

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

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.

CIRCULATION

ASEAN	4,578	SOUTH ASIA	558	WEST PACIFIC	292	NORTHEAST ASIA	890
Malaysia	: 2,348	Bangladesh	: 55	Australia	: 129	China	: 503
Singapore	: 117	India	: 461	New Zealand	: 163	Hong Kong	: 11
Brunei	: 29	Pakistan	: 23			Japan	: 38
Cambodia	: 19	Sri Lanka	: 19			South Korea	: 26
Indonesia	: 812					Taiwan	: 312
Vietnam	: 402						
Thailand	: 633						
Philippines	: 218						

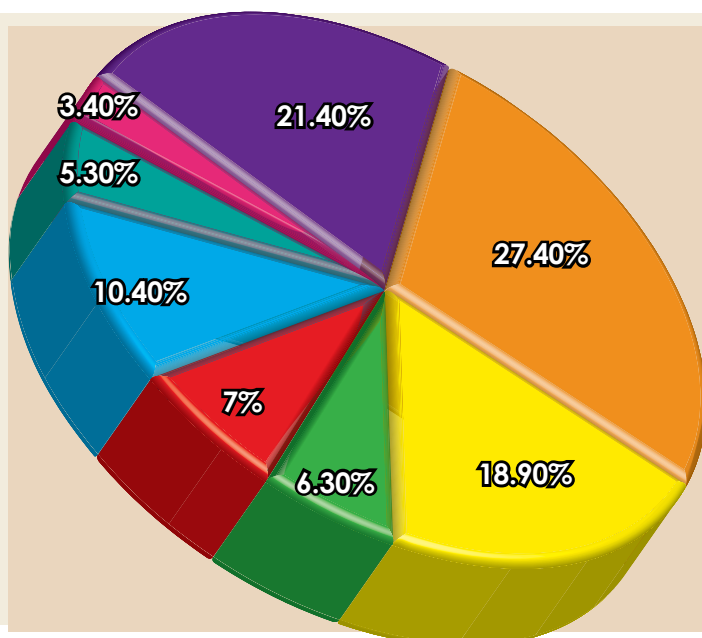
Rest of the World : 285

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

Bonus Distribution 1,500

Digital Copies 2,836

Total Circulation 6,603



Circulation by Industry

- Forestry and Logging, Sawmiling, Kiln Drying: **1,349**
- Panel Based Furniture/Solid Wood Furniture Manufacturers: **1,732**
- Wood Based Panels (MDF, HDF, Particle Board, Laminated Board, Plywood, Veneer): **1,193**
- Equipment Manufacturers, Machinery & Tooling: **401**
- Doors, Windows, Flooring & Interiors: **439**
- Furniture Parts/Moulding and Joinery: **655**
- Construction, Architects, Design Consultancy: **336**
- Government/Trade Associations/Research Institute: **213**

EDITORIAL SCHEDULE

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	INTERVIEW	TOPICS	BONUS DISTRIBUTION
January/ February	Jan 10, 2018	Jan 15, 2018	I N T E R V I E W S	Particleboard & MDF, Sawmilling, CNC Machinery	<ul style="list-style-type: none"> 8-11 March, Malaysian International Furniture Fair 2018 (MIFF) MITEC & PWTC, Kuala Lumpur, Malaysia
March/ April	Mar 10, 2018	Mar 15, 2018		Waste wood Management, Laminates, Veneer Trends, Sanding	<ul style="list-style-type: none"> 9-12 March, EFE 2018 Kuala Lumpur Convention Center, Malaysia 12-14 March, Dubai WoodShow 2018 Dubai World Trade Centre, United Arab Emirates
May/ June	May 10, 2018	May 15, 2018		Plywood & OSB, Flooring, Edgebanding, Forest Certificate	<ul style="list-style-type: none"> 20-22 March, Domotex Asia Shanghai New International Exhibition Centre, Shanghai, China
July/ August	Jul 10, 2018	Jul 15, 2018		Forest Plantations, Continuous pressing, Windows & Doors, Adhesives & Gluing	<ul style="list-style-type: none"> 28-31 March, Interzum Guangzhou 2018 Pazhou Complex, Guangzhou, China TBC* September, China International Furniture Machinery & Woodworking Machinery Fair Shanghai National Exhibition & Convention Centre (SNECC), Shanghai, China
September/ October	Sep 10, 2018	Sep 15, 2018		Press Plates, Furniture Design Trends, Moulding & Joinery	<ul style="list-style-type: none"> 14-17 December, Myanmar Wood Yangon Convention Center, Yangon, Myanmar
November/ December	Nov 10, 2018	Nov 15, 2018		Logging & Forest Management, Panel Handling System, Lightweight boards, Cutting tools	<p>For up to date events, please refer to our website :</p> <p>www.shpmedia.com.my</p>



