

## Tobacco Asia: the ONLY Magazine Written and Edited for the Asia Regional Tobacco Industry

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

No matter what segment of the tobacco industry you want to reach anywhere in Asia, Oceania, and the Middle East, *Tobacco Asia* magazine has by far the widest reach and deepest penetration to your buyers and business partners. *Tobacco Asia* is the single best support to your regional sales efforts throughout the Eastern Hemisphere (Asia, Oceania, the Middle East). And, if you are trying to reach the Western Hemisphere (Europe, The Americas, Africa), our sister publication *Tobacco International* will do the job for you there. Contact us at [info@tobaccoasia.com](mailto:info@tobaccoasia.com)

### Numeric Facts

- 2 editions of *Tobacco Asia* are published in full text: a Chinese edition and an English edition;
- **Quarterly** circulation
- 2 additional summary supplements editions published in Thai and Vietnamese
- 2 times the Asia circulation of all the other international tobacco magazines 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** (approx) circulation throughout Asia, Oceania and the Middle East
- 3 partner magazines for those seeking exposure in the Western Hemisphere (*Tobacco International*, *Smokeshop*, *Tobacco Products International*). When booked together with *Tobacco Asia*, you can enjoy a combined frequency discount
- 12 years: *Tobacco Asia's* age in 2010



- **30%, 50% and 60%** are your discounted PREPAID ad rates
- **\$0** is the cost of your ad in the sophisticated online e-magazine (see [www.tobaccoasia.com](http://www.tobaccoasia.com)) when you book a paid print ad in *Tobacco Asia*

### 2010 CALENDAR

#### QUARTER 1 – 2010

#### JANUARY/FEBRUARY/MARCH

Ad Materials Deadline:

December 4, 2009

South Asia & Middle East

China

PREPS-Reduced Exposure Prods.

Packaging & Printing

Mfg. Components & Accessories

Threshing & Processing Equip.

#### QUARTER 2 – 2010

#### APRIL/MAY/JUNE

Ad Materials Deadline:

March 1, 2010

East Asia

(Japan, Korea, Taiwan)

China

Chinese Cigarettes

Smoking Accessories

Cigarette & Tipping Paper

US Leaf

Indian Leaf

Bonus Distribution:

WT Hyderabad Expo (India)

Eurotab 2010 Krakow (Poland)

#### QUARTER 3 – 2010

#### JULY/AUGUST/SEPTEMBER

Ad Materials Deadline:

June 1, 2010

Southeast Asia

(Vietnam, Indonesia)

China

Kretek

Cigarette Make-Pack Equip.

Anti-Counterfeiting & Security

Flavors & Fragrances

Indonesia Leaf

#### QUARTER 4 – 2010

#### OCTOBER/NOVEMBER/DECEMBER

Ad Materials Deadline:

September 20, 2010

Emerging Markets

China

Low Tar / Nicotine Products

Moisture (Equipment)

Refurbished Equipment

Agronomy & Leaf

Brazil Leaf

Bonus Distribution: WT Jakarta Expo

#### QUARTER 1 – 2011

#### JANUARY/FEBRUARY/MARCH

Ad Materials Deadline:

December 10, 2010

South Asia & Middle East

China

Filters

PREPS

Cigars

Packaging & Printing

Threshing & Processing Equip

#### SPECIAL ISSUE-AUGUST 2010

#### RUSSIAN LANGUAGE ANNUAL

Ad Materials Deadline:

June 17, 2010

### October Multimedia Co., Ltd.

Vanit Building 2, Room 1403A, 1126/2 New Petchburi Rd., Bangkok 10400 Thailand

Tel: +66 2255 6625 (Thai); +86 139 1039 8690 (China); Fax: +66 2655 2211

email: [info@tobaccoasia.com](mailto:info@tobaccoasia.com), [www.tobaccoasia.com](http://www.tobaccoasia.com)

**MECHANICAL SPECIFICATIONS**

**GENERAL RATE POLICY**

CMYK colors are \$510 per color  
 Pantone (PMS)/metallic colors: \$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 (in Jan., Apr., July and Oct.). Closing is the first week of the month prior to publishing.  
 All cancellations must be made at least 4 weeks prior to closing.

**OFFSET PRINTING SPECIFICATIONS**

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

**FTP UPLOAD**

ftp://02e07cc.netsolhost.com  
 user name: tobaccoasia2  
 password: louise  
 (send email to [snt@octobermutimedia.com](mailto:snt@octobermutimedia.com) when file is uploaded)

**SHIPPING**

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



**ADVERTISING RATES**

	REGULAR BILLING		PREPAID RATES		
	1-3 times	4 times	1 time	2 times	5 times
<b>Full Page</b>	\$4,790 ea.	\$4,310 ea.	\$3353	\$2874 ea.	\$2156 ea.
<b>2/3 Page</b>	\$4,550	\$4,100	\$3185	\$2730	\$2048
<b>Island 1/2</b>	\$4,310	\$3,880	\$3017	\$2586	\$1940
<b>1/2 Page</b>	\$4,070	\$3,660	\$2849	\$2442	\$1832
<b>1/3 Page</b>	\$3,590	\$3,230	\$2513	\$2154	\$1616
<b>1/4 Page</b>	\$3,110	\$2,800	\$2177	\$1866	\$1400
<b>1/6 Page</b>	\$2,630	\$2,370	\$1841	\$1578	\$1184
<b>1/8 Page</b>	\$2,160	\$1,940	\$1512	\$1296	\$972

**Black & White** : 30% discount on above rates  
 (Please contact us for price in Euros or Pounds)

**Special Position: Cover 2** +20%; **Cover 3** and **Opposite Cover 2** +15%; **Cover 4** +25%

**DISPLAY AD DIMENSIONS FOR TOBACCO ASIA**

Trim Size:	216 x 283	81/4 x 1013/16
Unit	Millimeters	Inches (width x height)
<b>2P Spread (full bleed)</b>	428 X 283	16 3/4 X 11 1/8
<b>2p Spread (non-bleed)</b>	420 X 276	16 1/2 X 10 7/8
<b>Full Page (Full Bleed)</b>	216 X 281	8 1/2 X 11 1/8
<b>Full Page (non-bleed)</b>	210 X 272	8 1/4 X 10 7/8
<b>2/3 Page</b>	115 X 254	4 1/2 X 10
<b>Island 1/2</b>	115 X 191	4 1/2 X 7 1/2
<b>1/2 Vertical</b>	89 X 254	3 1/2 X 10
<b>1/2 Horizontal</b>	178 X 124	7 X 4 7/8
<b>1/3 Island</b>	115 X 124	4 1/2 X 4 7/8
<b>1/3 Vertical</b>	57 X 254	2 1/4 X 10
<b>1/3 Horizontal</b>	178 X 83	7 X 3 1/4
<b>1/4 Vertical</b>	86 X 124	3 3/8 X 4 7/8
<b>1/4 Horizontal</b>	178 X 61	7 X 2 3/8
<b>1/6 Vertical</b>	57 X 124	2 1/4 X 4 7/8
<b>1/6 Horizontal</b>	112 X 64	4 3/8 X 2 1/2
<b>1/8 Vertical</b>	86 X 61	3 3/8 X 2 2/3
<b>1/8 Horizontal</b>	178 X 35	7 X 1 3/8