

2019

tobaccoasia.com

Tobacco Asia | Media Planning Guide | Editorial Calendar



Asia Tobacco

tobacco asia

Niche Products Profitable
有利可图的利基产品

Printing Machinery
印刷机械

Pest Control
虫害防治

FDA Relents
美国FDA政策趋向“温和”

Inter supply
22-24 September 2017
www.inter-supply.com
Dortmund, Germany

www.tobaccoasia.com

Published now as always in Chinese and English languages

Cigarettes in China
中国卷烟市场
Cigarettes in China
中国卷烟市场
Cigarettes in China
中国卷烟市场

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, 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 in the e-magazine and online archives giving further exposure to advertisers;
- unlike other online tobacco magazines, 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 August 9, 2019 – for latest update, please visit: 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 15,000+ verified unique addresses globally in tobacco

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

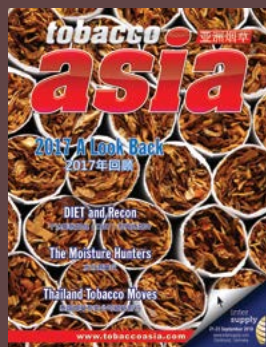
Tel/Mobile: +1 917 680 1050
edl@octobermultimedia.com

DISPLAY AD DIMENSIONS

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