

TOBACCO ASIA

2024

The only magazine
written and edited
for the Asia regional
tobacco industry

Including
Asia,
the Middle East,
Australasia, Oceania,
and China.

Tobacco Asia | Media Planning Guide | Editorial Calendar

PUBLISHING IN CHINESE LANGUAGE ALSO



tobacco asia (PRINT)

**The ONLY Magazine Written and Edited for the Asia/Middle East Tobacco Industry
Read and Trusted by Industry Professionals Around the World segment**

For ADVERTISERS: Tobacco Asia is a cost-effective way to support your sales efforts and get your advertising, advertorial, and editorial message in front of tobacco industry buyers throughout Asia, Oceania, and the Middle East – the world's most dynamic tobacco markets — and beyond.

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 also provides the wholesale and distribution with the latest products, brands, and trends in tobacco products, accessories, and next generation products (such as HNB, e-cigarettes, vape, CBD etc.).

Tobacco Asia has the **WIDEST REACH** of any trade magazine in the region in advertising support, readership, and editorial relevance. 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's print distribution is **DIRECT TO SUBSCRIBER** and provides a unique opportunity to get your tobacco advertising message in front of your industry customers in an ever-darkening tobacco marketing environment. 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 is a **TRUSTED NAME** 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 especially at partner exhibition InterTabac/InterSupply (Dortmund), and the NGP exhibition EVO-NXT. Tobacco Asia also has bonus distribution at: World Tobacco exhibitions (Middle East, Asia, Europe); Interpack (Dusseldorf); ENDS Conference; IECIE Exhibitions, World Vape Expo (Dubai) and TPE Las Vegas.

Print Advertising Sizing/Options/Layouts



2 page Spread (full bleed) 426 x 283 mm.



Alternate Chinese/English language advertising (Full page) 216 x 283 mm.



Full page Bleed 216 X 283 mm.



Full page non bleed 210 X 277 mm.



2/3 page 115 x 254 mm.



Island half page 115 x 191 mm.



Half page Vertical 89 x 254 mm.



Half page Horizontal 178 x 124 mm.



1/3 page Vertical 57 x 254 mm.



1/3 page Horizontal 178 x 83 mm.



1/4 page Vertical 86 x 124 mm.



1/4 page Horizontal 178 x 61 mm.



1/6 page Vertical 57 x 124 mm.



1/6 page Horizontal 112 x 64 mm.



1/8 page Vertical 86 x 61 mm.



1/8 page Horizontal 178 x 35 mm.

Advertising rates: All pricing in Euros €

Unit	1 Time	3 Times	6 Times
2-Page Spread	€7,500	€6,500	€5,900
Full Page	€5,000	€4,300	€3,900
2/3 Page	€4,600	€4,000	€3,600
Island 1/2	€4,100	€3,600	€3,300
1/2 Page	€3,800	€3,300	€3,000
1/3 Page	€3,200	€2,800	€2,500
1/4 Page	€2,600	€2,300	€2,100
1/6 Page	€2,200	€1,900	€1,700
1/8 Page	€1,600	€1,400	€1,300
1/12 Page	€1,200	€1,000	€ 900

Special Positions

Surcharge in % on negotiated advertising price.

Cover 2 (inside front cover)	+20%
Cover 3 (inside back cover)	+15%
Opp C2 (first right hand page)	+15%
Cover 4 (back cover)	+25%

Advertising materials dimension

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

OFFSET PRINTING SPECIFICATIONS

- Digital files required.
- CMYK color mode.
- Resolution 300 dpi.
- Acceptable formats: .pdf, .jpg, .tiff, .ai, .eps.

GENERAL RATE POLICY

- Advertising layout/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 a one-year period.
- Issue closing/order cancellation: TOBACCO ASIA is published bi-monthly. Closing is the first week of the month prior to the cover date.

Front Cover: Sponsor the "i" of TOBACCO ASIA

Your company product, mini-logo, or equipment is graphically made into the "i" of the TOBACCO ASIA magazine logo on the front cover. Sponsors of the "i" get further attribution/identification of its products and services included within the magazine in the Front Page Sponsors section.

