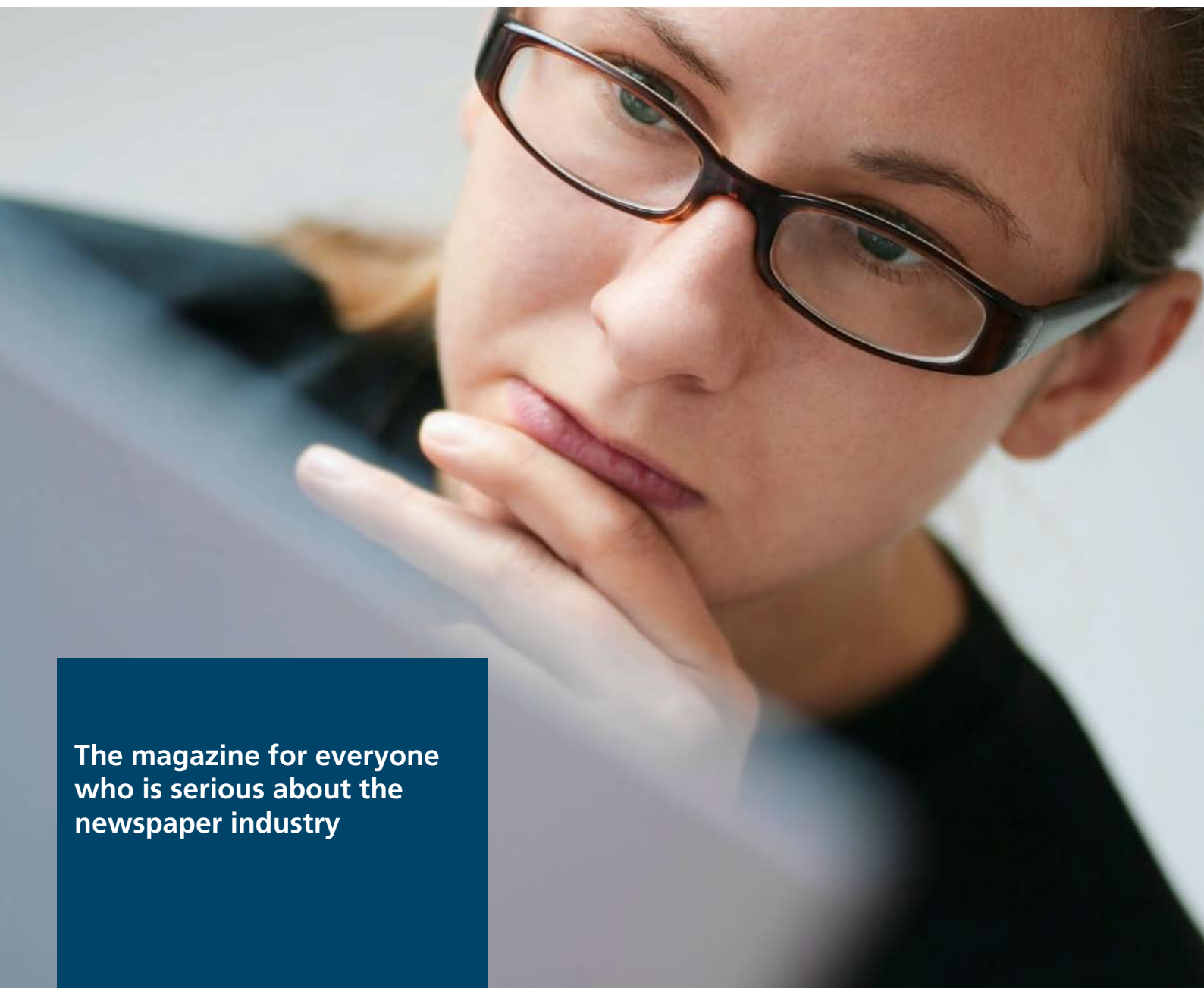




Empowering the News Publishing Industry



Media Information 2009



The magazine for everyone
who is serious about the
newspaper industry

Asian Newspaper Focus

Media Information 2009

Information, rates

Facts on Asian Newspaper Focus (ANF)

For 13 years Asian Newspaper Focus has led the way in its coverage of the press and its business from India across to China, from Korea down to Indonesia. No other publication has devoted such energies or resources to reporting the story of the region's booming newspaper industry.

