



ASIA image

media information | 2012



Asia Pacific's leading Source of Information for Broadcast, Production and Post-Production

ASIA image

Asia Image, the leading periodical for the broadcast, production and post-production sector in Asia Pacific, attracts a strong regional following for its forward-looking editorial content and beautiful graphical layout.

Together with a string of regional correspondents, the editorial team continues to stay on the cusp of major industry events and trendsetting news, to provide readers incisive and timely reports, case studies and features.

Delivering top-notch stories from around the region, *Asia Image* covers the entire spectrum from pre to post-production. The magazine features every aspect of broadcast, television and film production, animation, special effects and technological innovation.

Industry pros regard it as essential reading material, for its wealth of information on the latest and most launch-worthy products and services; and depend on it for their regular dose of news and events. Technology vendors subscribe to it for their products' end-user perspective, which to them is perhaps the most direct form of consumer feedback. Every industry professional looks forward to articles that feature groundbreaking works and ideas – and the people behind them. In a nutshell, *Asia Image* provides all industry professionals a highly specialized yet comprehensive publication that they can call their own.

Best of Web and Print

Known for its rapid and instantaneous ways of connecting people and forming dynamic communities, the web has reached almost every pocket of humanity imaginable. Undaunted by such a powerful and prevalent source of information, print magazines continue to outlive its detractors by providing a tactile and experiential element to our reading habits. Put them together and the result can only be a resounding success.

That is exactly what we're doing: By bringing the experience, from years of putting together *Asia Image* magazine, to another platform that dramatically increases reach, lowers costs and engages 'the audience' on a global scale. We encourage the professional community to participate in the magazine's content creation. Our online model allows for immediate feedback and critique, as well as an avenue for once passive readers of the magazine, to actively participate in the editorial process.

Melody Uy
Editor, Asia Image

Editorial Summary

• Newsroom

Together with a string of regional correspondents, the editorial team continues to stay on the cusp of major industry events and news on the latest technologies and applications.

• Frame Store

With *Frame Store*, a regular section, we encourage post houses to submit the story of the creative work and challenges faced in putting together their recent TVCs – from the brief, the production process to post-production.

• Profile

In *Profile*, *Asia Image* sits down with prominent figures in the industry for a frank discussion on their latest works and vision for the industry.

• Product Guide

Asia Image looks at the latest technology and product enhancements in broadcast, film and postproduction.

• Case Study

This section features contributed articles from industry experts that detail how the application of technologies and workflows help improve the production and/or post-production process of broadcasters, production houses and post-production outfits.

• Review

Focusing on specific projects, this section highlights a specific film or TV programme, and how various products and technologies are integrated into the production and post-production workflow.



Editorial Calendar*

Issue	Features	Special Section	Country Focus	Bonus Distribution	Publications Date
Jan / Feb	<ul style="list-style-type: none"> Outlook for 2012 Lighting 	FICCI Frames Guide	<ul style="list-style-type: none"> Australia New Zealand 		Ad Booking: 18 Jan Published Date: 14 Feb
Mar / Apr	<ul style="list-style-type: none"> Technology behind Oscar-nominated films Colour grading 	NAB Product Guide	<ul style="list-style-type: none"> Indonesia China 	NAB	Ad Booking: 7 Mar Published Date: 29 Mar
May / Jun	<ul style="list-style-type: none"> Digital cinema Restoration and conversion 	<ul style="list-style-type: none"> BroadcastAsia Product Guide NAB Wrap 	<ul style="list-style-type: none"> Singapore Philippines 	BroadcastAsia	Ad Booking: 23 May Published Date: 15 Jun
Asia Image Supplement (Mandarin Edition)				BIRTV	Ad Booking: 5 Jul Published Date: 1 Aug
Jul / Aug	<ul style="list-style-type: none"> DI workflow Sound mixing and production 	<ul style="list-style-type: none"> IBC Product Guide BroadcastAsia Wrap 	<ul style="list-style-type: none"> Thailand Vietnam 	IBC	Ad Booking: 31 Jul Published Date: 24 Aug
Sep / Oct	<ul style="list-style-type: none"> Sports/live broadcasting Broadcast cameras/rigs 	<ul style="list-style-type: none"> Featured APAC post houses Broadcast India Product Guide IBC wrap 	<ul style="list-style-type: none"> India 	Broadcast India	Ad Booking: 10 Sep Published Date: 2 Oct
Nov / Dec	<ul style="list-style-type: none"> VFX Animation Media storage 	<ul style="list-style-type: none"> Featured APAC animation houses Profile on ATA technical categories nominees Broadcast India Wrap 	<ul style="list-style-type: none"> Malaysia Korea 	<ul style="list-style-type: none"> SIGGRAPH Asia Asia Television Forum 	Ad Booking: 2 Nov Published Date: 26 Nov
Asia Image Annual Guide 2012					Ad Booking: 3 Dec Published Date: 28 Dec

