

ASIA INSURANCE REVIEW

DEDICATED TO ASIA'S INSURANCE INDUSTRY



Success

Coping
with
Regulations

Climate
change

Distribution

Underwriting
profitability

Science &
technology

Health
and
pension
reforms

Managing
risks

Nurturing
talent

Media Kit 2016

www.asiainsurancereview.com

About Asia Insurance Review

Asia Insurance Review (AIR) with 25 years now under our belts, continues to hold its leading undefeated position as THE professional regional insurance journal and strategic partner to the insurance industry. Our leading edge tested and proven, we continue to serve the insurance industry as we enter into our 2nd quarter of a century. A trusted source of reliable and instant up-to-date news and high quality editorial content, we are also the host of high level technical conferences, Summits and Reinsurance Rendezvous in India, China as well as in the Takaful field, not to mention THE most prestigious Asia Insurance Industry Awards, now approaching its 20th year. Our dedication to support the industry's march towards excellence, utmost professionalism and growth continues to remain our main focus.

For over a quarter of a century, AIR has remained THE official magazine of the leading industry events in Asia, with the entrenched support from the Asia Pacific markets including:

- ◆ Asean Insurance Congress (AIC)
- ◆ Asia Actuarial Conference (AAC)
- ◆ East Asian Insurance Congress (EAIC)
- ◆ Global Insurance Forum (GIF)
- ◆ International Association of Insurance Supervisors (IAIS)
- ◆ Singapore International Reinsurance Conference (SIRC)
- ◆ Pacific Insurance Conference (PIC)

AIR remains the publisher of the official daily newsletters at the AAC, EAIC, SIRC, GIF, IAIS and the PIC Conferences.

AIR is also the **Permanent Observer of the Asean Insurance Council**, and the **secretariat for the Reinsurance Brokers' Association of Singapore** as well as the **Risk and Insurance Management Association of Singapore**.



AIR Print

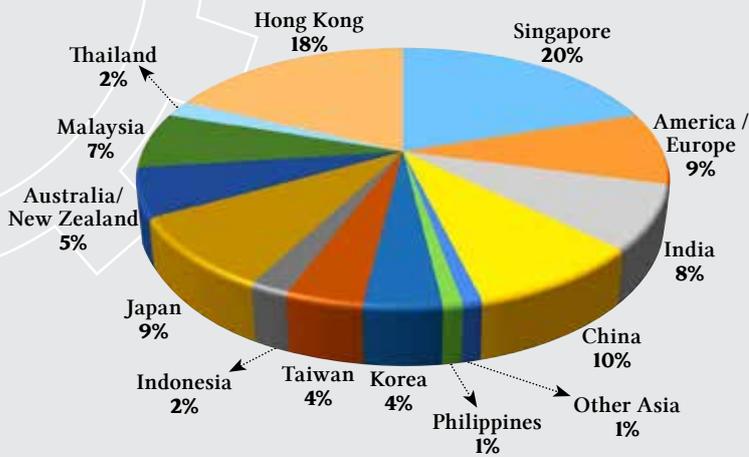
*Sponsorship opportunities available

Guest Editorial	Interviews	Cover Stories *	Country Profiles *
Asian/Global News	Special Features *	Think Tank	Legal Page
Spotlight	Risk Management Feature	IT in Insurance	People on the Move

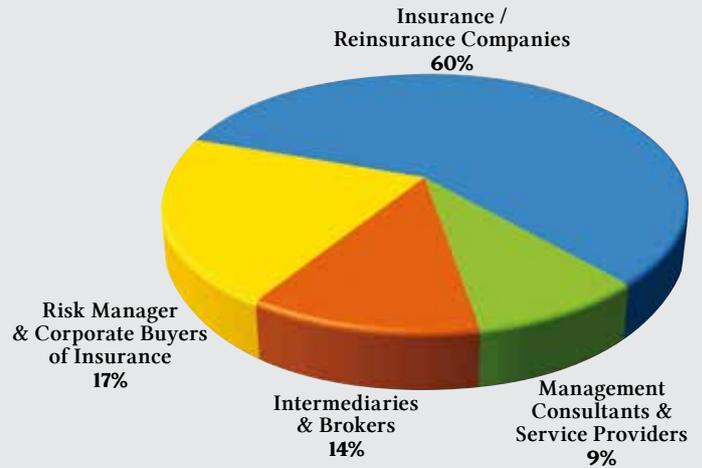
AIR Print Distribution

Monthly Circulation **8,500**

By geographical region



By reader's profile



Print advertising rates

All rates are nett (excluding GST)

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 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

* Inclusive of 200 free copies of reprints

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

Print advertising specifications

Artwork Sizes	
Full Page Trim	297mm (H) X 210mm (W)
Full Page Bleed	307mm (H) X 220mm (W)
Half Page Horizontal	125mm (H) X 176mm (W)
Half Page Vertical	250mm (H) X 85mm (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	90mm(H) X 45+210(front)+5+205mm(back)(W)

Artwork Materials

PDF: CMYK; 300dpi; all fonts embedded; Acrobat 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 outlines, 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)

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.

