



ASIAN Aviation

ASIA'S ONLY COMPREHENSIVE & INDEPENDENT INDUSTRY PUBLICATION

MEDIA KIT 2009

About Asian Aviation

Asian Aviation is a specialist publication dedicated to the rapidly expanding aviation industry in the Asia-Pacific region. Asian Aviation is published by Singapore based Asian Press Group Pte Ltd. APG also produces its sister publication, the internationally respected Defence Review Asia. Asian Aviation prides itself on its incisive but balanced approach to worldwide developments affecting the regional end-user.

Read in over 70 countries

Asian Aviation has quickly established itself as a leading independent and comprehensive source of relevant, timely and objective information on all aspects of the Asia-Pacific region's aerospace industries. The controlled audited circulation encompasses a broad but carefully selected range of management personnel and key decision makers at airlines, airports, manufacturers and associated aviation industries, as well as regulatory bodies and relevant government departments.

The best editorial coverage for the region

Asian Aviation is driven by events and happenings in the broader regional aerospace community and the bulk of its coverage reflects these changes. Each issue has key features that define the regional marketplace in the face of regional and global influences.

Our international correspondents are renowned for their aviation knowledge and experience and are highly respected worldwide.

Their in-depth features cover the following subjects:

Regular Features and Newsww

- Industry directories • Aircraft Manufacturers
- Ground Handling • Airlines • Helicopters • Airports
- Avionics • MRO & Upgrades • Cargo • OEMs
- Corporate Aviation • Domestic & regional airlines
- Regional Carriers • Finance & Leasing
- Security • Flight Training • Simulation & Training
- Airport security • Aircraft interiors • Catering
- Inflight entertainment

Shows and Exhibitions

Asian Aviation extensively participates in major aviation and aerospace industry conferences and exhibitions in the Asian region as well as providing special supplements for these shows. With this continuous presence at these events Asian Aviation is highly visible and recognised as a true industry publication serving the aviation markets in the region.

According to European aerospace giant Airbus, China and India will be among the world's fastest-growing economies up to 2010, driving rapid growth in air travel demand in the region. Together with fast-expanding Brazil and Russia, these countries accounted for 35 percent of the world's aircraft orders in 2005, up from 5 percent or below prior to 2004. Between 2006 and 2015, Airbus predicts demand for 3,432 freighters and passenger aircraft with 100 seats or more in the Asia-Pacific, with another 3,310 deliveries up to 2025. That's about 31 percent of a global market valued at some US\$2.6 trillion over the entire 20-year period.



10 Reasons to advertise in Asian Aviation...

- 1 Asia is the fastest growing aerospace market in the world today.
- 2 Asian Aviation is the only broad based aviation publication that specialises in the Asia-Pacific region.
- 3 Asian Aviation is a true 'industry' publication ensuring your message is read by professional decision makers and not by 'enthusiasts'.
- 4 Asian Aviation is the most informative publication in the market priding itself on specialised original researched features and news from around the Asia-Pacific region.
- 5 Unique in appearance, its clean design and style ensures Asian Aviation is clear and easy to read.
- 6 Asian Aviation is not beholden to any special interest group so it is truly independent and its content impartial.
- 7 Asian Aviation's timely content means there is greater relevance and importance for those who read the magazine in order to know about the latest in the market.
- 8 Asian Aviation reaches over 70 countries worldwide.
- 9 Each copy of Asian Aviation is sent to an individual reader, there is no bulk dumping.
- 10 Published out of Singapore, Asian Aviation is at the hub of the region for news, special features and industry directories.