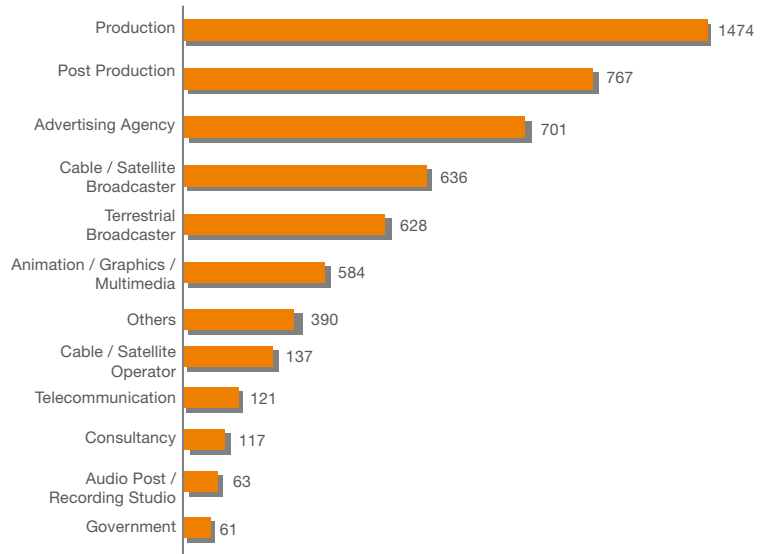
*Kindly note that the above information may change due to market conditions.
For editorial enquiries, please contact: Melody Uy melody.uy@tenalpsasia.com

Circulation Profile

Asia Image reaches over 5,600* qualified subscribers in the region.

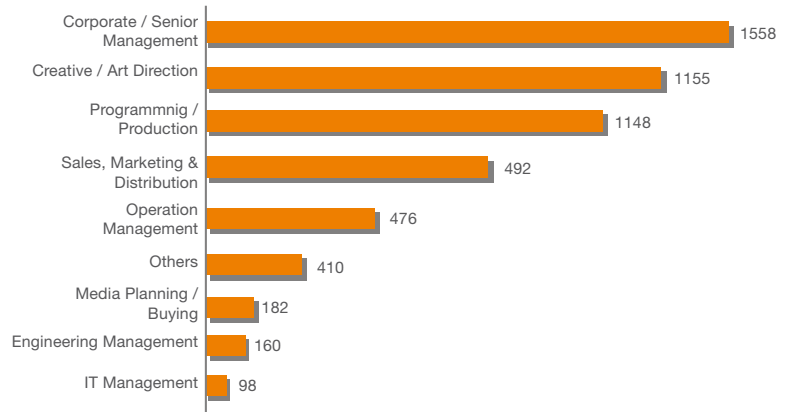
Analysis by Industry

Production	1474
Post Production	767
Advertising Agency	701
Cable / Satellite Broadcaster	636
Terrestrial Broadcaster	628
Animation / Graphics / Multimedia	584
Others	390
Cable / Satellite Operator	137
Telecommunication	121
Consultancy	117
Audio Post / Recording Studio	63
Government	61
TOTAL	5679