Every two months Asian Newspaper Focus features:

- > News on business, editorial developments and personnel changes
- > Trade news on what equipment newspapers are buying and what vendors are offering
- > Printing plant visits across the region
- > In-depth interviews with the decision-makers who run newspapers
- > Commentaries by international experts on marketing and editorial developments
- > Success stories told by publishers and editors in their own words

Key to Asian Newspaper Focus's success is unrivalled access to key executives across the regions – thanks to relationships built up over a decade, and the respect the magazine has won from business leaders.

Asian Newspaper Focus is published quarterly and distributed free to 4,000 plus qualified readers who are mostly senior management executives of newspapers. Asian Newspaper Focus is the platform that allows you to get your marketing message consistently across to the right buyers.

Readership Chief Executive, Managing Director, General Manager, Editors-in-Chief, Technology Directors, Head of Departments, senior management staff at news and advertising publishing companies and their associated media worldwide.

Advertising Rates

Advertisement Size	Full Colour (Euro)
Double page spread	6,900
Full page	3,500
Half page	2,400
Quarter page	1,500
Banner	800
Special Request	
Spot colour	Add Euro 240
Back cover	Add 20%
Centre spread	Add 15% to DPS
Special position	Add 10%
Frequency Discount	
2 inserts	5%
4 inserts	10%
6 inserts	20%
IFRA Member Discount	10%
Bulk Discount Advertising with IFRA Magazine	5%

Asian Newspaper Focus

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Deadlines, circulation

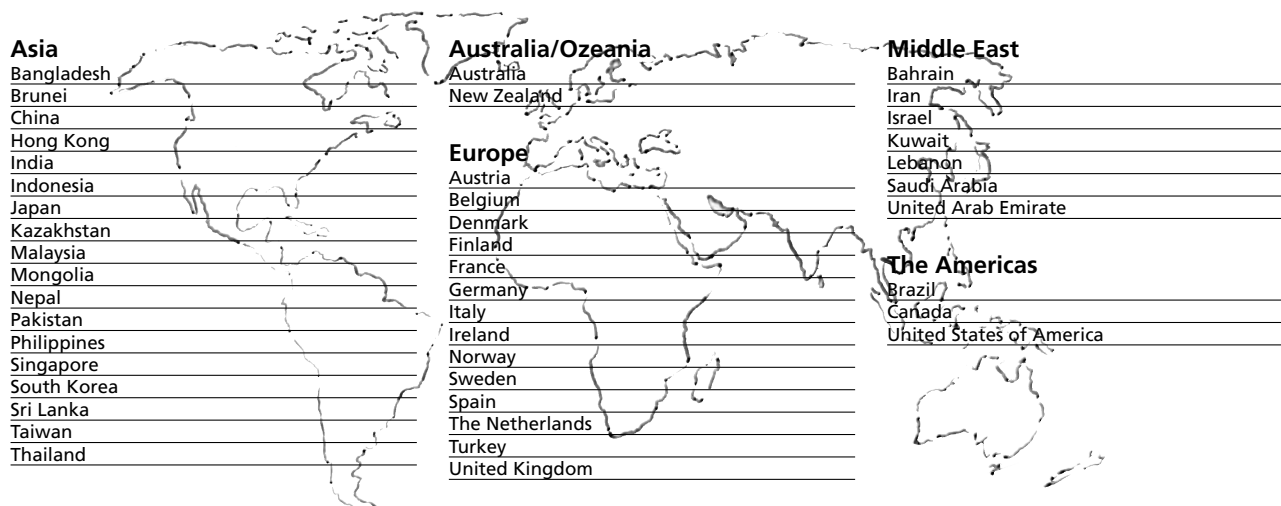
Planning Calendar

Submission Deadline	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Ad order:	31/12/08	27/02/09	24/03/09	28/05/09	17/08/09	16/10/09
Ad material:	02/01/08	06/03/09	10/04/09	16/06/09	04/09/09	03/11/09

Issue	Editorial Feature
January – February:	Printing site: SPH, Singapore Cover Story: Indonesia
March – April:	(To be distributed at Publish Asia) Cover Story: Publish Asia preview
May – June:	Asia Media Awards Results Printing Plant: Malaysia Cover Story: India
July – August:	(IFRA India Special Edition) Printing Plant: India Cover Story: India
September – October:	Printing plant: Hong Kong Cover Story: Hong Kong
November – December:	(Digital Media Asia 09 Edition) Cover Story: Japan Printing Plant: Japan Focus Topic: Mobile and e-reading Asian case study

Note: Editorial content can be subject to changes.