Circulation breakdown

ASIA

Afghanistan	9
Australia	4555
Bangladesh	30
Bhutan	3
Brunei	25
Cambodia	20
China	220
Hong Kong	222
India	450
Indonesia	145
Japan	175
Laos	9
Macau	22
Malaysia	210
Mongolia	5
Myanmar	22
Nepal	15
New Zealand	323
Pakistan	221
Papua New Guinea	165
Philippines	73
Singapore	270
South Korea	71
Sri Lanka	65
Taiwan	95
Thailand	100
Vietnam	57

TOTAL FOR ASIA 7577

CENTRAL ASIA

Armenia	5
Azerbaijan	9
Georgia	4
Kazakhstan	15
Kyrgystan	3
Tajikistan	1
Turkmenistan	3
Uzbekistan	15

TOTAL FOR CENTRAL ASIA 55

PACIFIC ISLANDS

Cook Islands	1
East Timor	2
Fiji	10
French Polynesia	3
Guam	8
Kiribati	1
Micronesia	1
Nauru	1
New Caledonia	8
Samoa	7
Solomon Islands	8
Tonga	5
Vanuatu	5
Western Samoa	3

TOTAL PACIFIC 63

EUROPE

Austria	11
Belarus	5
Belgium	12
Czech republic	10
Denmark	4
Finland	10
France	160
Germany	159
Greece	3
Ireland	5
Italy	5
Luxembourg	1
Northern ireland	1
Norway	10
Poland	2
Russia	14
Spain	15
Sweden	13
Switzerland	33
Netherlands	45
Ukraine	1
United kingdom	120

TOTAL EUROPE 639

MIDDLE EAST

Bahrain	12
Iran	4
Israel	30
Jordan	13
Oman	3
Qatar	20
Saudi Arabia	17
Turkey	15
UAE	99

TOTAL MIDDLE-EAST 213

NORTH AMERICA

Canada	75
USA	222

SOUTH AMERICA

Brazil	28
Argentina	8

TOTAL AMERICAS 333

AFRICA

Algeria	1
Ethiopia	2
Morocco	2
South Africa	19
Seychelles	3
Egypt	2
Zimbabwe	2

TOTAL AFRICA 31

GLOBAL TOTAL 8333



**CIRCULATIONS
AUDIT BOARD**



READER PROFILE BY JOB TITLE	NO.	%
Chairman/CEO/President	1022	12.26
V.P./Director/G.M.	3481	41.78
Managers - Regional/Zonal/ Marketing/Engineering	1803	21.64
Dy. Managers/Executives	669	8.03
Government	987	11.84
Consultants, Representatives, Agents	225	2.70
Others	146	1.75
TOTAL	8333	100

READER PROFILE BY INDUSTRY SEGMENT

Airlines (including Air Cargo, Ground handling, inflight, catering, others)	3566	45.04
Airlines (including , Recruitment, Training, Simulation, Education)	425	5.10
Airports	915	10.98
Coporate Aviation	465	5.58
Defence/Military Aviation	275	3.30
Government	551	6.61
Leasing/Legal/Finance	471	5.65
Maintenance, Repair, Overhaul	578	6.94
Manufacturer, Supplier	901	10.81
Associations	65	0.78
Others	121	1.45
TOTAL	8333	100.00

2009 Rates (USD)

FOUR COLOUR	1x	3x	6x	10x
DPS	8240	7830	7450	7010
Full page	4595	4365	4140	3910
Half page	3000	2850	2705	25565
Quarter page	1860	1770	1680	1585

Mono [Second colour add 20%]	1x	3x	6x	10x
DPS	5780	5495	5205	4920
Full page	3230	3070	2910	5660
Half page	2115	4125	1910	1805
Quarter page	1313	1250	1185	1120

Covers	1x	3x	6x	10x
Back Cover	5280	5015	4755	4495
Inside Front Cover	5050	4800	4550	4295
Inside Back Cover	4885	4640	4400	4155

Special request positions attract a 10% premium

What our advertisers say...

"Asian Aviation has become an important advertising vehicle for ExecuJet, with it's easy to read format and topical editorial the magazine assists us to reach our valued customers throughout the region"

Michelle Avis, Regional Marketing Manager, ExecuJet

"We find Asian Aviation to be an excellent means to regularly advertise our business to our widespread and specialised customer base."

Paul Mathieson, General Manager Commercial and Marketing, Qantas Defence Services

As Executive Director of the Business Jet Operation Department, Shanghai Airlines Co. Ltd. I need to know what is happening in the Asia-Pacific market. Asian Aviation is a great magazine and an interesting read.

Bob Gao - Executive Director, Business Jet Operation Department Shanghai Airlines Co. Ltd.