MAGAZINE SPECIFICATIONS

Double Page Spread

Trim Size
275mm (H) x 420mm (W)

Bleed Area
281mm (H) x 432mm (W)

Live Area
254mm (H) x 410mm (W)

Gutter Area for Double Page Spread
Between alphabets-3mm from spine
Between words-6mm from spine

Full Page
Trim Size
275mm (H) x 210mm (W)

Bleed Area
281mm (H) x 216mm (W)

Live Area
254mm (H) x 190mm (W)

Half-Page
(Vertical)

(Vertical)
250mm (H)
x
95mm (W)

One-
Third
Page

(Vertical)
250mm
(H)
x
60mm
(W)

One-
Quarter
Page
125mm (H)
x 95mm (W)

Half-Page
(Horizontal)

125mm (H) x 190mm (W)

Two-Third
Page

(Vertical)
250mm (H)
x
125mm (W)

Magazine Specification (Trim Size)
: 275mm (H) x 210mm (W)

ADVERTISEMENT RATES

Premium Positions	Euro
Front Cover	3,800
Double-Page Spread	3,500
Outside Back Cover	2,400
Inside Back Cover	2,200
Inside Front Cover	2,500
Run-of-Page	1x
Double Page Spread	3,400
Full Page	1,420
Two-Third Page	1,200
Half-Page Horizontal/Vertical	1,110
One-Third Page	1,000
One-Quarter Page	600
Classifieds	
Product / Appointment	300
Article (Press Release)	500
Web Banner (6 months)	300

*Client will be given additional ads space, interview session, and editorial support if advertise in more than two(2) issues

ADVERTISING & SALES OFFICES

MALAYSIA & REST OF THE WORLD

SHP Media Sdn Bhd

Syed Mohd Fazilla,
1203, 12th Floor, Block E, Phileo
Damansara 1,
No. 9, Jalan 16/11, 46350 Petaling Jaya,
Selangor, Malaysia.
Tel: 603 7960 1148.
Fax: 603 7960 1152.

GERMANY, AUSTRIA, SWITZERLAND

Eisenacher Medien

Erhardt Eisenacher
Tel: 49 228 2499860.
Fax: 49 228 650076.
Email: info@eisenacher-medien.de

UNITED KINGDOM

Media Network Europe

Crispin Fordham
Tel: 44 20 7834 7676.
Fax: 44 20 7973 0076
Email: media@alain.demon.co.uk

ITALY

MediaPoint & Communications SRL

Fabio Potesta
Tel: 39 010 570 4948.
Fax: 39 010 553 0088.
Email: info@mediapointsrl.it

Publisher & Editor-in-Chief

Dato Haji Syed Hussain bin Syed Abdul Karim

Executive Publisher

Syed Fazilla bin Dato Haji Syed Hussain

Editor

AK Bolhassan (akbolhassan@shpmedia.com)

Writers

Aishah Omar (aishah@shpmedia.com)
Noor Rashidah Omar (rashidah@shpmedia.com)

Advertising

Adeline Woon (adeline@shpmedia.com)
Sarah Syafinaz (sarah@shpmedia.com)

Printing Specifications

- Printing: Offset sheetfed
- Binding: Perfect binding

Important Points

- Colour files must be in CMYK (No RGB or Pantone colours).
- Use only listed file formats and ensure all components of the advert are supplied i.e. any graphics and fonts.

Closing Dates

There will be 6 bi-monthly issues starting with the January-February issue. All advertising materials must be sent to the publisher two weeks before printing.

Accepted Digital Files

We accept final artwork in JPEG, TIFF and EPS files with a resolution of 300dpi in actual size. If fonts are not being supplied then embedded fonts within the file will print successfully.

Acceptable Media

We accept CD, compress files as necessary or a self-extracting file. We also accept high-resolution actual size PDF files with a colour proof, but not without prior liaison/ approval of the Production Manager.

Transmission Methods

E-mail: before sending please contact the Production Department. 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.

Bound & Loose Inserts

Printing materials & colour proof are to be supplied by clients. Inserts are printed on 128gsm glossy artpaper.

Storage

Digital file is stored for 2 years and then destroyed.