

ASIA INSURANCE REVIEW

DEDICATED TO ASIA'S INSURANCE INDUSTRY

Your gateway to Asia



Media Kit 2012
www.asiainsurancereview.com

Regular Features

*Sponsorship opportunity available



Country Profile



Interviews



Asian/Global News



Technical Feature



Cover Story



eMagazine



People on the Move



Diary Events



AIR Website

Online

eDailies

Circulation: 100,000 per week

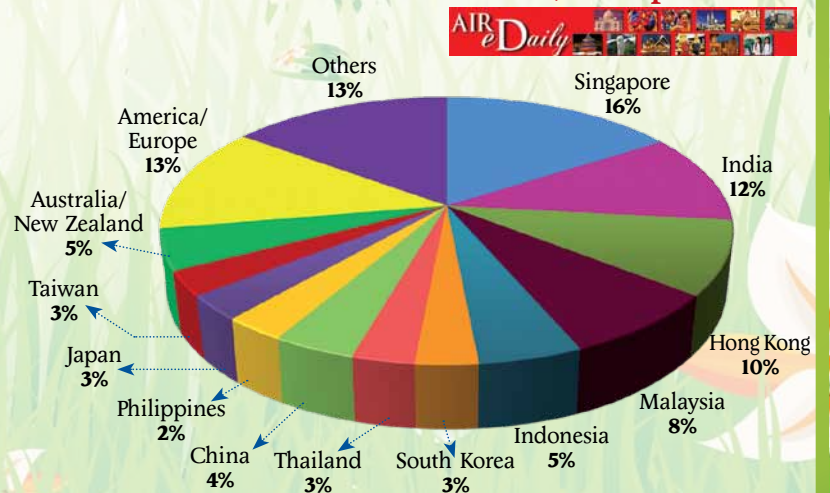
Banner Impressions: (per month)

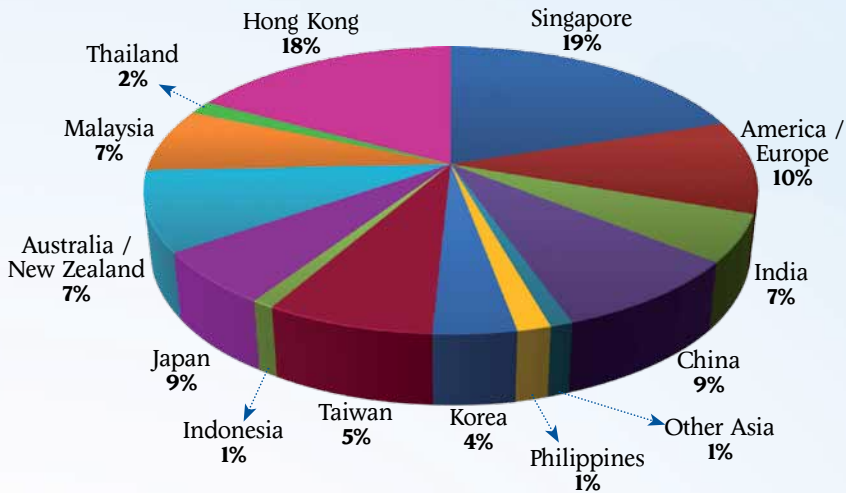
Size (pixels)	Max Impressions	Position(s)
468 x 60	50,000	All Pages
120 x 120	50,000	All Pages
200 x 200	13,000	Channels*
378 x 180	12,000	Home page
120 x 600	38,000	All Pages excluding home page

Total Page Views (per month) **114,000**

Unique Visitors (per month) **7,400**

*Conferences, News, Archives and RSS Feeds.





Circulation: 7,628

CEOs and Managers of:	%
Insurance / Reinsurance Companies	60
Intermediaries & Brokers	12
Management Consultants & Service Providers	10
Risk Managers and Corporate Buyers of Insurance	18

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

With more than 20 years under our belt!

With 20 years under its belt, *Asia Insurance Review*, hailed by market leaders as THE leading premier professional regional journal, now enters its 21st year as a strategic partner to the insurance industry. It is continually committed to serving the insurance industry with information, technical and editorial content, as well as daily on-the-spot updates, high quality technical conferences, reinsurance rendezvous, and industry Awards hand-in-hand to support the industry's march towards higher standards and greater professionalism.