"Asian Aviation provides a comprehensive and highly readable overview of trends in the aerospace industry in the Asia-Pacific region."

Sean Lee, Head of Corporate Communications, BOC Aviation, Singapore

"Asian Aviation gives the most comprehensive coverage of the industrial news and development in the Asia-Pacific."

Y. Jerome Cheung, Manager Airline Analysis - Asia/Pacific, Bombardier Aerospace, Canada

Mechanical specifications

Size (height x width mm)	Type	Trim	Bleed
Double page spread	247x440	275x470	285x480
Full Page	247x205	275x235	285x245
1/2 Page Vertical	247x98	275x112	285x117
1/2 Page Horizontal	120x205	135x235	145x242
1/2 Page Island	160x137	-	-
1/4 Page Vertical	120x98	-	-
1/4 Page Horizontal	60x205	-	-
Website Banner	187px (w) x 266px (h)		-
Bleed advertisements allow 5mm over trim size			

Production Specifications

Supplied files

- We accept high resolution PDF files.
- Size of PDF should be no larger than 10MB.
- Image resolution of 300dpi and the page centred.
- Quality and content files sent electronically is the responsibility of the sender.
- Advertisers must supply a colour proof with their files. We will print as closely as possible to proofs; however, no liability is accepted for fair and reasonable variations in print quality.
- We can download your advertising files from your FTP website if required or we can provide you with a FTP address to upload, email for details to: raymond.boey@asianpressgroup.com.sg

Liability Of Advertising Material

No liability is accepted for any damage or loss of material being held in storage after twelve months of publishing.

Inserts

- Multi page loose or stitched inserts will be quoted depending on requirements.
- Web banners quoted on request.

Advertising material if being couriered, should be sent to:

Asian Press Group Pte Ltd
Raymond Boey
Block 729 #04-4280
Ang Mo Kio Avenue 6, Singapore 560729
Phone: + 65 6457 2340 Fax: + 65 6456 2700
Mobile: + 65 9666 7048
Email: raymond.boey@asianpressgroup.com.sg

Contacts

ASIA

China, Hong Kong & Macau,
Gulf & Middle East, Singapore,
South East Asia, Japan, Korea & Taiwan

Chris Kuang
Mobile: +65 98466617
Fax: +65 6534 8186
DID: +65 6327 8148
chris.kuang@remconsultancy.com.sg

James Hwang

Mobile: +886 918 172 741
Fax: +886 2 2805 0224
DID: +886 2 2805 0235
james.hwang@remconsultancy.com.sg

AUSTRALIA & NEW ZEALAND

Lydia Docking
Mobile +61 (0) 410 292 592
Tel: +61 (0)2 9526 7188
lydia.docking@asianaviation.com

PO Box 88, Miranda, 1490,
NSW, Australia

EUROPE

Diana Scogna
Phone: +33 1 4315 9829
Fax: +33 1 7079 0534
Mobile: +33 (0)6 6252 2547
diana.scogna@asianpressgroup.com.sg

Kay Rolland

Phone: +33 1 5519 8349
Fax: +33 1 7079 0534
Mobile: +33 6 0913 3510
kay.rolland@asianaviation.com

ITALY

GAME Sri - Ida de Mari
Phone: 39 010 589 752
Fax: 39 010 562 193
gamesri@gamesri.com

RUSSIA/ CIS STATES

Laguk Co. - Yuri Laskin
Phone: + 7 495 912 1346
Fax: + 7 495 912 1260
ylarm-lml@mtu-net.ru

