

A proven record – 25 years of reporting Asia

Advertising rates effective January 2008



ASIA TODAY INTERNATIONAL Magazine – published bi-monthly (February/April/June/August/October [Asia 2009]/December) for distribution on first day of month. A4 format, double stitched, printed offset on 95 gsm art.

Booking deadline – 21 days prior to publication.

Material deadline – 10 days prior to publication.

Full page 210mm wide x 297mm deep	\$5,250
Two-thirds page 125mm wide x 277mm deep	\$4,225
Half-page 190mm wide x 138mm deep	\$3,750
Third-page 60mm wide x 277mm deep 125mm wide x 138mm deep 190mm wide x 90mm deep	\$2,750
Sixth-page 60mm wide x 138mm deep	\$1,500
Business Travel/Solus Placements	
190mm wide x 55mm deep	\$1,630
190mm wide x 30mm deep	\$ 990
125mm wide x 55mm deep	\$ 990
Classifieds per sq. cm Column (46mm wide, 40mm type area)	\$ 35

Frequency discounts – 5% three issues, 10% six issues.

Material Required

In PDF format for MAC, 300 dpi, with bleed. All fonts embedded. Email to advertising@asiatoday.com.au

Type area 277mm deep x 190mm wide, Trimmed size 297mm x 210mm, Bleed size 302mm x 215mm, Bleed size (DPS) 302mm x 430mm

General Advertising Conditions

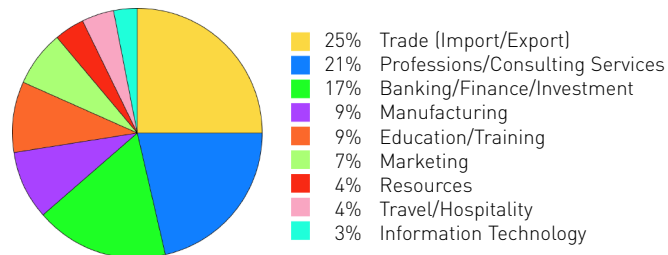
Advertising space and production accounts are payable 30 days from date of invoice. The publisher reserves the right to publish existing material, or to transfer advertisements to the next available issue, if deadlines are not met. The publisher cannot accept responsibility for loss or damage to advertising material submitted. The publisher shall not be liable for any loss occasioned by the failure of the advertisement to appear on any specific date, or at all, for any cause whatsoever. All material is accepted and published only in accordance with Australian publishing law. Advertiser onus must apply.

ASIA TODAY INTERNATIONAL has been an audited member of the Circulations Audit Board of Australia since 1984. Average distribution 9,064 copies per issue (six months to September 2007).

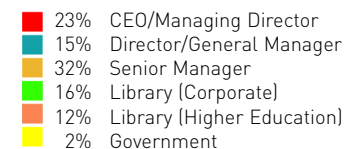


AUDITED MEMBER

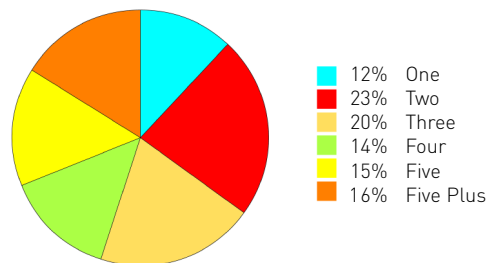
Readership Profile*



Subscriber business interests in Asia



Reader Level (from subscribers cards)



Readers per subscriber copy

* Subscriber survey actual subscriber cards. Many subscribers nominate multiple interests.



Reaching into the Asia Market

This year, *ASIA TODAY INTERNATIONAL Magazine* marks its 25th year of continuous publication.

Back in 1983, we pioneered serious reporting in Australia of Asian business affairs, offering executives with active cross-border interests an entirely different perspective on Asia.

Today, *ATI MAGAZINE* is respected by business and government leaders in Australia, Asia – and worldwide – for its independent approach to reporting the business that matters in Asia. Ours is a macro view. And we don't publish advertorial.

We look forward, assessing issues with potential to impact on existing and future business, and identifying social and political change likely to create new business opportunities. All editorial reports are original, filed by a team of correspondents who live and work in Asia.

Seventy per cent of subscriber copies are addressed to decision-makers. We reach many more through our highly-targetted controlled readership – on board international airlines (inflight, First/Business Class), leading business hotels (Club Lounges/ Business Centres) and selected business conferences.

Importantly, *ATI MAGAZINE* is a long-standing member of the Circulations Audit Board of Australia. Our circulation is audited, and has been since 1984.

Editorial content and credibility drive *ATI MAGAZINE*. We draw the facts that matter from the people who matter – in regional and global business. Judge us by the company we keep.

When you advertise with us, you reach decision-makers who read our pages for content they can trust, executives who know Asia – and have the proven flexibility to grasp new ideas and opportunities in the world's most dynamic and challenging marketplace.

ASIA TODAY INTERNATIONAL Pty Limited (ABN 34 109 695 874)
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Tel (61 2) 9970-6477, fax (61 2) 9913-2003
email asiatoday@asiatoday.com.au
web www.asiatodayinternational.com

Reaching online into The Asia Market*

* More than 60% of all visitors to ASIA TODAY ONLINE are based outside Australia.