Online Initiatives

Website: www.asiainsurancereview.com

Home page

Top banner (950 X 83 pixels)

Skyscraper (300 X 600 pixels)

Bottom banner (950 X 83 pixels)

News page

Top banner (950 X 83 pixels)

MPU – News Channel Only (225 X 225 pixels)

Right side Banner (300 X 350 pixels)

Right side Banner (300 X 250 pixels)

Bottom banner (950 X 83 pixels)

Banner impressions & positions

	Max Impressions / Month	Position(s)
Interstitial ad	40,000	News page only
Top banner	100,000	All pages
Skyscraper	100,000	All pages
MPU – News channel only	40,000	News page only
Right side banner	100,000	All pages
Bottom banner	100,000	All pages

Website advertising rates (SGD)

Impressions*	Interstitial ad (400 X 400 pixels)	Top banner (950 X 83 pixels)	Skyscraper (300 X 600 pixels)	MPU – News channel (225 X 225 pixels)	Right side banner		Bottom banner (950 X 83 pixels)
					(300 X 250 pixels)	(300 X 350 pixels)	
20,000	6,850	5,200	4,680	4,080	2,850	3,150	2,600
30,000	8,860	6,800	6,120	5,325	3,800	4,210	3,400
50,000	11,300	8,680	7,810	6,800	5,200	5,770	4,340

* Ad campaign will cease once impressions are delivered

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

File Size/Format: Static – Up to 50Kb in GIF. Animation – Up to 80Kb in GIF or SWF; 30 seconds max.



eDaily / eWeekly

ASIA INSURANCE REVIEW eDaily
 Vol 1 No 302
 Masthead banner (345 x 45 pixels)
 www.asiainsurance.com 31 Jul 2014

Leaderboard (720 x 80 pixels)

Top Stories

- Singapore: Insurers to roll out commission-free programme in '15**
 From next year, consumers in Singapore can buy directly simple insurance products up to a maximum sum assured of S\$400,000 (US\$320,000) in what will be the world's first government-mandated commission-free insurance programme, the Monetary Authority of Singapore (MAS) has said. [read more >](#)
- China: CIRC issues draft rules on supervision of insurance groups**
 The China Insurance Regulatory Commission (CIRC) has drafted guidelines for the consolidated supervision of insurance groups, so as to improve the monitoring of insurance groups, minimise group operating risks and promote the healthy development of the insurance industry. [read more >](#)
- New Zealand: Consumer apathy keeps premiums high**
 New Zealanders are failing to shop around for insurance for their house, contents and car, according to Mr Chris Curtin, chief executive of the non-life insurer, AA Insurance. [read more >](#)

Sponsored text link (up to 45 words)

Middle banner (530 x 60 pixels)

Upcoming events

20th Conference on Insurance M&A in Asia, 1-2 Sep 2014, Mandarin Orchard Hotel, Singapore

10th Conference on Catastrophe Insurance in Asia, 4-5 Sep 2014, Hotel Indonesia Kemoranji, Jakarta, Indonesia

Myanmar Insurance Summit, 28-29 Sep 2014, Parkroyal Hotel, Yangon, Myanmar

10th Asia Conference on Pensions and Retirement Planning, 29-30 Sep 2014, InterContinental Hotel, Kuala Lumpur, Malaysia

8th Middle East Healthcare Insurance Conference, 13-14 Oct 2014, Jumeirah Creekside Hotel, Dubai, United Arab Emirates

For more upcoming events please [click here](#)

Premium Button (180 X 180 pixels)

Skyscraper (180 x 350 pixels)

Button (180 X 180 pixels)

Middle banner (530 x 60 pixels)

