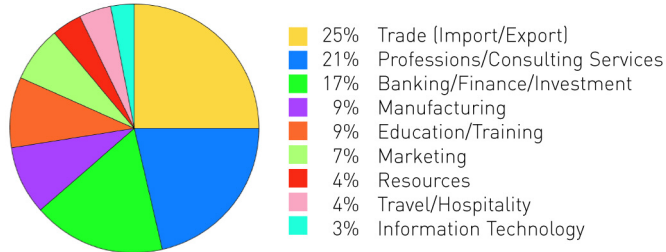


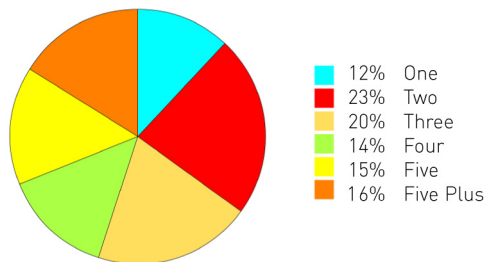
READERSHIP PROFILE



Subscriber business interests in Asia



Reader Level (from subscribers cards)



Readers per subscriber copy

ASIA2010

RISKY BUSINESS

Advertising Rates

FULL PAGE

210mm wide x 297mm deep

AUD 5,250

TWO-THIRDS PAGE

125mm wide x 277mm deep

AUD 4,225

HALF-PAGE

190mm wide x 138mm deep

AUD 3,750

ONE THIRD-PAGE

60mm wide x 277mm deep

125mm wide x 138mm deep

190mm wide x 90mm deep

AUD 2,750

ONE SIXTH-PAGE

(60 mm wide x 138 m deep)

AUD 1,500

LOADINGS

Outside Back Cover

plus 100%

Inside Front Cover

plus 50%

Facing Inside Front Cover

plus 50%

Inside Back Cover

plus 40%

Preferred Position

plus 20%

All rates quoted plus GST if applicable

MECHANICAL DETAILS

A4 format, double stitched, printed offset on 95 gsm matt art. Type area 277mm deep x 190mm wide. Trimmed size 297mm x 210mm. Bleed size 302mm x 215mm. Bleed size (DPS) 302mm x 430mm.

CONTACT US: email: admin@asiatoday.com.au

Telephone (61 2) 9970-6477 Fax (61 2) 9913-2003

BOOKING DEADLINE:
September 7, 2009

MATERIAL DEADLINE :
September 14, 2009

MATERIAL REQUIRED:

In PDF format for MAC,
300 dpi all fonts

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advertising@asiatoday.com.au