

2017

tobaccoasia.com

Tobacco Asia | media file



For advertisers, **Tobacco Asia** is the best and most cost-effective way to support your sales efforts to the tobacco industry in Asia, Oceania, and the Middle East – the world's most dynamic tobacco markets.

Tobacco Asia provides readers in the manufacturing industry with market news, views, and the latest developments and information on tobacco leaf, equipment, machinery, supplies, services, solutions, and now e-cigarettes.

Through advertising, editorial, and introductions **Tobacco Asia** has the widest exposure of any trade magazine in the region.

There is much interest in the full re-launch of www.tobaccoasia.com, which features the full version of **Tobacco Asia** in e-magazine format, ensuring that an ad placed in the print version of **Tobacco Asia** is viewed by qualified readers around the world in the digital format.

No matter where in Asia, Oceania, or the Middle East, or what segment of the tobacco industry you are trying to reach, **Tobacco Asia**, has the widest distribution and the deepest penetration of any tobacco industry magazine.

Since its launch in 1996, **Tobacco Asia** has been trusted by tobacco industry professionals to deliver only the best,

most relevant and insightful coverage of the Asia tobacco manufacturing and wholesale business.

On top of superior distribution to key executives throughout the tobacco industry, **Tobacco Asia** also offer bonus distribution at major tobacco exhibitions from its exhibition stand and special distribution arrangements the annual InterSupply and InterTabac exhibitions and the semi-annual WT Process & Machinery exhibitions.

Tobacco Asia's direct-to-individual distribution provides one of the only ways to continuously get exposure for advertiser's products regionally in an ever-darkening tobacco marketing environment.

TOBACCO ASIA Facts/Information/Statements

- the widest distribution of any tobacco industry magazine in Asia;
- published five times a year;
- published in two versions: Chinese language and English language;
- roughly 2/3 of the distribution goes to the tobacco manufacturing industry, and 1/3 goes to the tobacco products wholesale/distribution industry;
- typical distribution of **Tobacco Asia** is over 6,000 individual Industry professionals globally including and issues going to exhibitions, conferences, etc.;
- larger distribution in Asia than the three other international tobacco trade magazines combined;
- 85% circulated in Asia, Oceania, and the Middle East, with 15% outside the region
- founded 21 years ago;
- advertising in print edition is then carried online at www.tobaccoasia.com in the e-magazine giving further exposure to advertisers;
- unlike other online tobacco magazines, www.tobaccoasia.com is available (for now) without registration or payment meaning your advertising has greater viewing potential

Mechanical Specification

General rate policy

- Advertising, 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 five times a year in March, May, July, September, and December. Closing is the first week of the month prior to publishing.
- All cancellations must be made at least four (4) weeks prior to closing.

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. Shipper is responsible for all import duties, taxes, storage, and handling charges incurred.

Offset printing Specification

- Digital Files Required
- Acceptable formats: .pdf; .jpg; .tiff; ai; eps

MARCH/ APRIL (Issue 1 – 2017)

Ad Materials Deadline: February 6, 2017

Products:

- The E-Cigarette Issue
- Taiwan Market profile
- Indonesia market profile

Manufacturing:

- Anti-counterfeiting
- Track & Trace

Leaf:

- Malawi & Africa
- India

Suppliers Guide:

- Flavors & Fragrance
- Filters & Tipping

MAY/JUNE (Issue 2 – 2017)

Ad Materials Deadline: April 7, 2017

Products:

- The Cigar Issue
- Distribution & Wholesaling

Manufacturing:

- Packaging & Printing
- Shenzhen: E-Cigarette Epicenter

Leaf:

- Major Global Leaf Supplier Profile
- China

Suppliers Guide:

- Paper (Cigarette, Rolling, Tipping)

Extra Distribution:

- World Tobacco Jakarta

JULY/AUGUST (Issue 3 – 2017)

Ad Materials Deadline: June 9, 2017

Products:

- The Cigarette Issue
- Japan & Korea Market

Manufacturing:

- Track, Trace & Security
- Profile: China Tobacco

Leaf:

- Brazil & South America
- Oriental

Suppliers Guide:

- QC, Moisture, Testing, Smoking Equipment
- InterSupply 2016-Exhibitor profiles from Asia

SEPTEMBER/OCTOBER (ISSUE 4 – 2017)

Ad Materials Deadline: August 21, 2017

Products:

- Indonesia Market
- Kretek
- PREPS, RYO, OTP, MYO

Manufacturing:

- New or Used?
- Primary Concerns
- Profile: Major Tobacco Products Company

Leaf:

- US Flue-Cured & Burley

Suppliers Guide:

- E-Flavors & E-Liquids/OEM-ODM
- Expanded/Reconstituted

Extra Distribution:

- InterTabac Dortmund/InterSupply Dortmund

NOVEMBER / DECEMBER (ISSUE 5 – 2017)

Ad Materials Deadline: October 27, 2017

Products:

- Middle East Markets
- Smoker's Accessories

Manufacturing:

- Packaging & Printing

Leaf:

- Agronomy & Farmers
- Infestation/Pest Control

Suppliers Guide:

- Make-Pack Machinery
- Independent Leaf Merchants

Extra Distribution:

- World Tobacco Dubai

FOUR-COLOR

| Unit | 1 Time | 4 Times | 6 Times |
|---------------|---------|---------|---------|
| 2-Page Spread | \$6,308 | \$5,673 | \$5,363 |
| 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% |

Tobaccoasia.com Banner

| Size | Pixels | format | |
|------------------|-----------|------------|----------|
| Half Rectangle | 300 x 125 | .jpg, .gif | |
| Medium Rectangle | 300 x 250 | .jpg, .gif | |
| Leaderboard | 728 x 90 | .jpg, .gif | |
| Time | 1Month | 6Months | 8Months |
| Half Rectangle | \$263 ** | \$221 ** | \$206 ** |
| Medium Rectangle | \$350 | \$295 | \$275 |
| Leaderboard | \$875 | \$738 | \$688 |

**Prices are per month

BELLYBAND

Specs/sizing upon request (Prices include printing)

| | One (1) Time | Two (2) Times | Five (5) Times |
|---------|--------------|---------------|----------------|
| 2/Color | US\$3,110 | \$2,800 each | \$2,650 each |
| 4/Color | US\$4,070 | \$3,230 each | \$3,050 each |

Tobacco Asia c/o October Inter Co., Ltd.,
Tel +66 2660 3789; Fax: +66 2660 3881

Email info@tobaccoasia.com

Web: www.tobaccoasia.com

Advertising Representation:

Asia/Middle East/Australasia/China

Italy Spain France/Eastern Europe

Glenn Anthony John

Tel +66 2 660 3789; Fax +66 2 660 3881;

Mobile +1 917 843 0000; +66 818 299 409

gaj@octobermultimedia.com

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 |

Chinese ↔ English alternative ads

if you'd like to run different language ads in the Chinese and English versions, there is a surcharge of \$500 (inquire with your sales representative)



The Americas/Northern Europe

Emerson Leonard

Tel/Mobile: +1 917 680 1050

edl@octobermultimedia.com