€750 per issue

The Bellyband

This unique opportunity — "The Bellyband" — is a thick "belt" ad position which wraps your company's branding message around the entire magazine sealing it. Readers can't miss this premium placement. Ideal for product launches, branding changes. Specs/sizing upon request; prices include printing.

2/Color €3,200

4/Color €4,200



Chinese ↔ English Advertising

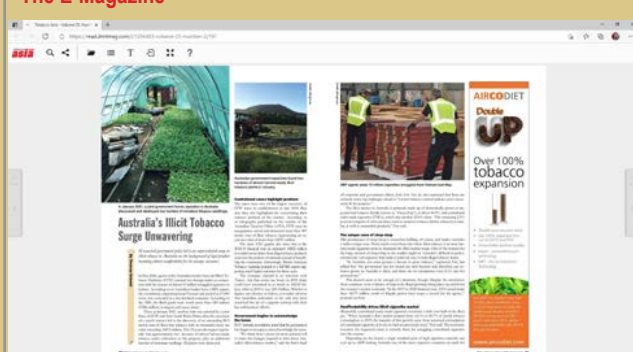
Target your ad globally and specifically. Run a Chinese text version of your ad in the Chinese version of Tobacco Asia and an English text version of your ad in the English version. Surcharge €500.

Front Cover: The Page Curl

This unique page-flip graphic opportunity appears on the bottom right corner. Good for logo and/or website or some small information. Page Curl advertisers get further attribution/identification of company products and services included in the Front Page Sponsors section inside the magazine.

€2,200 per issue

The E-Magazine



All advertising insertions and promotions in Tobacco Asia magazine are included in the E-Magazine with the extra added bonus of digital links to your company for further information.
www.tobaccoasia.com/past-issues

Advertising Representation:

Asia | Middle East | Australasia | Italy | France | Spain | E. Europe

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Editorial Calendar 2024

JANUARY / FEBRUARY (Issue 1/2024)

THE MANUFACTURING ISSUE

- Ad Materials Deadline: December 8, 2023

Focus on: Asia Exports

Products: Heat Not Burn • Vape • E-Cigarettes

Manufacturing: Threshing

Leaf: Independent Leaf Suppliers

Factory Inputs: Processing/Conveying Equip

Markets: Middle East

Extra Distribution: TPE (Las Vegas)

MARCH / APRIL (Issue 2/2024)

THE TOBACCO LEAF ISSUE

- Ad Materials Deadline: February 9, 2024

Focus on: Legislation • Illicit/Counterfeit Trade

Products: Cigarettes

Manufacturing: Primary Manufacturing

Leaf: China

Factory Inputs: Anti-Counterfeiting • Security Printing

Markets: Southeast Asia

Extra Distribution: EVO-NXT (Malaga, Spain)

MAY / JUNE (Issue 3/2024)

THE TOBACCO PRODUCTS ISSUE

- Ad Materials Deadline: April 5, 2023

Focus on: Tobacco Science: Nicotine

Products: Cannabis/CBD • Chewing • RYO • Kretek • Snus

Manufacturing: Secondary/Cigarette MakePack

Leaf: India • Southeast Asia

Factory Inputs: Filters • Flavors • Tipping

Markets: Global Opportunities

Extra Distribution: World Vape Show (Dubai)

JULY / AUGUST (Issue 4/2024)

THE VAPE/NGP ISSUE

- Ad Materials Deadline: June 7, 2024

Focus on: Industry CSR • Good Agricultural Practices

Products: Heat Not Burn • Vape • E-Cigarettes

Manufacturing: NGP Equipment

Leaf: Brazil • Oriental

Factory Inputs: Instrumentation • Quality Control

Markets: China

Extra Distribution: Premium Cigar Expo (Las Vegas) • IECIE (Jakarta)

SEPTEMBER / OCTOBER (Issue 5/2024)

THE INTERTABAC/INTERSUPPLY ISSUE

- Ad Materials Deadline: August 2, 2024

Focus on: InterTabac • InterSupply • Exhibitions

Products: Cigarettes

Manufacturing: Paper • Packaging • Printing

Leaf: US Flue-Cured/Burley

Factory Inputs: Environmental Controls • Expanded Tobacco

Markets: Europe

Extra Distribution: InterTabac • InterSupply • World Tobacco Asia

NOVEMBER / DECEMBER (Issue 6/2024)