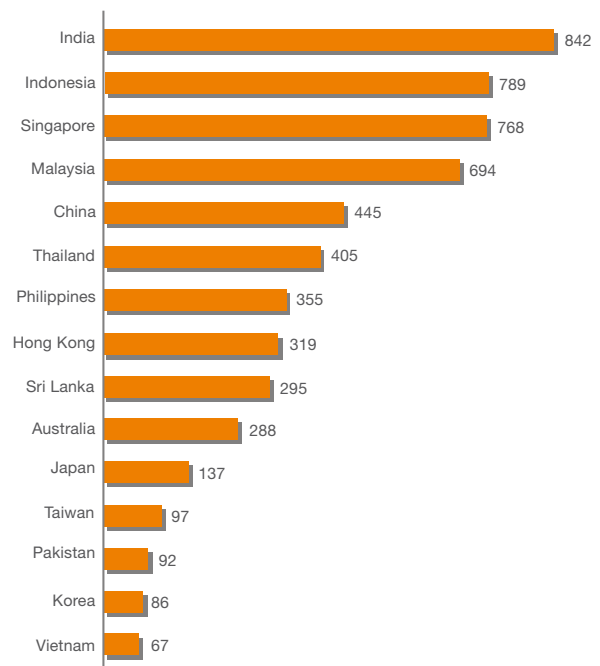
Analysis by Job Function

Corporate / Senior Management	1558
Creative / Art Direction	1155
Programmng / Production	1148
Sales, Marketing & Distribution	492
Operation Management	476
Others	410
Media Planning / Buying	182
Engineering Management	160
IT Management	98
TOTAL	5679



Analysis by Country

India	842
Indonesia	789
Singapore	768
Malaysia	694
China	445
Thailand	405
Philippines	355
Hong Kong	319
Sri Lanka	295
Australia	288
Japan	137
Taiwan	97
Pakistan	92
Korea	86
Vietnam	67
TOTAL	5679



* Publisher's own data projected in December 2011

Advertising Rates

All rates quoted are gross on a per issue basis and in Singapore dollars, valid as of Jan 1, 2012. All advertising contracts accepted by clients are subject to terms and conditions stipulated by Ten Alps Communications Asia. Please see www.taca-subn.com/T&C.pdf for more details.

Advertising - Print

Asia Image is published on a bi-monthly basis and it offers complete coverage from development to delivered product and features all aspects of broadcast, television and film production, animation, special effects and technological innovation. The magazine reaches over 5,600 key professional in Asia's top broadcast, production and post-production markets, making it the perfect platform to convey your marketing message to your customers and prospects.

Ad Size (ROP)	1x S\$	3x S\$	6x S\$
Double Page Spread	16,800	15,600	14,400
Full Page	9,900	9,200	8,800
1/2 Page	5,500	5,200	5,000
1/3 Page	3,300	3,200	3,000
1/4 Page	2,500	2,400	2,300

Premium Positions	1x S\$	3x S\$	6x S\$
Front Cover	38,200	35,500	33,600
Back Cover	16,000	14,700	14,100
Inside Front Cover	12,300	11,300	10,800
Inside Back Cover	12,300	11,300	10,800
Inside Front Cover Spread	22,000	20,200	19,300