Other Industry events

GAIF Conference, 1-4 Sep 2014, Sharm el Sheikh, Egypt

Herle Carlo Rembozzini, 12-18 Sep 2014, Monte Carlo, Monaco

IRMI 2014 Hong Kong Conference, 21-24 Sep 2014, Hong Kong

18TH IIOC CONFERENCE, 28-30 Sep 2014, VICTORIA FALLS, Zimbabwe

ASEAN Insurance Summit, 1 Oct 2014, Singapore

For more upcoming events please [click here](#)

Middle banner (530 x 60 pixels)

Jobs

Assistant Manager - Financial Reporting AXA Life Insurance Singapore Pte Ltd, Singapore

Financial Consultant, Sinopact Partnership AXA Life Insurance Singapore Pte Ltd, Singapore

Business Objects Developer - Financial Services - Singapore Nivali Curtin - Singapore, Singapore

Wealth Planning - Life Insurance Lending Specialist IBC AG, Singapore

Senior Manager - Risk & Capital Adequacy James Consulting Singapore, Singapore

For more jobs please [click here](#)

Bottom banner (720 X 80 pixels)

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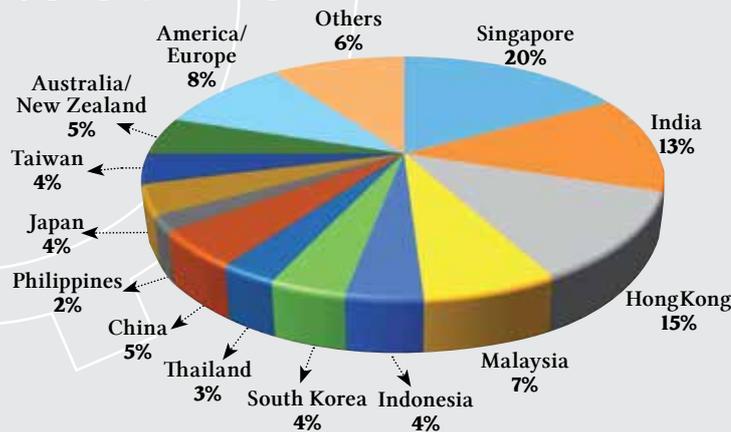
Social Media
 Follow Us on Facebook
 Follow Us on Twitter
 RSS Feeds
 LinkedIn

To unsubscribe to AIR eDaily, [click here](#)

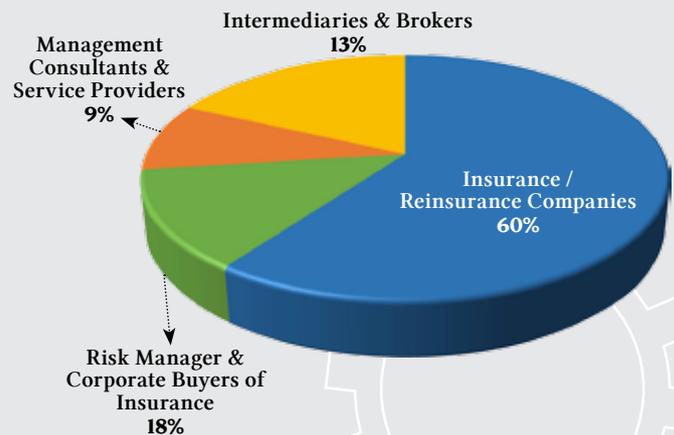
Its Communications Pte Ltd 69 Anson Street Singapore 069 888 Tel: (65) 6224 5563 Fax: (65) 6224 1091 All rights reserved Terms of Use Privacy Policy

Circulation 100,000 per week

By geographical region



By reader's profile



eDaily advertising rates (SGD)

Categories	Leaderboard (720 x 80 pixels)		Masthead banner (345 x 45 pixels)		Skyscraper (180 x 350 pixels)		Middle banner (530 x 60 pixels)		Sponsored text link (up to 45 words)		Premium button (180 x 180 pixels)		Button (180 X 180 pixels) or Bottom banner (720 X 80 pixels)	
	Monthly	Yearly	Monthly	Yearly	Monthly	Yearly	Monthly	Yearly	Monthly	Yearly	Monthly	Yearly	Monthly	Yearly
AIR eDaily	6,250	56,250	5,000	45,000	5,000	45,000	4,500	40,500	4,500	40,500	3,150	28,350	2,500	22,250
MEIR eDaily	6,250	56,250	5,000	45,000	5,000	45,000	4,500	40,500	4,500	40,500	3,150	28,350	2,500	22,250
ARM eWeekly*	2,850	25,300	2,300	20,500	2,300	20,500	2,025	18,225	2,025	18,225	1,450	12,750	1,170	10,500
iMove eWeekly	2,850	25,300	2,300	20,500	2,300	20,500	2,025	18,225	2,025	18,225	1,450	12,750	1,170	10,500
eChina eWeekly	1,650	14,850	1,200	10,800	1,200	10,800	1,125	10,125	1,125	10,125	782	7,038	625	5,625

File Size / Format: Up to 50kb in GIF. (No animation) **Deadlines:** Files must be submitted at least four working days before start date.

