

ASIA INSURANCE REVIEW

DEDICATED TO ASIA'S INSURANCE INDUSTRY

Media Kit 2009



Asia Insurance Review

The world is in severe financial turmoil. Uncertainty is in the air. Yet business will and must go on.

So in 2009, as *Asia Insurance Review* turns 19, we want to have more active interaction with our readers, to become more engaged in both senior and middle management priorities, strategic thinking and operational activities.

For 2009, while we have set certain basic plans, we will adopt a more flexible approach to be guided by the readers' wants and the market's needs while offering the same high quality research and data we have been offering all these years.

Along the way, through our various interviews with domestic, regional and international CEOs of both life and general insurance and reinsurance companies, as well as regulators, management consultants and brokers in the industry, we have been made very aware that *Asia Insurance Review* is now an integral part of the insurance industry in the region.

We are proud of this honour which we accept with great responsibility and will consciously contribute to the region's march towards higher standards and greater professionalism.

In this regard, for 2009, we shall have a special focus on Corporate Social Responsibility as well as green related issues to show how the insurance industry is playing a greater role in society beyond just providing protection and coverage. And on the technical front, we shall also highlight risk management, underwriting standards, innovation in new products, claims management and customer service, while touching on all the key classes of business in life and general.

On the management side, we shall also focus on corporate governance, regulations, ERM and CFOs as well as branding, investment, marketing and customer issues.

Our aim is to suss out the resilience and verve of the dynamic insurance industry of Asia despite the spectra of a global recession. This is our mission for 2009.

With our exciting technical conferences aimed at meeting the need for technical transfer in the region, the array of directories we produce, the plethora of eweeklies that we bring to you online, and our high profile presence at major international insurance events in the world, *Asia Insurance Review* is much more than a magazine. It is most certainly "The Voice of Asia" in the global insurance industry.

May the voice of Asia be heard loud and clear with a greater impact in the world's insurance markets!

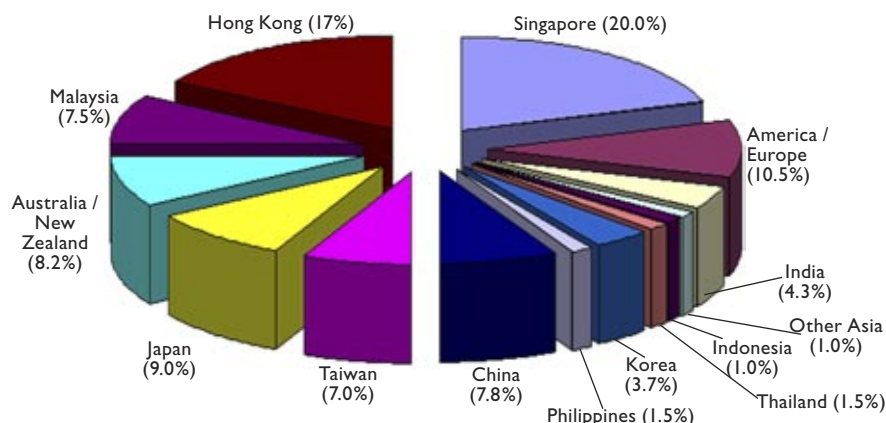


Sivam Subramaniam
Editor-in-Chief
Asia Insurance Review



Asia Insurance Review

Distribution by Country



We also publish a Chinese edition distributed in China, Taiwan and Hong Kong.

Readers' Profile

Circulation: 6,980

CEOs and Managers of:	%
♦ Insurance / Reinsurance Companies	59
♦ Intermediaries & Brokers	12
♦ Management Consultants & Service Providers	12
♦ Risk Managers and Corporate Buyers of Insurance	17
Total	100

Our Track Record

Asia Insurance Review, hailed by market leaders as THE leading premier professional regional journal, has a track record of 19 years. It is committed to serving the insurance industry with informative editorial on Asia, on-the-spot updates (both monthly and weekly), and technical conferences to support the industry's march toward higher standards and greater professionalism.

With entrenched support from the market, *Asia Insurance Review* is the official magazine of the leading industry events held regularly in Asia:

- ♦ Asean Insurance Congress (AIC);
- ♦ East Asian Insurance Congress (EAIC);
- ♦ International Insurance Society Annual Seminar (IIS);
- ♦ International Association of Insurance Supervisors (IAIS);
- ♦ Singapore International Reinsurance Conference (SIRC);

Asia Insurance Review produces daily newsletters at the major industry events – EAIC, SIRC, IIS, and the IAIS Conferences.