THE SUPPLIERS GUIDE ISSUE

- Ad Materials Deadline: October 4, 2024

Focus on: Tobacco Science • '24 Review/'25 Preview

Products: Cigars

Manufacturing: New Technology

Leaf: Africa • Zimbabwe • Malawi

Factory Inputs: Packing/Wrapping • Shipping/Logistics • Flavors

Markets: Japan • Korea • Taiwan

Extra Distribution: World Tobacco Middle East (Dubai)

JANUARY / FEBRUARY (Issue 1/2025)

THE MANUFACTURING ISSUE

- Ad Materials Deadline: December 6, 2024

Focus on: Asia Exports

Products: Heat Not Burn • Vape • E-Cigarettes

Manufacturing: Threshing

Leaf: Independent Leaf Suppliers

Factory Inputs: Processing/Conveying Equip

Markets: Middle East

Extra Distribution: TPE (Las Vegas)

Updated January 4, 2024 – for latest update, please visit: tobaccoasia.com/advertise

Advertising Representation:

Asia | Middle East | Australasia
Italy | France | Spain | E. Europe

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Email: info@stir-tea-coffee.com

Visit: stir-tea-coffee.com

tobacco asia (WEBSITE)

www.tobaccoasia.com

Readers look to TOBACO ASIA's website which publishes exclusive features, news, and views of relevance to the global tobacco industry. Our experienced writers/correspondents write all the exclusive content carried on www.tobaccoasia.com. The website also carries the latest, most important breaking news in the tobacco industry.

And last but not least, www.tobaccoasia.com hosts the TOBACO ASIA E-Magazine provided totally complimentary and free to visitors. Unlike other tobacco websites which erect a paywall to see current and past issues, TOBACO ASIA offers this for free for everyone; so your advertising in the E-Magazine is always online and available for viewing by potential buyers.

(For all available online advertising formats, visit <https://information.broadstreetads.com/category/ad-formats/>)

NEW! The Billboard

This is a LARGE, powerful banner at the top of the Tobacco Asia website. Your company's branding, logo, message will get a pop-out showcase opportunity which can't be missed. Contact Digital Sales for demo. Example here does not do this opportunity justice; visit www.tobaccoasia.com to see The Billboard live. €1,995.00 per month. example, visit: bit.ly/3R9u4HO

NEW! The Roadblock.

Your advertising message pops up first which the user must click on or close to proceed to the website. Arguably the most visible ad position on the website. Pricing from €1,995.00 per month. example, visit: bit.ly/3KI4Fm1

Sponsored Posts

Your company-controlled advertising message presented exclusively and prominently. Sponsored Posts can include profiles, personnel, white paper topics, product launch, etc. In addition to text, Sponsored Posts may include digital photos, illustrations, video, slide shows. Tobacco Asia editors can custom-write your post.

Inquire with your Tobacco Asia sales rep about pricing which should be under €1,995.00 per Sponsored Post

TOBACO ASIA WEBSITE EXAMPLE



NEW! YouTube Video with Text

With this new opportunity, you can embed a YouTube video as an advertisement, with an optional message below the embedded video. You can direct link to your YouTube video Tobacco Asia can host the video. Contact Digital Sales for Demo. €1,995.00 per month. visit: bit.ly/3CNZmQl

The Leaderboard

This unique, top-of-the-website, edge-to-edge Leaderboard ad position gets high visibility and click through on www.tobaccoasia.com. (Pricing is per month in Euros €)

Time	1 Month	6 Months	8 Months
	€1,200	€1,000	€800

The Amazing Cube

This displays 6 images and captions of your choosing in a very slick rotating cube (on the latest browsers). Great for capturing attention. Contact Digital Sales for Demo or visit www.tobaccoasia.com for a live example of The Amazing Cube doing its thing, visit: bit.ly/3B5fBHs