USA, CANADA & SOUTH AMERICA

South East & South America

Joan Daly
Phone: 703 938 5907
Fax: 703 938 5910
joan@dalyllc.com

**New England Upper
Mid West**

Maryann Johnston
Phone: 973 252 0680
maryann.johnston@att.net

**West Coast Mid
Atlantic & Canada**

Tony Calamaro
Phone: 610 449 3490
tcalamaro@comcast.net

Asian Aviation 2009 Editorial Features

ISSUE	FEATURES	REGULAR SECTIONS	EXHIBITION DISTRIBUTION	DEADLINES
FEBRUARY 2009	<ul style="list-style-type: none"> • Asian business jets and corporate aviation review • Airlines and the new environmental policy • Australia's commercial air transport industry outlook • Airline IT – GDS evolution 	Airline business Airports	Australian Airshow, Avalon 10-15 March 2009 Aero India, Bangalore 11-15 February 2009 Ilex Abu Dhabi 22-26 February 2009	Booking: 4/2/09 Material: 9/2/09
MARCH 2009	<ul style="list-style-type: none"> • Business aviation –Avalon Report 	Airline business Airports	No Show	Booking: 5/3/09 Material: 9/3/09
APRIL 2009	<ul style="list-style-type: none"> • Asia's general aviation market outlook. • Air traffic management and the environment • Asia's composite materials manufacturing base 	Airline business Airports	No Show	Booking: 27/3/09 Material: 6/4/09
MAY 2009	<ul style="list-style-type: none"> • Commercial helicopter update • Aircraft interiors • In flight mobile communications 	Airline business Airports	No Show	Booking: 13/4/09 Material: 20/4/09
JUNE 2009	<ul style="list-style-type: none"> • Asia and Russia's commercial aerospace industry • The Asia Pacific leasing market. • Airline IT – Web 2 and the consumer • Business aviation – EBACE news 	Airline business Airports	Paris Airshow, Le Bourget 15-21 June 2009	Booking: 20/5/09 Material: 25/5/09
JULY/AUGUST 2009	<ul style="list-style-type: none"> • Airline engine market update • Asia Pacific airline safety • Air traffic management review • Paris airshow report • Asian Aerospace Special : Hong Kong's Aviation Industry 	Airline business Airports	Taipei Aerospace, Taipei 13-16 August 2009 Asian Aerospace, Hong Kong 8-10 September 2009	Booking: 22/7/09 Material: 27/7/09
SEPTEMBER 2009	<ul style="list-style-type: none"> • New generation regional jets review • Airbus A380 special • In flight entertainment 	Airline business Airports	Aviation Expo, Beijing 23-26 September 2009	Booking: 2/9/09 Material: 7/9/09
OCTOBER 2009	<ul style="list-style-type: none"> • Asia's avionics industry • Airline IT – small carrier GDS solutions • Asian Aerospace show news • Aviation Expo show news 	Airline business Airports	Korean Airshow, Seoul 20-25 October 2009	Booking: 25/9/09 Material: 2/10/09
NOVEMBER 2009	<ul style="list-style-type: none"> • Maintenance, repair and overhaul • Boeing 787 special • Business jet engine evolution • Alternative fuels • Korean airshow news 	Airline business Airports	Dubai Airshow, Dubai 15-19 November 2009	Booking: 21/10/09 Material: 26/10/09
DECEMBER 2009/ JANUARY 2010	<ul style="list-style-type: none"> • Asia Pacific commercial pilot training • Very light jets in the Asian market • Dubai airshow news 	Airline business Airports		Booking: 2/12/09 Material: 7/12/09

Asian Aviation will endeavour to publish scheduled features listed in this media kit, however, this is subject to change without notice. An updated synopsis is produced ten weeks prior to published deadlines. If you wish clarification before booking advertisements please contact your advertising representative. The publishers cannot accept responsibility for incorrect advertisement placements.

Terms and conditions of Advertising Order

Terms and Conditions

1. These terms and conditions shall apply to, and form part of, each Order for advertising placed with the Publisher. No person may vary these terms and conditions without the approval in writing from the Publisher or his/her duly authorised officer.

Obligations of Publisher

2. Subject to the terms and conditions hereinafter contained, the Publisher shall publish all advertising in accordance with the Order received from the Advertiser.

Order Requirements

3. The Advertiser or Advertising Agency is solely responsible to submit to the Publisher requested material by the Due Date.
(i). A signed and dated facsimile transmission; email attachment of the proof of advertisement from the Advertiser or its Agent will be sufficient acknowledgement that the Advertiser has approved the final artwork.

