

ASIAN

TIMBER

Forestry | Panel | Woodworking | Furniture



**Your Preferred
Media Partner**

Media Kit 2017

INTRODUCTION

EXPERIENCED AND LONG ESTABLISHED

ASIAN TIMBER is one of the pioneer magazines of its kind in the Asian region. Established in 1982, **ASIAN TIMBER** has an excellent track record of being the prominent source of information for the timber and related industries in Asia.

Keeping up with the latest developments and changes in the wood-based industry, **ASIAN TIMBER** delivers detailed information and analysis with a fresh perspective. Business and industry professionals can expect to find the knowledge about their industries, and companies can use information in **ASIAN TIMBER** to identify business opportunities and participate in the development of the expanding woodworking and furniture sector.

ASIAN TIMBER is published by **IRAMA PERSADA SDN BHD**, a veteran in the publishing industry in Asia. Now more than ever, **ASIAN TIMBER** has committed itself to excellence.

GATEWAY INTO ASIA

Rapid economic growth and industrialisation is making Asia, particularly Southeast Asia, one of the world's fastest growing markets for timber and wood processing technology. Investments in the wood-based sector are rising in Asia and there are vast opportunities waiting to be tapped here. **ASIAN TIMBER** has been an active partner to companies around the world in reaching out to professionals and executives in industry and government in over 20 countries.

From the timber & woodworking industry to panel and furniture manufacturing, **ASIAN TIMBER** continues to deliver information which timely and relevant to our readers, helping them keep up with the fast changing Asian and global markets.

Printed six times annually, **ASIAN TIMBER** provides comprehensive and detailed editorial content, comprising of industry and news updates, special reports, exclusive interviews with key industry people, technology updates, product information, market trends and coverage of exhibitions and conferences.

ONLINE E-MAGAZINE

ASIAN TIMBER is also available online. Readers from all over the world can now read it online at www.asiantimber.com.my

ASIAN TIMBER'S NEWS-IN-BRIEF

ASIAN TIMBER has recently launched its own News-In-Brief on a regular monthly basis. The News-In-Brief incorporates the latest news happening in the industry. It is distributed to contacts available in **ASIAN TIMBER**'s database via e-mails.

WHY ADVERTISE IN ASIAN TIMBER?

- MORE THAN 10,000 industry professionals throughout Asia and around the world read **ASIAN TIMBER**.
- BONUS CIRCULATION at almost all the major woodworking and timber-related exhibitions and conferences in Asian.
- CUSTOMISED EDITORIAL/ADVERTORIAL that will help you delivers more detailed and specific information on your business, products and services.
- EXTENSIVE DATABASE of readers (breakdown into country, industry and job function) that enables you to target the right audience in Asia. Contacts from the database receive regular e-mails of **ASIAN TIMBER**'s e-magazine and **ASIAN TIMBER** News-In-Brief.

CIRCULATION

ASEAN 4,535	SOUTH ASIA 572	WEST PACIFIC 277	NORTHEAST ASIA 887
Malaysia : 2243	Bangladesh : 43	Australia : 119	China : 486
Singapore : 197	India : 482	New Zealand : 158	Hong Kong : 21
Brunei : 35	Pakistan : 16		Japan : 71
Cambodia : 21	Sri Lanka : 31		South Korea : 21
Indonesia : 793			Taiwan : 288
Vietnam : 386			
Thailand : 612			
Philippines : 248			

REST OF THE WORLD : 280

(Switzerland, Austria, Germany, Finland, United Kingdom, Italy, United State, UAE)

Bonus Distribution 1,000

Total print run: 8,000 copies

ABC Audited Circulation: 6,551 (Total audited figure does not include copies distributed at exhibitions & trade shows, seminar & conference that ASIAN TIMBER attends)