Asia Insurance Review is also a **Permanent Observer of the Asean Insurance Council**

Regular Features

- ♦ Asian News
- ♦ Company Profile
- ♦ Country Profile
- ♦ Diary
- ♦ Interview with the Regulator
- ♦ IT in Insurance
- ♦ Legal
- ♦ Life
- ♦ People on the Move
- ♦ Pensions
- ♦ Personality Profile
- ♦ Ratings
- ♦ Technical Underwriting Issues

Our Team

Founder

- ♦ Hwang Soo Jin,
Life President, Ins Communications Pte Ltd

Editorial

- ♦ Sivam Subramaniam (Editor-in-Chief)
- ♦ Reynaldo De Dios
(Editorial Consultant & Founding Editor)
- ♦ Shakun Ashoka Raj (Journalist)
- ♦ Manuelita dela Torre Contreras (Journalist)
- ♦ Min Yong (Journalist)
- ♦ Gillian Lim Gek Khin
(Editorial Consultant – Life & Health)

Design

- ♦ Angeline Tsen (Publications Assistant)

Business Development & Conferences

- ♦ Sheela Suppiah-Raj
(General Manager – Business Development)
- ♦ Koh Earn Chor
(Marketing & Business Development Executive)
- ♦ May Low (Assistant Conference Manager)
- ♦ Priscilla Chew (Conference Executive)
- ♦ Erica Sena Neves (Marketing Executive)
- ♦ Loga Sinnadurai (Senior Conference Assistant)
- ♦ Michelle Suppiah (Conference Assistant)

Administration

- ♦ Jennifer Chee (Administration Manager)
- ♦ Heney Panicker (Manager – Systems)
- ♦ Ann Tay (Projects Executive)
- ♦ Ramli Abdul Aziz (Projects Officer – Directories)
- ♦ Vimala Vellu (Admin Officer – Subscriptions)
- ♦ Sakinna Zakriya (Senior Admin Assistant)
- ♦ Sandy Chen (Senior Admin/Accounts Assistant)

Asia Insurance Review: Advertising Rates

Print Advertising Rates

Premium Positions (full colour)

	SGD Dollars	EURO Dollars
Outside Back Cover	7,960	3,770
Inside Front Cover	5,550	2,630
Inside Back Cover	5,130	2,430
Facing Inside Front Cover	4,920	2,330
Facing Editor's Message Page	4,820	2,280
Facing Contents Page	4,820	2,280
Facing People on the Move Page	4,610	2,190
Facing Inside Back Cover	4,450	2,110
Facing First News Page	4,450	2,110
Double Page Spread	7,900	3,770
Gatefold	12,560	5,950
Advertorial* (4 pages)	9,550	4,520
Advertorial* (8 pages)	19,100	9,040
Bellyband (inclusive of printing costs)	7,960	3,770

* Inclusive of 200 free copies of reprints.

Run-of-Page Positions

	SGD Dollars	EURO Dollars
Full Page Colour	3,980	1,890
Full Page Black & White	3,040	1,440
Half Page Colour	2,860	1,360
Half Page Black & White	2,220	1,060

Deadlines

Booking Deadline	10th of the month preceding the publication issue
Copy Deadline	15th of the month preceding the publication issue

Discounts

6 Bookings	10.0% off
9 Bookings	12.5% off
12 Bookings	15.0% off

Cancellation

All cancellations of bookings must be made in writing at least 21 days prior to publication date (1st day of the month) failing which administration charges of 25% of the advertisement rate will be imposed.

Website Advertising Rates

Impressions*	Squawk Box (200 X 200 pixels)		Banner (468 X 60 pixels)		Sky Scrapper (120 X 600 pixels)		Button (120 X 120 pixels)	
20,000	SGD 2,620	€ 1,240	SGD 3,150	€ 1,490	SGD 3,680	€ 1,740	SGD 1,590	€ 750
30,000	SGD 3,680	€ 1,740	SGD 4,210	€ 1,990	SGD 4,740	€ 2,240	SGD 2,620	€ 1,240
50,000	SGD 5,240	€ 2,480	SGD 5,770	€ 2,730	SGD 6,300	€ 2,980	SGD 4,210	€ 1,990

* Ad campaign will cease once impressions are delivered

File Size / Format

Must be less than 12 KB in
GIF or JPG form for both static or rotating images.
(Website advertising sizes are in pixels)

Deadlines

Files must be submitted at least four days before start date.

Print Advertisement Specifications

Artwork Sizes

Full Page Trim	297mm (H) X 210mm (W)
Full Page Bleed	307mm (H) X 220mm (W)
Half Page Horizontal	120mm (H) X 170mm (W)
Half Page Vertical	247mm (H) X 81mm (W)
Double Page Spread Trim	297mm (H) X 420mm (W)
Double Page Spread Bleed	307mm (H) X 430mm (W)
Gatefold	297mm (H) X 207mm+200mm(W)
Bellyband	120mm(H) X 45+210(front)+5+205mm(back)(W)

Materials

PDF: CMYK; 300dpi; all fonts embedded; Acrobat 3.0 compatibility.

Native layout file formats (both PC or Mac formats are acceptable):

InDesign/Pagemaker, Illustrator, QuarkXpress, Freehand (to be sent with linked files and fonts used, convert to paths, create outline, etc).

All linked graphics and pictures must be in CMYK before importing.

Graphics and pictures used must be in at least 300 dpi resolution at actual size.

Mac filenames must include the three-letter file extension*,
eg filename.ai, filename.jpg, filename.indd, filename.pdf, filename.qxd, etc.

(* file extension may be two or four letters, depending on file format)

Overseas Representatives

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