Payments

4. The Advertiser or Advertising Agency shall pay to the Publisher the total invoiced amount for all advertising that shall comprise the total amount shown in the Advertising Insertion Order and all other costs or expenses that may be incurred by the Publisher.
(i) Payment in full of the total amounts shall be made to the Publisher within 30 days of the date of invoice whether directly from the Advertiser or Advertising Agency;
(ii) Advertisers or Advertising Agencies with whom an Advertising Insertion Order is received by the publisher accept the Publishers payment terms and cannot be altered in anyway without written approval;
(iii) The Publisher cannot accept or will not under any circumstances be liable for paying Advertisers or Advertising Agencies remitter bank fees on electronic transfers;
(iv) Where an Advertising Agency is in default of the credit terms of 30 days, the Publisher will be entitled to approach the Advertiser directly in writing for payment without notice;
(v) A credit card services fee of 2% applies to Visa and Mastercard, and 4% applies to AMEX payments.
(vi) Payments received within our 30 days credit terms will be entitled to a Discount of 3% off the nett value of the Insertion Order.

Agent's Commission

5. Where the advertisement is booked by an accredited Advertising Agency and provided that payment is made in accordance with clause 4, the Publisher shall pay the advertising agency a commission calculated at an agreed rate of the invoiced total space charged.

Rights of Publisher

6. The Advertiser acknowledges that the Publisher at his/her discretion shall be entitled to do any of the following:
(i) Decline or cancel any advertisement or series of advertisements to which the Order relates without stating any reason;
(ii) Postpone the publication of any advertisement at any time or times and from time to time;
(iii) Not be responsible for any advertising material which remains in its or its printers possession 12 months from the last month of publication of the advertisement to which that material relates, without being required to give notice to any person or agency and without in any way being responsible for loss;
(iv) Cut or alter any print or artwork or other materials supplied by the Advertiser or Advertising Agency in order to conform to mechanical requirements, without being responsible for any loss;
(v) Place the word advertisement on any copy, which in the Publishers opinion too closely resembles editorial matter.

Legal Compliance

7. Advertisements are accepted for publication on the understanding that they comply with current Acts and Regulations and common law obligations concerning advertising in newspapers and magazines applicable in Singapore;
(i) However, the publication of any advertisement pursuant to the Order is strictly subject to the Publishers approval;
(ii) Without limiting the generality for clause 6, the Publisher shall not be required to accept any advertising material the publication of which may in its opinion contravene any provision of the Trade Practices Act, Singapore.

Publisher's Limited Liability

8. The Publisher shall not be liable for any loss or damage from the failure for whatever reason of any particular advertisement to appear on any specified date, deadline or at all.

Substituted Orders

9. The Publisher will not accept a cancellation of the Insertion Order whether in whole or in

part after the booking deadline date or dates shown on the publishing schedule.

(i) Where, in respect of any advertising copy for any issue is not received by the Publisher by the published deadline date, then the Publisher shall be entitled to insert in that issue in its place copy previously used for the purposes of fulfilling the Insertion Order and will apply the rate applicable to that advertising;
(ii) If copy is not received by the published deadline date the advertiser will be fully responsible for the total payment of the cost of the Insertion Order.

Contracted Advertising Rates

10. Contracted rates shall apply in respect of Insertion Orders placed for completion within a term of 12 months of the publication of the next issue to go to print after the Booking Deadline Date. If the Advertiser for any reason shall use less space than that contracted for in the Insertion Order, then the Publisher shall be entitled to increase the applicable rate according to the amount of space actually used.

Advertiser Acting as Principal

11. The Advertiser or Advertising Agency warrants that he, she or it places the Insertion Order as principal and that he, she or it shall be liable to observe these terms and conditions.

Indemnity to Publisher by Advertiser

12. The Advertiser and Advertising Agency hereby indemnifies and agrees to hold indemnified the Publisher, its servants and agents and each of them against all liability, claims or proceedings and legal costs on an indemnity basis whatsoever which may arise from the publication of any advertisement or material pursuant to the Insertion Order, and in particular but without limiting the generality of the foregoing, to indemnify and hold indemnified each and all of them against any action for defamation, slander of title, breach of copyright, or infringement of any trade marks, name or logo.

Publisher

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