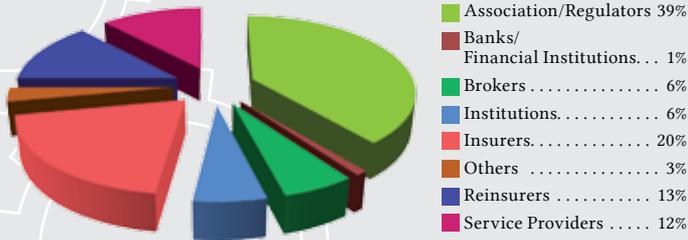
* Asia Risk Management eWeekly

AIR / MEIR Directories

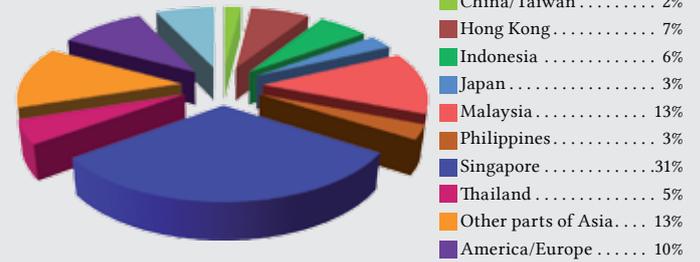
Asean Insurance Directory

Circulation: 4,000 copies

Distribution by reader's profile



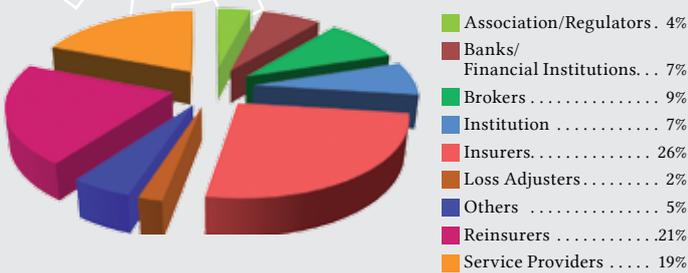
Distribution by region/country



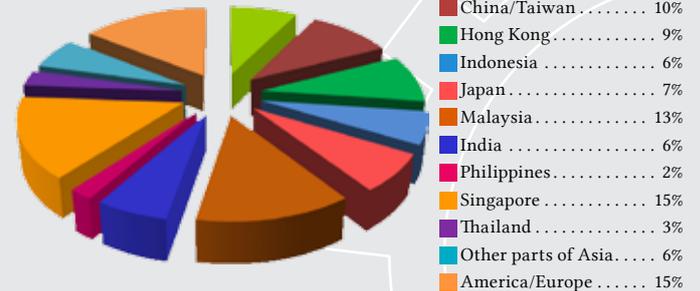
Insurance Directory of Asia

Circulation: 6,550 copies

Distribution by reader's profile



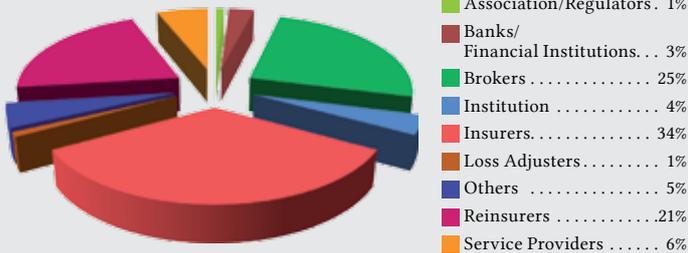
Distribution by region/country



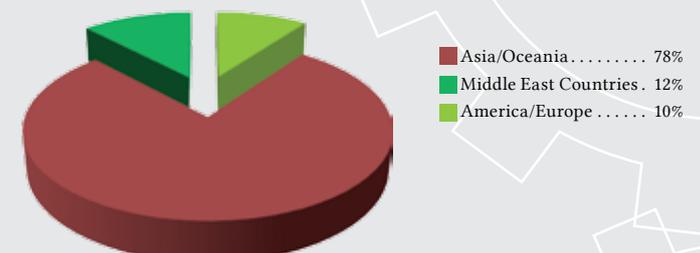
Reinsurance Directory of Asia

Circulation: 4,000 copies

Distribution by reader's profile



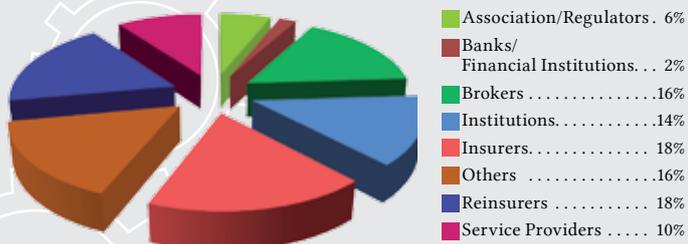
Distribution by region/country



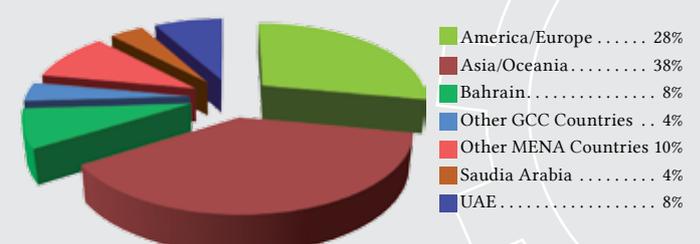
