing Equipment
- Bonus Distribution:
 - *ProTobEx Asia*, March 15-17 Manila
 - *Inter-tabac Asia*, March 15-17 Manila

QUARTER 2 – 2012

APRIL/MAY/JUNE

Ad Materials Deadline: April 2, 2012

- East Asia (Japan, Korea, Taiwan)
- China & Chinese Cigarettes
- Flavors & Fragrances
- Cigarette & Tipping Paper
- Anti-Counterfeiting & Security Systems
- US Leaf
- Indian Leaf
- Bonus Distribution:
 - *Tabak Expo*, May 17-19, Moscow

QUARTER 3 – 2012

JULY/AUGUST/SEPTEMBER

Ad Materials Deadline: June 1, 2012

- Southeast Asia (Vietnam, Indonesia)
- China
- Kretek
- Regulatory Issues
- Smoking Accessories

- Cigarette Make-Pack Equipment
- Indonesia Leaf
- Bonus Distribution:
 - *Inter-Tabac Dortmund*

QUARTER 4 – 2012

OCTOBER/NOVEMBER/DECEMBER

Ad Materials Deadline: September 1, 2012

- Australia, Malaysia, China
- Filters
- Moisture (Devices, Equipment, Concerns)
- Flavors & Fragrances
- Refurbished Equipment
- Agronomy & Leaf Developments
- Brazil Leaf

QUARTER 1 – 2013

JANUARY/FEBRUARY/MARCH

Ad Materials Deadline: December 1, 2012

- South Asia, Middle East, China
- PREPS
- Cigars
- Packaging & Printing
- Threshing & Processing Equipment

SPECIAL ISSUES

March 2012 – *ProTobEx ASIA*

Exhibition Catalog

Ad Materials Deadline: February 1

Tobacco Russian Language Annual

November 2012

Ad Materials Deadline: October 1, 2012

OFFSET PRINTING SPECIFICATIONS

- Digital Files Required
- Acceptable formats: .pdf; .jpg; .tiff; ai; eps
- Send files on CD to our mailing address, or by ftp.

FTP UPLOAD

ftp://02e07cc.netsolhost.com/htdocs/tobaccoasia
 user name: tobaccoasia1
 password: dnjQunr3mt
 (send message to snt@octobermutimedia.com when file has been uploaded)

SHIPPING

To avoid import duties, taxes, storage and handling fees, please send all CD's, DVD's, film and pre-printed inserts through a well-known commercial carrier. Mark all packages "DOCUMENTS, NO COMMERCIAL VALUE." Shipper is responsible for all import duties, taxes, storage and handling charges incurred.

WWW.TOBACCOASIA.COM