

2020

tobaccoasia.com

Tobacco Asia | Media Planning Guide | Editorial Calendar



at FDA
美国FDA换帅
**Leaf Tobacco
Global Report**
全球烟叶报告

尼古丁溶液

亚洲烟草™
**tobacco
asia**

Filter Specialties
特制滤嘴

HNB Loves Recon
HNB与再造烟叶完美契合

InterTabac
Preview
InterTabac预览

Online
Ad Bans
互联网广告禁令

Inter
supply

20-20 September 2019
www.inter supply.com
Dortmund, Germany

www.tobaccoasia.com

www.tobaccoasia.com

able
Traps
素诱捕器

www.tobaccoasia.com

HNB in China
中国的加热不燃烧产品

Published in Chinese and English

Heat Not
Com

The ONLY Magazine Written and Edited for the Asia/Middle East Tobacco Industry; Tobacco Asia: Read and Trusted by Industry Professionals around the world

For advertisers, **Tobacco Asia** is the 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. And Tobacco Asia provides the wholesale and distribution industry with the latest products, brands, and trends in tobacco products, accessories, and new generation products (such as HNB, e-cigarettes, Vape, etc.).

Tobacco Asia has the widest exposure of any trade magazine in the measured by its advertising support, readership reach, and editorial relevance.

Tobacco Asia is available in full in e-magazine format on www.tobaccoasia.com. There is no paywall blocking readers and potential buyers from viewing the articles and advertising.

Tobacco Asia has the widest distribution and the deepest penetration of any tobacco industry magazine in Asia, Oceania, or the Middle East, in any segment of the tobacco industry you are trying to reach.

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

Tobacco Asia has bonus distribution at major tobacco exhibitions globally in 2020 especially at partner exhibition InterTabac/ InterSupply (Dortmund) to be held Sept. 18-20, 2020. Tobacco Asia also has bonus distribution at: World Tobacco Sofia (May 2020); Interpack Dusseldorf (May 2020); ENDS Conference Brussels (May 2020); IECIE Shanghai (Oct.); World Tobacco Dubai (Dec.); World Tobacco Surabaya (Jan. 2021); and TPE Tobacco Products Expo Las Vegas (Jan. 2021).

Tobacco Asia’s direct-to-subscriber distribution provides one of the only ways to continue 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;
- bonus distribution in Europe with Issue 4 through our partnership with InterTabac/ InterSupply Dortmund, and in Issue 3 with our booth at World Tobacco Sofia;
- every issue published Chinese and English language versions;
- published bi-monthly;
- 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 7,500 individual Industry professionals globally including issues going to exhibitions, conferences, and downloads;
- larger distribution in Asia than the two 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 24th year;
- advertising in the print edition is carried online at www.tobaccoasia.com in the e-magazine and online archives giving further exposure to advertisers;
- 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 six times a year in January, 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 2020-2021

MAY / JUNE (Issue 2 – 2020)

Ad Materials Deadline:

April 3, 2020

Special Focus:

Packaging and Printing China

Products:

Kretek

Manufacturing & Supplies:

Cigarette Make/Pack

Filters & Tipping

Leaf:

Leaf Merchants Issue

Market & Manufacturer Profiles:

STMA/CNTC

Japan Tobacco Inc

Extra Distribution:

Interpack (Dusseldorf)

ENDS Conference (Brussels)

World Tobacco Expo (Sofia, Bulgaria)

JULY / AUGUST (Issue 3 – 2020)

Ad Materials Deadline:

June 15, 2020

Special Focus:

NGP (Vape, Pods, HNB) Leaf Tobacco

Products:

PREPS, RYO, OTP, MYO, HNB, NGP

Manufacturing & Supplies:

Instrumentation

Leaf:

South America

Independent Leaf Suppliers

Oriental Leaf

Market & Manufacturer Profiles:

InterSupply/InterTabac Preview

SEPTEMBER / OCTOBER (Issue 4 – 2020)

Ad Materials Deadline:

August 17, 2020

Special Focus:

InterTabac/InterSupply Expos

Manufacturing Supplies

Products:

Exports *from* Asia

PREPS, RYO, OTP, MYO, HNB, NGP

Manufacturing & Supplies:

Flavors and Fragrance

Filters & Tipping

Leaf:

US Flue-Cured and Burley

Market & Manufacturer Profile:

China

Extra Distribution:

InterTabac/InterSupply 2020 (Dortmund)

IECIE Shanghai

NOVEMBER / DECEMBER 2020 (Issue 5, 2020)

Ad Materials Deadline:

October 22, 2020

Special Focus:

Tobacco Science

Leaf and Primary Processing

Products:

Cigar Markets

Smoker's Accessories

Manufacturing & Supplies:

Primary Processing and Equipment

Cigarette Make/Pack

Contract Manufacturing

Leaf:

Infestation/Pest Control

Independent Leaf Suppliers

Transportation/Logistics/Shipping

Market & Manufacturer Profiles:

Middle East

India

Extra Distribution:

World Tobacco Expo (Dubai UAE)

JANUARY / FEBRUARY 2021 (Issue 1, 2021)

TOBACCO Asia 25th Anniversary Edition

Ad Materials Deadline:

December 28, 2020

Special Focus:

2020 Year in Review

2021 Year Ahead

Products:

NGP - HNB

Manufacturing & Supplies:

From China

Leaf:

Independent Leaf Suppliers

Extra Distribution:

TPE Tobacco Products Expo Las Vegas

World Tobacco Expo Surabaya

MARCH / APRIL (Issue 2 – 2021)

Ad Materials Deadline:

February 28, 2021

Special Focus:

Legislation

Products:

Exports *to* Asia

Manufacturing & Supplies:

Anti-Counterfeiting/Security

Flavors and Fragrance

Leaf:

Africa and India

Reconstituted Tobacco

Market & Manufacturer Profiles:

Southeast Asia

British American Tobacco

Extra Distribution:

IECIE (Shenzhen, China)

FOUR-COLOR

Unit	1 Time	3 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

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

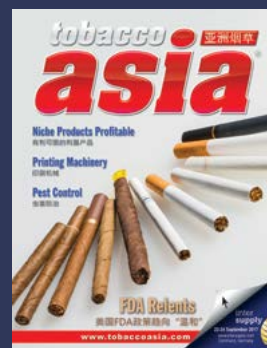
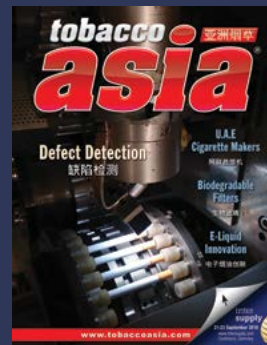
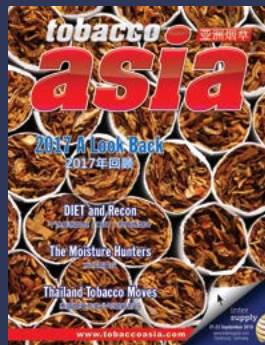
Tel/Mobile: +1 917 680 1050
edl@octobermultimedia.com

DISPLAY AD DIMENSIONS

Trim Size:	8 1/4 x 10 7/8	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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