

# 2018

tobaccoasia.com

Tobacco Asia | Media Planning Guide | Editorial Calendar



Published now as always in Chinese and English languages

## **The ONLY Magazine Written and Edited for the Asia Regional Tobacco Industry; Read and Trusted by Industry Professionals Around the World**

For advertisers, **Tobacco Asia** is the best and most cost-effective way to support your sales efforts to the tobacco industry in Asia, Oceania, and the Middle East – the world's most dynamic tobacco markets.

For readers, **Tobacco Asia** provides the manufacturing industry with market news, views, and the latest developments on tobacco leaf, equipment, machinery, supplies, services, solutions, and developing markets.

Through advertising, editorial, and introductions **Tobacco Asia** has the widest exposure of any trade magazine in the region.

There's been much interest in the re-launch of [www.tobaccoasia.com](http://www.tobaccoasia.com), which features the full version of **Tobacco Asia** in e-magazine format, ensuring that an ad placed in the print version of **Tobacco Asia** is viewed by qualified readers around the world in digital format.

No matter where in Asia, Oceania, or the Middle East, or what segment of the tobacco industry you are trying to reach, **Tobacco Asia**, has the widest distribution and the deepest penetration of any tobacco industry magazine.

Since its launch in 1996, **Tobacco Asia** has been trusted by tobacco industry professionals to deliver only the best, most relevant, and insightful coverage of the Asia tobacco manufacturing and wholesale business.

On top of superior distribution to key executives throughout the tobacco industry, **Tobacco Asia** also delivers bonus distribution at major tobacco exhibitions from its exhibition stand at the annual *InterSupply* and *InterTabac* exhibitions in Dortmund, Germany, and the semi-annual *WT Process & Machinery* exhibitions to be held in Sofia, Bulgaria and Jakarta, Indonesia in 2017.

**Tobacco Asia's** direct-to-individual distribution provides one of the only ways to continuously get exposure for advertiser's products regionally in an ever-darkening tobacco marketing environment.

## **TOBACCO ASIA Facts/Information/Statements**

- the widest distribution of any tobacco industry magazine throughout the Asia region;
- published now and always in Chinese and English language versions;
- published five times a year;
- roughly 2/3 of the distribution goes to tobacco manufacturing industry readers; and 1/3 goes to the tobacco products wholesale/distribution industry readers;
- typical distribution of Tobacco Asia is over 6,000 individual Industry professionals globally including issues going to exhibitions, conferences, and downloads;
- larger distribution in Asia than the three other international tobacco trade magazines combined;
- 85% of circulation in Asia, Oceania, and the Middle East, with 15% going outside the region
- now in its 22nd year;
- advertising in print edition is then carried online at [www.tobaccoasia.com](http://www.tobaccoasia.com) in the e-magazine and online archives giving further exposure to advertisers;
- unlike other online tobacco magazines, [www.tobaccoasia.com](http://www.tobaccoasia.com) is available without registration or payment meaning your advertising is not blocked by a paywall.

## **Mechanical Specification**

### **General rate policy**

- Advertising, design done on a cost basis
- Agency commission: 15%
- Short rates: If number of units published is less than contracted then all published ads will be rebilled accordingly
- Combination rates: All rates earned by number of inserts in one year.
- Issue closing/order cancellation: Tobacco Asia is published five times a year in March, May, July, September, and December. Closing is the first week of the month prior to publishing.
- All cancellations must be made at least four (4) weeks prior to closing.

### **Shipping**

To avoid import duties, taxes, storage and handling fees, please send all CD's, DVD's, film and pre-printed inserts through a well-known commercial carrier. Shipper is responsible for all import duties, taxes, storage, and handling charges incurred.

### **Offset printing Specification**

- Digital Files Required
- Acceptable formats: .pdf; .jpg; .tiff; ai; eps

# Editorial Calendar 2018

## **MARCH / APRIL (Issue 1 – 2018)**

### **Ad Materials Deadline:**

February 5, 2018

### **Products:**

Cigarette Issue (Exports to Asia)

### **Manufacturing & Supplies:**

Anti-Counterfeiting/Security

Flavors & Fragrance

### **Leaf:**

Africa Leaf

India Leaf

Reconstituted Tobacco

### **Market & Manufacturer Profiles:**

Southeast Asia

Philip Morris Asia

## **MAY / JUNE (Issue 2 – 2018)**

### **Ad Materials Deadline:**

April 9, 2018

### **Products:**

PREPS, RYO, OTP, MYO

Kretek

### **Manufacturing & Supplies:**

Cigarette Make/Pack

### **Leaf:**

Leaf Merchants Issue

### **Market & Manufacturer Profiles:**

STMA/CNTC

### **Extra Distribution:**

World Tobacco Expo (Sofia)

## **JULY / AUGUST (Issue 3 – 2018)**

### **Ad Materials Deadline:**

June 8, 2018

### **Products:**

The E-Cigarette/Vapor Issue

### **Manufacturing & Supplies:**

Filters & Tipping

Instrumentation/Quality Control

### **Leaf:**

South America

Oriental

### **Market & Manufacturer Profiles:**

Japan Tobacco

Shenzhen: E-Cigarette Epicenter

InterSupply/InterTabac Preview

## **SEPTEMBER / OCTOBER (Issue 4 – 2018)**

### **Ad Materials Deadline:**

August 13, 2018

### **Products:**

Cigarette Issue (Exports from Asia)

### **Manufacturing & Supplies:**

New or Used?

