

Tea & Coffee Asia: the ONLY Magazine Written and Edited for the Asia Regional Tea & Coffee Industry

Enhance Your Regional Success by Advertising in the Tea & Coffee Industries' Premier Magazine

No matter what segment of the tea, coffee and related industries you want to reach anywhere in Asia, Oceania, and the Middle East, *Tea & Coffee Asia* magazine has the widest reach and deepest penetration to your buyers and business partners. *Tea & Coffee 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 *Tea & Coffee Trade Journal* will do the job for you there. Contact us at info@teacoffeeasia.com

Numeric Facts

- Quarterly circulation;
- 2 additional summary supplements published in Chinese and Japanese
- 1/3 of *Tea & Coffee Asia*'s circulation now goes to the foodservice/ HORECA segment
- 5,000 (approx) circulation throughout Asia, Oceania and the Middle East
- 2 partner magazines for those seeking exposure in the Western Hemisphere (*Tea & Coffee Trade Journal* and *UKERS International Directory/Buyers Guide*). When booked with *Tea & Coffee Asia*, you can enjoy a combined frequency discount
- 11 years: *Tea & Coffee Asia*'s age in 2010
- 30%, 50% and 60% - your discounted PREPAID ad rates
- \$0 is the cost of your ad in the sophisticated online e-magazine (see www.teacoffeeasia.com) when you book a paid print ad in *Tea & Coffee Asia*



2010 CALENDAR QUARTER 1 – 2010 FEBRUARY/MARCH/APRIL

Ad Materials Deadline:

January 11, 2010

Flavors-Syrups
Tea & Health/Green Tea
Bar/Cafe Equip. & Supplies
Coffee Roasting/Grinding Equip.
India & Middle East
Barista Basics
Bonus Distribution:
SCAA—April—USA

QUARTER 2 – 2010 MAY/JUNE/JULY

Ad Materials Deadline:

March 15, 2010

Decaf, Soluble, RTD Products
Flavored & Herbal
Brewing & Dispensing Equip.

Tea Bagging Equip. & Supplies
Espresso Equip. & Supplies
Southeast Asia/Japan
Tea Ceremony
Bonus Distribution:
World Tea Expo—Las Vegas
Tea & Coffee World Cup/
Europe—Vienna (Austria)
Food & Hotel Asia
(Singapore)

QUARTER 3 – 2010 AUGUST/SEPTEMBER/OCTOBER

Ad Materials Deadline:

July 5, 2010

Tea, Health & Green Tea
Organic Tea & Coffee
Chinese Teas
Bar/Cafe, Equip. & Supplies
Plantation / Processing Equip.
China, Russia & Korea
Coffee Roasting

QUARTER 4 NOVEMBER/DECEMBER/JANUARY

Ad Materials Deadline:

October 1, 2010

Specialty Tea/Esspresso RTD
Espresso Equip. & Supplies
Ports & Shipping
Australia, PNG & Sri Lanka

Tea Blending
Tea Sensory Evaluation

SPECIAL ISSUE-AUGUST 2010 RUSSIAN LANGUAGE ANNUAL

Ad Materials Deadline:

June 6, 2010



October Multimedia Co., Ltd.

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email: info@teacoffeeasia.com, www.teacoffeeasia.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: Tea & Coffee Asia is published quarterly (in Feb., May., Aug., and Nov.) 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: teacoffeeasia2
 password: anthony
 (send email to 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
Full Page	\$4,790 ea.	\$4,310 ea.	\$3353	\$2874 ea.	\$2156 ea.
2/3 Page	\$4,550	\$4,100	\$3185	\$2730	\$2048
Island 1/2	\$4,310	\$3,880	\$3017	\$2586	\$1940
1/2 Page	\$4,070	\$3,660	\$2849	\$2442	\$1832
1/3 Page	\$3,590	\$3,230	\$2513	\$2154	\$1616
1/4 Page	\$3,110	\$2,800	\$2177	\$1866	\$1400
1/6 Page	\$2,630	\$2,370	\$1841	\$1578	\$1184
1/8 Page	\$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 TEA&COFFEE ASIA

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