

# 2019

tobaccoasia.com

Tobacco Asia | Media Planning Guide | Editorial Calendar



Published now as always in Chinese and English languages

Cigarettes in China  
China's Millenium market  
中国卷烟市场向年轻人靠拢  
委员会国家卷烟发展概况

## 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.

**Tobacco Asia:** The widest exposure of any trade magazine in the region. Through its advertising and editorial reach and relevance.

**Tobacco Asia.** Available in full in e-magazine format on [www.tobaccoasia.com](http://www.tobaccoasia.com), and unlike all other tobacco magazines, there is no paywall blocking readers and potential buyers from viewing the articles and advertising.

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

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

**Tobacco Asia.** Delivers bonus distribution at major tobacco exhibitions. Tobacco Asia distributes annually at its partner exhibition-InterTabac/InterSupply to be held Sept. 20-22, 2019 in Dortmund, Germany. Tobacco Asia will also have bonus distribution in 2019 at the *WT Process & Machinery* exhibitions to be held in Dubai in April and Surabaya, Indonesia in October along with Tobacco Products Expo TPE in Las Vegas in February.

**Tobacco Asia's** direct-to-individual distribution provides one of the only ways to continuously get exposure for an 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 23rd 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 not blocked by paywalls meaning your advertising message in Tobacco Asia is viewable online by potential buyers for free.

## 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.

### Offset printing Specification

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

# Editorial Calendar 2019

## **MARCH / APRIL (Issue 1 – 2019)**

The World Tobacco Dubai Issue

### **Ad Materials Deadline:**

February 1, 2019

### **Products:**

Cigarette Imports to Asia

### **Manufacturing & Supplies:**

Anti-Counterfeiting/Security  
Flavors and Fragrance

### **Leaf:**

Africa and India  
Reconstituted Tobacco

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

Southeast Asia  
Japan Tobacco Inc

### **Extra Distribution:**

Shenzhen eCig Expo  
World Tobacco Expo DUBAI

## **MAY / JUNE (Issue 2 – 2019)**

### **Ad Materials Deadline:**

April 17, 2019

### **Products:**

PREPS, RYO, OTP, MYO  
Kretek

### **Manufacturing & Supplies:**

Cigarette Make/Pack  
Filters & Tipping

### **Leaf:**

Leaf Merchants Issue

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

STMA/CNTC

## **JULY / AUGUST (Issue 3 – 2019)**

### **Ad Materials Deadline:**

June 7, 2019

### **Products:**

The E-Cigarette/Vapor Issue

### **Manufacturing & Supplies:**

Moisture Meters  
Instrumentation  
Moisture and Quality Control

### **Leaf:**

South America  
Independent Leaf Suppliers  
Oriental

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

Shenzhen: E-Cigarette Epicenter  
InterSupply/InterTabac Preview

## **SEPTEMBER / OCTOBER (Issue 4 – 2019)**

The InterSupply / InterTabac Issue

The World Tobacco Asia Issue

### **Ad Materials Deadline:**

August 16, 2019

### **Products:**

Cigarette Exports from Asia  
PREPS, RYO, OTP, MYO

### **Manufacturing & Supplies:**

New or Used?  
Primary Processing and Equipment  
Flavors and Fragrance  
Filters & Tipping

### **Leaf:**

US Flue-Cured and Burley

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

China

### **Extra Distribution:**

InterTabac/InterSupply 2019 (Dortmund,  
Germany)  
World Tobacco Asia (Surabaya, Indonesia)

## **NOVEMBER / DECEMBER (Issue 5 – 2019)**

The TPE Tobacco Products Expo Issue

### **Ad Materials Deadline:**

October 25, 2019

### **Products:**

Cigar Markets  
Smoker's Accessories

### **Manufacturing & Supplies:**

Packaging and Printing  
Cigarette Make/Pack  
Contract Manufacturing

### **Leaf:**

Infestation/Pest Control  
Independent Leaf Suppliers  
Transportation/Logistics/Shipping

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

Middle East  
India  
British American Tobacco

### **Extra Distribution:**

TPE 2020 (Las Vegas, USA)

*Updated September 6, 2018 – for latest  
update, please visit: [tobaccoasia.com/](http://tobaccoasia.com/)  
advertise*

## FOUR-COLOR

Unit	1 Time	3 Times	5 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

## Tobaccoasia monthly newsletter

goes out to 25,000+ verified unique addresses globally in coffee/tea

Time	1Month	6Months	12Months
**Prices are per month	€695	€655	€625

## 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:	81/4 x 107/8	210 x 277
Unit (width x height)	Inches	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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