Annual Guide Enhanced Listing S\$ Per Insertion

Full Page	5,500
Half Page	4,000

*10% surcharge for guaranteed right hand page

*Rates apply to advertising on regular issues and the Annual Guide

Advertising - Digital

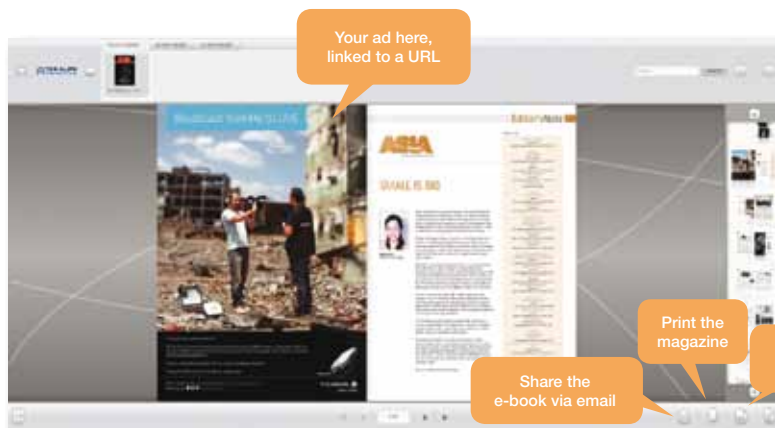
E-book

The magazine is also available in a digital format, where it can be easily accessed via desktop, cellphone or tablet. Readers can save the e-book as a PDF file, share it with others, or even print the pages which interest them. Your advertisement will be linked to a URL of your choice, which can be a website, email, media file or PDF.

E-book HTML

All readers subscribed to *Asia Image* receive an email in their inbox when a new issue is available. Besides featuring the contents of the issue and the e-book link, strategically positioned banners in the email increase your visibility to the readers, and allow your advertising message to get across more effectively.

Position	Banner Size Pixels	Per Insertion S\$
Horizontal	600 x 60	2,500
Side Tile	192 x 60	1,900



Advertising - Digital

Website

Asia Image's is a comprehensive information source – in print and on the web – that readers in the region rely upon in order to get and stay on track with developments in the broadcast, production and post-production segments.

Learn of the latest happenings in the industry with regular news updates complemented by specialized knowledge channels. Other features include feature stories, video channel, as well as digital e-books archive.

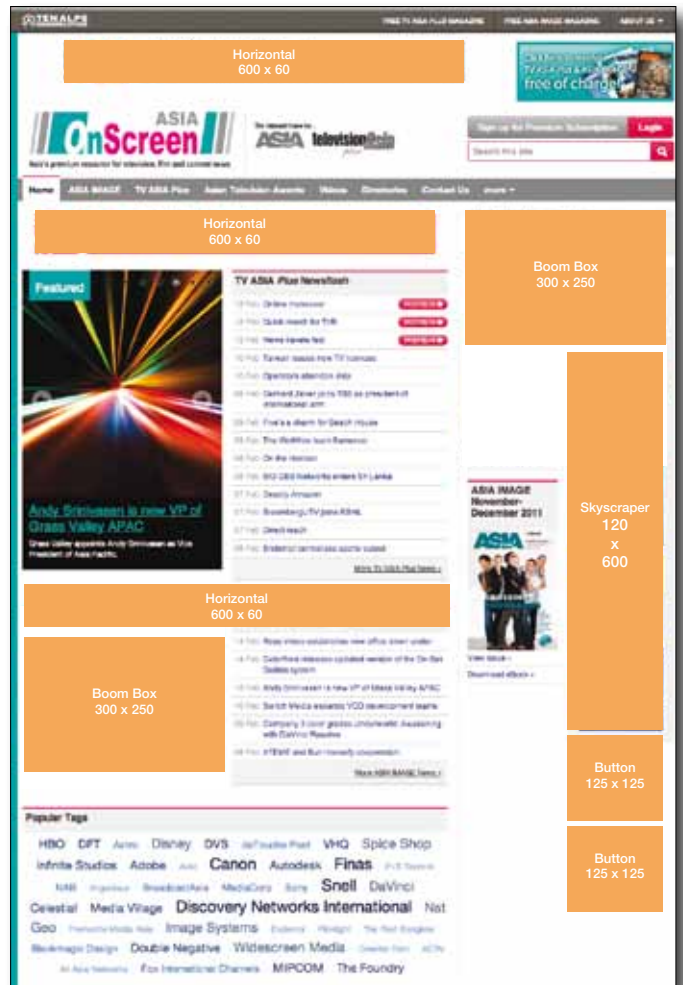
Position	Banner Size Pixels	Rate Per 4 weeks S\$
Horizontal	600 x 60	2,500
Skyscraper	120 x 600	2,800
Boom Box	300 x 250	6,000
Boom Box*	300 x 250	3,000
Button	125 x 125	1,900

Note: All banner ads run on every page throughout the site, except (*) appear only on the homepage.