AIR Team with the President of Singapore in January 2011 to mark our 20th anniversary of serving the insurance industry as the Voice of Asia

For over two decades, *Asia Insurance Review* has remained the official magazine of the leading industry events in Asia, with the entrenched support from the Asia Pacific markets:

- ◆ 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)
- ◆ Pacific Insurance Conference (PIC)

Asia Insurance Review produces daily newsletters at EAIC, SIRC, IIS, PIC and the IAIS Conferences.

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



Our Team



Business Development & Conferences

- ◆ Sheela Suppiah-Raj (General Manager – Business Development)
- ◆ Koh Earn Chor (Manager – Business Development)
- ◆ Alda Yeo (Assistant Manager – Business Development)
- ◆ Manoj Kumar (Assistant Manager – Circulation and Marketing)
- ◆ May Low (Assistant Conference Manager)
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- ◆ WeeLing Ma (Conference Assistant)



Editorial

- ◆ Sivam Subramaniam (Editor-in-Chief)
- ◆ Reynaldo De Dios (Editorial Consultant & Founding Editor)
- ◆ Manuelita Contreras (Deputy Editor)
- ◆ Benjamin Ang (Journalist)
- ◆ KaiLun Seow (Journalist)

Founder

- ◆ Hwang Soo Jin, Life President, INS Communications Pte Ltd

Administration

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- ◆ Heney Panicker (Manager – Systems)
- ◆ Umar Taufiq (System Executive)
- ◆ Ann Tay (Projects Executive)
- ◆ Ramli Abdul Aziz (Projects Officer – Directories)
- ◆ Vimala Vellu (Admin Officer – Subscriptions)
- ◆ Sakinna Zakriya (Senior Admin Assistant)
- ◆ Sandy Chen (Accounts/Admin Officer)
- ◆ Nuricris Muñoz Ondong (Sales and Marketing Executive)
- ◆ Hazel Tay (Admin Assistant)

Design

- ◆ Angeline Tsen (Publications Executive)

You can contact any member of our team by using their first name@asiainsurancereview.com

Premium Positions (full colour)	SGD
Outside Back Cover	8,360
Inside Front Cover	5,830
Inside Back Cover	5,310
Facing Inside Front Cover	5,310
Facing Editor's Message Page	5,120
Facing Contents Page	5,120
Facing People on the Move Page	4,840
Facing Inside Back Cover	4,670
Facing First News Page	4,670
Double Page Spread	8,300
Gatefold	13,200
Advertorial* (4 pages)	10,000
Advertorial* (8 pages)	19,600
Bellyband (inclusive of printing costs)	8,360

Run-of-Page Positions	SGD
Full Page Colour (ROP)	4,180
Full Page Black & White	3,200
Half Page Colour	3,000
Half Page Black & White	2,330

Deadlines

Booking 10th of the month preceding the publication issue
 Artwork 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.

Materials

PDF: CMYK; 300dpi; all fonts embedded; Acrobat 3.0 and above or 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 & 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)

* Inclusive of 200 free copies of reprints

Print Advertisement Specification

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)

Website Advertising Rates (SGD)

Impressions*	Button (120 X 120 pixels)	Squawk Box (200 X 200 pixels)	Banner (468 X 60 pixels)	Sky Scraper (120 X 600 pixels)	Rectangle Header (378 X 180 pixels)
20,000	1,590	2,620	3,150	3,680	5,000
30,000	2,620	3,680	4,210	4,740	6,000
50,000	4,210	5,240	5,770	6,300	7,500

* Ad campaign will cease once impressions are delivered

eNews Alerts Sponsorship Rates (SGD)

Categories	Button (120 X 120 pixels)		Banner (468 X 60 pixels) OR Sky Scraper (120 X 600 pixels)		Top Banner (550 X 60 pixels)	
	Monthly	Yearly	Monthly	Yearly	Monthly	Yearly
AIR eDaily	2,000	18,000	5,000	40,500	6,250	50,625
eWeekly MiddleEast	500	4,500	1,200	9,000	1,650	12,400
eWeekly Takaful	500	4,500	1,200	9,000	1,650	12,400

We have three electronic news alerts: • AIR eDaily • eWeekly MiddleEast • eWeekly Takaful

File Size / Format: Must be less than 25kb in GIF. (No Animation) Deadlines: Files must be submitted at least four days before start date.

Overseas Representatives



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