MENA Insurance Directory

Circulation: 5,500 copies

Distribution by reader's profile



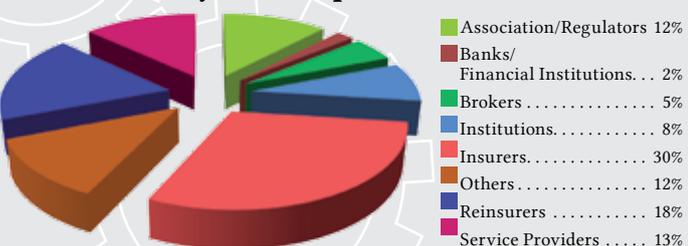
Distribution by region/country



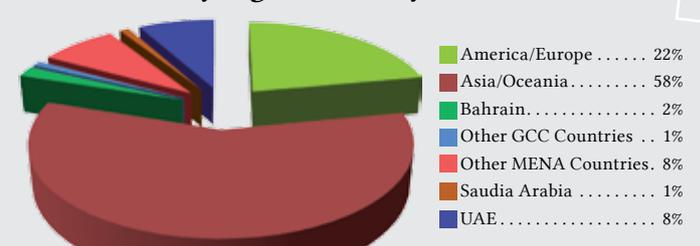
World Islamic Insurance Directory

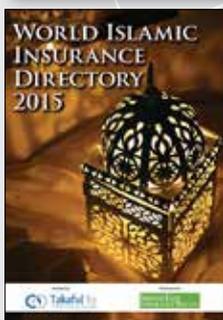
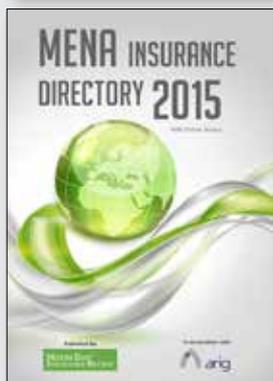
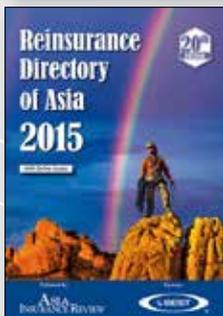
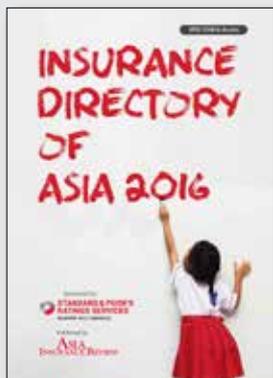
Circulation: 3,700 copies

Distribution by reader's profile



Distribution by region/country





Directory advertisement specifications

Artwork Sizes for IDA and MID

Full Page Trim	260mm (H) X 183mm (W)
Full Page Bleed	266mm (H) X 189mm (W)

Artwork Sizes for AID, RDA and WIID

Full Page Trim	217mm (H) X 149mm (W)
Full Page Bleed	223mm (H) X 155mm (W)