E-newsletter

The fortnightly Asia Image e-newsletter reaches over 11,000 opt-in subscribers, providing them with a timely summary of the week's developments in the industry. Besides banner placements, the e-newsletter offers a text sponsorship placement that allows you to convey your promotional message through a 100 word description.

Position	Specifications S\$	Per Insertion
Horizontal	600 X 60	2,500
Button	125 x 125	1,900
Text Sponsorship	100 words with 125x125 button banner and URL link	1,900



Marketing Services and Solutions

Custom Publishing

Custom-designed products can be sent to over 5,600 *Asia Image* print subscribers.

Reprints

In paper or digital format, reprints are a terrific way to promote your business.

List Rental

Reach decision makers in our database using DMs or eDMs to spread your marketing message.

Telemarketing

Generate or qualify sales leads through telemarketing campaigns.

Customised Research

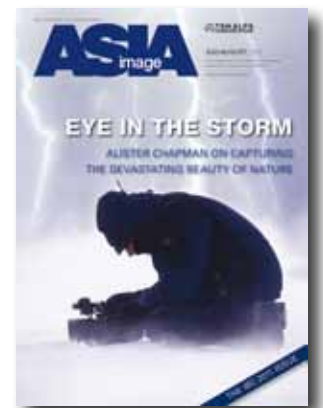
Deploy a survey as a research tool to help your company achieve its marketing goals.

Audience Creation for Events, Webinars and Webcasts

Find the right target audience to participate at your activities.

Mechanical Requirements – Size Specifications

Ad Size	Trimmed (w x h)	Bleed (w x h)
Double Page Spread	490mm x 335mm	500mm x 345mm
Full Page	245mm x 335mm	255mm x 345mm
1/2 Page Horizontal	225mm x 150mm	–
1/2 Page Vertical	105mm x 315mm	–
1/3 Page Horizontal	225mm x 105mm	–
1/3 Page Vertical	69mm x 315mm	–
Island Square	65mm x 75mm	–
Island Vertical	69mm x 140mm	–



Material Guidelines

a. Print

Digital files are accepted (Macintosh format only): Illustrator AI/ EPS, InDesign and Freehand. All images should be saved in CMYK format, 300 dpi resolution at actual print ad size, all link files and fonts must be included. Artwork created in InDesign, for color management in print option should use Printer Profile as "Photoshop 5 Default CMYK" only.

Acrobat PDF files: High resolution PDF must be supplied in actual print ad size with bleed allowance and trim marks. All images and fonts embedded.

Proofs: 2 final color proofs are required for all ads.

Bleed recommendation: Leave 5mm safe area all around. Headlines that cross a spread must be split between words or allow 5mm in gutter.

Contact Us

- a. All advertising insertion orders, digital files, online materials and other production materials should be sent to:

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67 Ubi Avenue 1 #06-06 Starhub Green (North Wing)
Singapore 408942
Tel: (65) 6521 9748 | Fax: (65) 6521 9788
yannming.lim@tenalpsasia.com

b. Online

Web banner: Please provide GIF or JPEG files no more than 39kb with linking URLs.

Rich media: Please submit alternate GIF or SWF. However, action must be user-initiated. In order to respect the user experience, all rich media files need to be tested and approved.

Text sponsorship: Header, company name, URL and body text must not exceed 100 words.

E-video: We accept video contents in standard formats such as FLV, AVI, DV, MOV, MPEG-1,-2,-4, WMV. Video file size (FLV) should not exceed 2MB and duration should be approximately 60 seconds.

Audio tracks need to be 11KHz, 22KHz, 44.1KHz or 48KHz in compression.

- b. For further information on production requirements, please contact:

Pauline Goh
Production Manager
Tel: (65) 6521 9772 | Fax: (65) 6521 9788
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Terms and Conditions

Please refer to our standard terms and conditions at www.taca-subn.com/T&C.pdf

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