Circulation Total: 6,551 copies

- Forestry and Logging, Sawmilling, Kiln Drying : **1,214**
- Panel Based Furniture/ Solid Wood Furniture Manufacturers: **1,941**
- Wood Based Panels (MDF, HDF, Particle Board, Laminated Board, Plywood, Veneer) : **1,289**
- Equipment Manufacturing, Machinery & Tools : **389**
- Doors, Windows, Flooring & Interiors : **599**
- Furniture Parts/ Moulding and Joinery : **670**
- Construction, Architects, Design Consultancy: **314**
- Government/ Trade Associations/ Research Institution: **135**

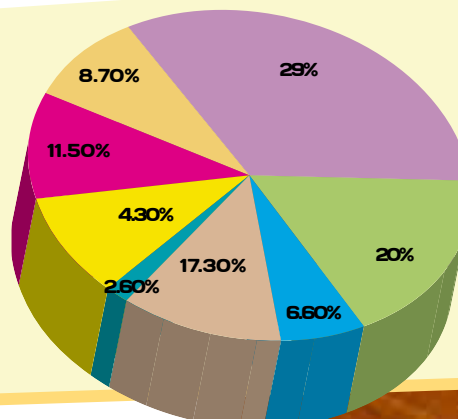


Photo Courtesy of: MTC

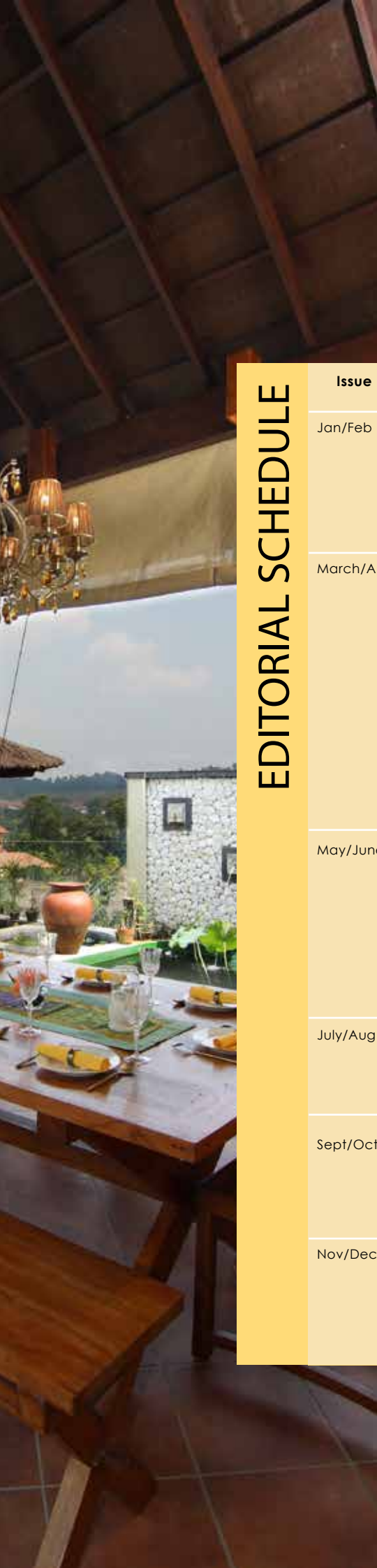


Photo Courtesy of: MTC

EDITORIAL SCHEDULE

Issue	Booking Deadline	Material Deadline	Topics	Bonus Distribution
Jan/Feb	Dec 10, 2016	Dec 15, 2016	Particleboard & MDF, Sawmilling, CNC Machinery	<p>Malaysian International Furniture Fair 2017 8 - 11 March 2017 Putra World Trade Centre (PWTC) and MATRADE Exhibition & Convention Centre (MECC), Malaysia Contact Person: Kelie Lim (Ms)</p> <p>EFE 2017 8 - 11 March 2017 Kuala Lumpur Convention Center (KLCC), Kuala Lumpur, Malaysia Contact Person: Ricky Chin (Mr)</p> <p>Interzum Guangzhou 2017 28 - 31 March 2017 Pazhou Complex, Guangzhou, China Contact Person: Misue Liang (Ms.)</p> <p>Domotex Asia/ CHINAFLOOR 2017 (DACF) 21-23 March 2017 Shanghai New International Exhibition Center (SNEIC), Pudong, Shanghai, China</p> <p>Ligna 2017 22-26 May 2017 Villepinte exhibition center, Hannover, Germany</p> <p>Furniture Manufacturing & Supply China 2017 September 12-15, 2017 Shanghai New International Exhibition Center (SNEIC), Pudong, Shanghai</p>
March/April	Feb 10, 2017	Feb 15, 2017	Waste wood Management, Laminates, Veneer Trends, Sanding	
May/June	Apr 10, 2017	Apr 15, 2017	Plywood & OSB, Flooring, Edgebanding, Forest Certificate	
July/Aug	Jun 10, 2017	Jun 15, 2017	Forest Plantations, Continuous pressing, Windows & Doors, Adhesives & Gluing	
Sept/Oct	Aug 10, 2017	Aug 15, 2017	Press Plates, Furniture Design Trends, Moulding & Joinery	
Nov/Dec	Oct 10, 2017	Oct 15, 2017	Logging & Forest Management, Panel Handling System, Lightweight boards, Cutting Tools	

Interviews

Magazine Specifications