Primary Processing

### **Leaf:**

US Flue-Cured & Burley

### **Market & Manufacturer Profiles:**

Imperial Tobacco

China

### **Extra Distribution:**

InterTabac (Dortmund, Germany)

InterSupply (Dortmund, Germany)

## **NOVEMBER / DECEMBER (Issue 5 – 2018)**

### **Ad Materials Deadline:**

October 15, 2018

### **Products:**

The Cigar Issue

Smoker's Accessories

### **Manufacturing & Supplies:**

Packaging & Printing

Contract Manufacturing

### **Leaf:**

Agronomy & Farmer

Infestation/Pest Control

Transportation/Storage/Shipping

### **Market & Manufacturer Profiles:**

Middle East

India

British American Tobacco

### **Extra Distribution:**

World Tobacco Expo (Jakarta)

TPE 2019 (Las Vegas, USA)

*Updated August 25, 2017 – for latest update, please visit: [tobaccoasia.com/advertise](http://tobaccoasia.com/advertise)*

## FOUR-COLOR

Unit	1 Time	4 Times	6 Times
2-Page Spread	€6,308	€5,673	€5,363
Full Page	€4,790	€4,310	€4,070
2/3 Page	€4,550	€4,100	€3,870
Island 1/2	€4,310	€3,880	€3,660
1/2 Page	€4,070	€3,660	€3,460
1/3 Page	€3,590	€3,230	€3,050
1/4 Page	€3,110	€2,800	€2,650
1/6 Page	€2,630	€2,370	€2,240
1/8 Page	€2,160	€1,940	€1,830
1/12 Page	€1,680	€1,510	€1,430

## SPECIAL POSITIONS

### Surcharge

Cover 2	+20%
Cover 3	+15%
Opposite C2	+15%
Cover 4	+25%

## Tobaccoasia.com Banner

Size	Pixels	format
Half Rectangle	300 x 125	.jpg, .gif
Medium Rectangle	300 x 250	.jpg, .gif
Leaderboard	728 x 90	.jpg, .gif

  

Time	1Month	6Months	8Months
Half Rectangle	€263 **	€221 **	€206 **
Medium Rectangle	€350	€295	€275
Leaderboard	€875	€738	€688

\*\*Prices are per month

## BELLYBAND

Specs/sizing upon request (Prices include printing)

	One (1) Time	Two (2) Times	Five (5) Times
2/Color	€3,110	€2,800 each	€2,650 each
4/Color	€4,070	€3,230 each	€3,050 each

## Advertising Representation: Asia/Middle East/Australasia/China Italy, Spain, France/Eastern Europe

Glenn Anthony John

Tel +66 2 660 3789; Fax +66 2 660 3881;  
Mobile +1 917 843 0000; +66 818 299 409  
gaj@octobermultimedia.com

## The Americas/Northern Europe Africa/Turkey

Emerson Leonard

Tel/Mobile: +1 917 680 1050  
edl@octobermultimedia.com

## DISPLAY AD DIMENSIONS

Trim Size: Unit (width x height)	81/4 x 107/8 Inches	210 x 277 Millimeters
2P Spread (full bleed)	16 <sup>3</sup> / <sub>4</sub> X 11 <sup>1</sup> / <sub>8</sub>	426 X 283
2P Spread (non-bleed)	16 <sup>1</sup> / <sub>2</sub> X 10 <sup>7</sup> / <sub>8</sub>	420 X 277
Full Page(Full Bleed)	8 <sup>1</sup> / <sub>2</sub> X 11 <sup>1</sup> / <sub>8</sub>	216 X 283
Full Page(non-bleed)	8 <sup>1</sup> / <sub>4</sub> X 10 <sup>7</sup> / <sub>8</sub>	210 X 277
2/3 Page	4 <sup>1</sup> / <sub>2</sub> X 10	115 X 254
Island 1/2	4 <sup>1</sup> / <sub>2</sub> X 7 <sup>1</sup> / <sub>2</sub>	115 X 191
1/2 Vertical	3 <sup>1</sup> / <sub>2</sub> X 10	89 X 254
1/2 Horizontal	7 X 4 <sup>7</sup> / <sub>8</sub>	178 X 124
1/3 Island	4 <sup>1</sup> / <sub>2</sub> X 4 <sup>7</sup> / <sub>8</sub>	115 X 124
1/3 Vertical	2 <sup>1</sup> / <sub>4</sub> X 10	57 X 254
1/3 Horizontal	7 X 3 <sup>1</sup> / <sub>4</sub>	178 X 83
1/4 Vertical	3 <sup>3</sup> / <sub>8</sub> X 4 <sup>7</sup> / <sub>8</sub>	86 X 124
1/4 Horizontal	7 X 2 <sup>3</sup> / <sub>8</sub>	178 X 61
1/6 Vertical	2 <sup>1</sup> / <sub>4</sub> X 4 <sup>7</sup> / <sub>8</sub>	57 X 124
1/6 Horizontal	4 <sup>3</sup> / <sub>8</sub> X 2 <sup>1</sup> / <sub>2</sub>	112 X 64
1/8 Vertical	3 <sup>3</sup> / <sub>8</sub> X 2 <sup>2</sup> / <sub>3</sub>	86 X 61
1/8 Horizontal	7 X 1 <sup>3</sup> / <sub>8</sub>	178 X 35

## Chinese ↔ English alternative ads

Advertising opportunity: run different ads in the Chinese and English versions, for a surcharge of €500 (inquire with your sales representative)



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