Time	1 Month	6 Months	8 Months
	€1,200	€1,000	€800

Rectangle banner

The standard-bearer, original Rectangle Banner opportunity gets high visibility from the increasing traffic on www.tobaccoasia.com. (Pricing is per month in Euros €)

Time	1 Month	6 Months	8 Months
	€700	€550	€450

Advertising Representation:

Banner Dimensions

Size	Pixels	format
Rectangle	300 x 250	.jpg, .gif
Leaderboard	1,440 x 240	.jpg, .gif
The Cube	1,080 x 1,080	.jpg, .gif
Billboard	2,000 x 500	.jpg, .gif
Youtube Banner	800 x 600	.jpg, .gif

Asia | Middle East | Australasia
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For all digital formats available, visit <https://information.broadstreetads.com/category/ad-formats/>

tobacco asia (NEWSLETTER)

Readers look to TOBACCO ASIA's newsletter which publishes exclusive features, news, and views of relevance to the global tobacco industries. Our experienced writers and correspondents produce all the exclusive content carried in the Newsletter which is unique to TOBACCO ASIA, as most industry newsletters provide only a re-write/rehash of the latest news or press release of the day. Look to TOBACCO ASIA's newsletter for original content, and we'll leave the googling of the latest news to you.

The TOBACCO ASIA Newsletter is sent semi-monthly to 15,000+ verified emails in the global tobacco industry.

Newsletter TOBACCO ASIA EXAMPLE

Sponsored Posts

Your company-controlled advertising message presented exclusively and prominently in the Newsletter. Sponsored posts can include profiles, personnel, updates, white paper topics, product launches, etc. In addition to text, Sponsored Posts may include digital photos, illustrations, video, slide shows. Tobacco Asia editors can custom write your post.

The side-to-side teaser intro banner opens into a fully presented feature article hosted by Tobacco Asia. Inquire with your Tobacco Asia sales rep about pricing which should be under €1,995.00 per Sponsored Post.

tobacco asia 亚洲烟草
The Only Magazine Written and Edited for the Asia Regional Tobacco Industry

WEBSITE / EVENTS CURRENT ISSUE / E-MAGAZINE

ALLIANCEONE www.allianceone.com

WE BELIEVE EVERYTHING WE DO IS TO TRANSFORM PEOPLE'S LIVES SO THAT TOGETHER WE CAN GROW A BETTER WORLD.

LATEST NEWS

Australia Rejects Heated Tobacco Products
Australia's health regulator rejected an application from Philip Morris which would have allowed the sale of heated tobacco products. [Read More](#)

Study Says E-Cig Use Not Linked to Lung Injuries
A new study finds that higher rates of e-cigarette and marijuana use in US states did not result in more e-cigarette or vaping-related lung injuries. [Read More](#)

Sponsored Post
ITShub: Messe Dortmund's New Hybrid Expo Concept
Messe Dortmund GmbH, organizers of InterTabac and InterSupply, introduce ITShub, a hybrid event that enables both on-site and virtual presence, taking place November 3-4, 2020 with Covid-compliant measures in place. [Learn More](#)

ITShub
3. + 4.11.2020
Messe Dortmund, Germany

Paid Advertisement
Show your true colors from the inside out
LLFLEX
Your one-stop innerfoil and interframe supplier

Paid Advertisement
Since 1927 for all your Oriental, Virginia & Burley Requirements
nicos gleoudis kavex s.a.
LEAF TOBACCO EXPORTERS

The Leaderboard

This unique, top-of-the-website, edge-to-edge Leaderboard ad position gets high visibility, and there's only one position available per newsletter. This stationary, exclusive position gets high visibility in each Newsletter. (Pricing is per insertion in Euros €)

1 Time	6 Times	12 Times
€1,900	€1,700	€1,450
18 Times	24 Times	
€1,200	€850	

Banner Dimensions

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

Rectangle Banner

Newsletter banners are stationary, unique, non-rotating banners highlighting your company and its products - only four positions available per Newsletter. This is a high visibility and limited availability opportunity. (Pricing is per Insertion in Euros €)

1 Time	6 Times	12 Times
€1,000	€850	€750
18 Times	24 Times	
€650	€550	

Advertising Representation:

Asia | Middle East | Australasia
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