<p>Double Page Spread Trim Size 275mm (H) x 420mm (W)</p> <p>Bleed Area 281mm (H) x 432mm (W)</p> <p>Live Area 254mm (H) x 410mm (W)</p> <p>Gutter Area for Double Page Spread Between alphabets—3mm from spine Between words—6mm from spine</p>	<p>Full Page Trim Size 275mm (H) x 210mm (W)</p> <p>Bleed Area 281mm (H) x 216mm (W)</p> <p>Live Area 254mm (H) x 190mm (W)</p>	<p>Half Page (Vertical) 250mm (H) x 95mm (W)</p>	<p>One Third Page (Vertical) 250mm (H) x 60mm (W)</p>	<p>One-Quarter Page (Vertical) 125mm (H) x 95mm (W)</p> <p>Half Page (Horizontal) 125mm (H) x 190mm (W)</p>	<p>Two-Third Page (Vertical) 250mm (H) x 125mm (W)</p>
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Magazine specification (Trim Size)
: 210mm (W) X 275mm (H)



Photo Courtesy of: MTC



Printing: Offset sheetfed
Binding: Perfect binding

Advertisement Rates

Premium Positions	EURO €
Front Cover	4,200
Double-Page Spread	3,900
Outside Back Cover	2,400
Inside Back Cover	2,200
Inside Front Cover	2,500
Run-of-Page	1X
Double-Page Spread	3,700
Full page	1,800
Two-Third Page	1,600
Half-Page Horizontal / Vertical	1,450
One-Third page	1,250
One-Quarter Page	800
Classifieds	
Product / Appointment	300

Important Points

- Colour files must be in CMYK (No Pantone colours).
- Use only listed file formats and ensure all components of the advert are supplied i.e. any graphics and fonts.
- Supply a hard copy of colour proof to assist in production.

Accepted Digital Files

We accept JPEG and PDF, files only (resolution of 300dpi in actual size). If fonts are not being supplied then embedded fonts within the file will print successfully.

Transmission Methods

E-mail—before sending please contact the Production Department. Please ensure all files are in CMYK format and in actual size (eg. No embedded RGB images and Pantone colours). Please send in compressed format. Prior notification would be appreciated on large files exceeding 6MB.

Cancellation & Late Materials

Notification of cancellation must be made at least three weeks before publication date. The publisher reserves the right to use previous material if copy is not received by copy deadline and to charge for space booked if not cancelled before deadline.

Publisher's Right

The publisher reserves the right to refuse advertisements submitted for publication and/or to hold over any advertisements for later publication. Advertisers shall not be entitled to refunds or to invalidate any existing contract or contracts in the event of printer's errors unless such errors distort the meaning of the advertisement.

Storage

Digital file is stored for 2 years and then destroyed.

Advertising & Sales Offices

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