Circulation by country

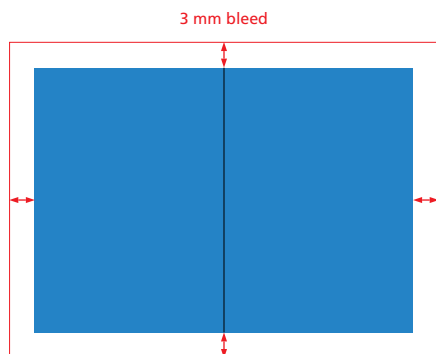


Asian Newspaper Focus

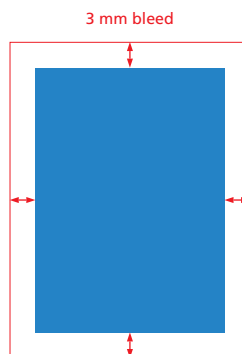
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Advertising sizes

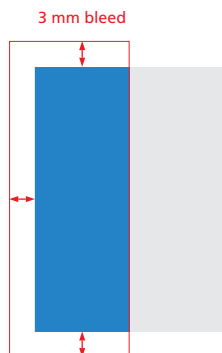
Digital Ad Submission Guidelines



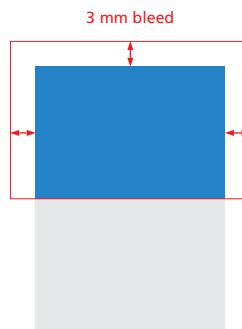
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Height: 380 mm



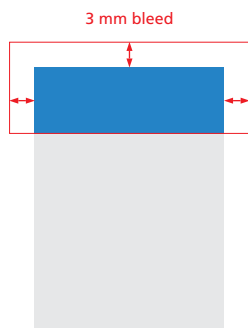
Full page
Width: 276 mm
Height: 380 mm



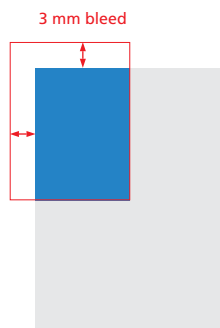
Half page vertical
Width: 138 mm
Height: 380 mm



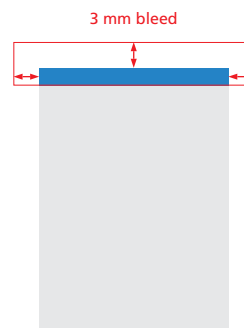
Half page horizontal
Width: 276 mm
Height: 190 mm



Quarter page horizontal
Width: 276 mm
Height: 95 mm



Quarter page vertical
Width: 138 mm
Height: 190 mm



Banner
Width: 276 mm
Height: 25.5 mm

Note: Kindly allocate 3mm for bleeding purpose when necessary.

Asian Newspaper Focus

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Information

Digital Ad Submission Guidelines

File formats



Produced from PostScript or EPS with Adobe Acrobat Distiller in an image resolution of 300 dots/in (line copy 2540 dots/in).

No low resolution or logo data should be used.

All fonts must be embedded. Please note that this is only possible if the fonts are already embedded in the EPS or PostScript file.

File format can be submitted in JPEG, EPS or PDF.

Transmission

CD Rom format.

Transmission via email is subject to prior agreement with IFRA Asia.

2 copies of colour proof must be submitted together with the CD Rom to ensure best print quality possible.

Important Information

Advertisers are allowed only 1 postponement of advertisement within the same calendar year.

ANF is printed via CTP, therefore film submission will not be accepted.

For information on advertisement booking, please contact:



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Marketing Manager
Tel: +65.6562-8445
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