Artwork Materials

PDF: CMYK; 300dpi; all fonts embedded; Acrobat 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 outlines, 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)

Directory advertising rates (SGD)

Position	Asean Insurance Directory	Insurance Directory of Asia	Reinsurance Directory of Asia	MENA Insurance Directory	World Islamic Insurance Directory
Sponsorship	15,710	22,500	15,710	22,500	22,500
Gatefold	10,500	12,560	10,500	12,560	10,500
Bookmark	7,340	8,380	7,340	8,380	7,340
Outside Back Cover	7,340	8,380	7,340	8,380	7,340
Inside Front Cover	5,760	6,810	5,760	6,810	5,760
Inside Back Cover	5,450	6,280	5,450	6,280	5,450
Facing Inside Front Cover	5,450	6,280	5,450	6,280	5,450
Facing Inside Back Cover	4,510	5,240	4,510	5,240	4,510
Facing Title Page	4,050	4,190	3,980	4,190	3,980
Facing Contents Page	4,110	4,700	4,110	4,700	4,110
Facing Foreword	3,410	4,000	3,410	4,000	3,410
Facing Copyright Page	NA	4,710	3,670	4,710	3,810
Facing Preface / Users' Guide	3,410	4,000	NA	4,000	3,410
Facing Index	3,410	3,670	3,410	3,670	3,410
Full Page Colour	3,140	3,410	3,140	3,410	3,140
Full Page Black & White	2,410	2,620	2,410	2,620	2,410
Half Page Colour	2,100	2,240	2,100	2,240	7,430
Half Page Black & White	1,470	1,600	1,470	1,600	1,470
Double Page Spread	5,870	6,370	5,870	6,370	5,870

AIR digital edition

Keeping up with the new media technology, the digital edition of *Asia Insurance Review* is now available on your iPad & Android tablet.



Download your app **free** from Google Play or App Store.



Follow us on Social Media

Connect with other people and Join in the conversation, get the latest info, discuss the most recent updates. We update our social media sites every day and we welcome comments and discussion on our pages.



Our team

- ◆ Hwang Soo Jin (*Life President, Ins Communications Pte Ltd*)
- ◆ Reynaldo De Dios (*Editorial Consultant & Founding Editor*)

Editorial

- ◆ Sivam Subramaniam (*Editor-in-Chief*)
- ◆ Benjamin Ang (*Deputy Editor*)
- ◆ Ridwan Abbas (*Deputy Editor, ASEAN*)
- ◆ Dawn Sit (*Journalist*)
- ◆ Chia Wan Fen (*Correspondent*)

Administration

- ◆ Jennifer Chee (*Administration Manager*)
- ◆ Ann Tay (*Assistant Manager – Projects*)
- ◆ Umar Taufiq (*Assistant Manager – Systems*)
- ◆ Prathap Ramachandran (*Asst Systems Executive*)
- ◆ Ramli Abdul Aziz (*Projects Officer – Directories*)
- ◆ Vimala Vellu (*Admin Officer – Subscriptions*)
- ◆ Sandy Chen (*Accounts/Admin Officer*)
- ◆ Sakinna Zakriya (*Senior Admin Assistant*)
- ◆ Ivan Lee (*Admin Assistant*)

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www.asiainsurancereview.com/About-Us/Meet-the-Team

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- ◆ Sheela Suppiah-Raj (*General Manager – Business Development*)
- ◆ Koh Earn Chor (*Senior Manager – Business Development*)
- ◆ Alda Yeo (*Assistant Manager – Business Development*)
- ◆ May Low (*Manager – Conference*)
- ◆ Theresa Lee (*Manager – Conference Marketing*)
- ◆ Chia Hoe Seng (*Assistant Manager – Conference & Business Development*)
- ◆ Junaid Farid Khan (*Assistant Manager – Circulation & Marketing*)
- ◆ Mohd Fazlan Ahmad Fuad (*Conference Producer*)
- ◆ Priscilla Chew (*Senior Executive – Conference*)
- ◆ Geraldine See (*Executive – Conference*)
- ◆ Loga Sinnadurai (*Senior Assistant – Conference*)
- ◆ Mar Wee Ling (*Senior Assistant – Conference*)
- ◆ Michelle Suppiah (*Assistant – Conference*)

Design

- ◆ Angeline Tsen (*Publications Executive*)
- ◆ Kaze Sun (*Graphic/Web Designer*)
- ◆ Jerick Yu (*Web Designer*)

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