Advertising rates effective January 2008

www.asiatodayinternational.com



ATI Magazine Online – Published bi-monthly (January/March/May/July/September/November) for subscribers, and available to non-subscribers logging on through our home page. Publication date – first of month.

Booking deadline – 14 days prior

Material deadline – 7 days prior

All advertising material in **ATI Magazine Online** is active, linking direct to the advertiser's chosen web site. Apart from display advertising, premium header and footer positions are available on the opening spread, and buttons/links in the *Business Diary*, *Business Travel* and *Trade Watch* pages.

ASIA TODAY ONLINE



Subscriber e-brief –

Published weekly for direct email to subscribers, and available as a free service through our home page, the *subscriber e-brief* takes your message direct to our subscriber base. Banners and button/links available.

Full page 210mm wide x 297mm deep	\$5,250
Two-thirds page 125mm wide x 277mm deep	\$4,225
Half-page 190mm wide x 138mm deep	\$3,750
Third-page 60mm wide x 277mm deep 125mm wide x 138mm deep 190mm wide x 90mm deep	\$2,750
Sixth-page 60mm wide x 138mm deep	\$1,500
Business Travel/Solus Placements	
190mm wide x 55mm deep	\$1,630
190mm wide x 30mm deep	\$ 990
125mm wide x 55mm deep	\$ 990
Classifieds per sq. cm Column (46mm wide, 40mm type area)	\$ 35
Banner Placements	\$1,350
Header/Footers 468px wide x 60px deep Rate for 2 months.	
Button Links 120px wide x 90px deep Rate for 2 months.	\$ 395

Banner 468px wide x 60px deep	\$ 395
Half Banner 234px wide x 60px deep	\$ 295
Micro Banner/Link	\$ 145

Note – All Australian prices are +GST, Online rates are per month.



Our website offers a range of banners and buttons on our home page and on individual categorised pages of the *ATI NEWSWIRE*, updated daily in business, finance, IT, briefings, conferences and travel.



The Asia Directory – a one-stop shop for products and services by nominated category, formatted to take the customer direct to your email or website. A popular online service because it also accesses Asian government sites and our own *Contact Directories*, **The Asia Directory** is available free to non-subscribers on our open site. Also available for employment and tender notices.

Frequency discounts – 5% three issues, 10% six issues.

Material Required

For banners and buttons, GIF or JPEG format, 72 dpi, RGB, static, Flash or animated (2-3 screens), **maximum file size 30KB**. Link to be specified.

For display advertising in ATI Magazine Online, PDF with all fonts embedded, 72 dpi, RGB, link to be specified. Type area 277mm deep x 190mm wide, trimmed size 297mm deep x 210mm wide, other sizes as listed. Email to production@asiatoday.com.au.

Skyscraper 160px wide x 600px deep	\$2,090
Horizontal Web Banner 468px wide x 60px deep	\$1,495
Vertical Web Banner 120px wide x 240px deep	\$1,495
Half Web Banner 234px wide x 60px deep	\$1,295
Square Banner 125px wide x 125px deep	\$ 750
Micro Web Banner 88px wide x 31px deep	\$ 495
Business Diary Button 120px wide x 90px deep	\$ 550
Home Page Button One 120px wide x 90px deep	\$ 420
Home Page Button Two 120px wide x 60px deep	\$ 395

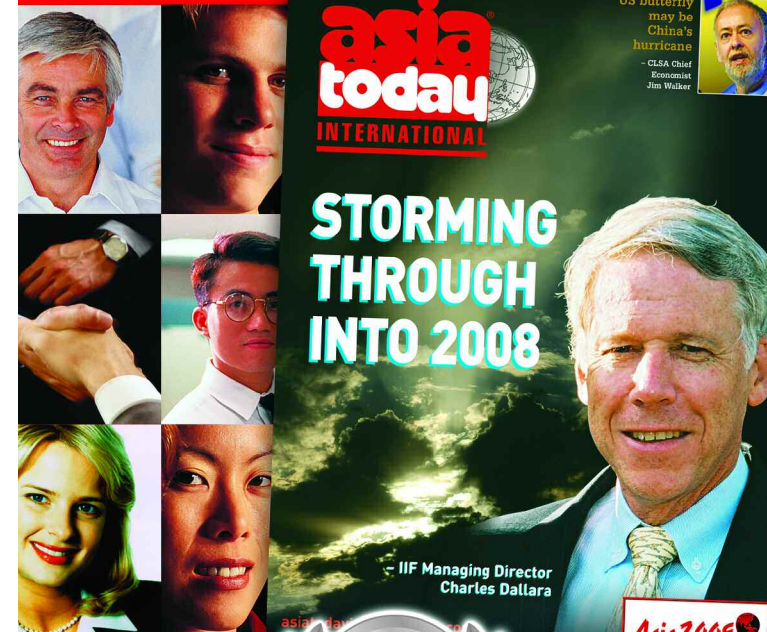
Asia Directory Banner/Listing 140px wide x 100px deep Directory listing is for 12 months.	\$ 695
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Asia is our business

Advertising Rate Card

EFFECTIVE JANUARY 2008



Asia2008 THE YEAR AHEAD