



# ASIAN NEWSMEDIA FOCUS

---

The magazine for everyone who is serious  
about the news media industry in Asia

---

## MEDIA KIT 2017

[www.wan-ifra.org/anf](http://www.wan-ifra.org/anf)

## Facts on Asian NewsMedia Focus

### Editorial



**Gilles Demptos**  
Director of Asia  
Editor, Asian Newspaper Focus  
gilles.demptos@wan-ifra.org

For 22 years **Asian Newsmedia Focus** has led the way in its coverage of the press and its business from India across to China, from Korea down to Indonesia. No other publication has devoted such energies or resources to reporting the story of the region's booming newspaper industry.

All **Asian Newsmedia Focus** editions typically feature:

- > News on business, editorial developments and personnel changes
- > Trade news on what equipment newspapers are buying and what vendors are offering
- > In-depth interviews with the decision-makers who run newspapers
- > Commentaries by international experts on marketing and editorial developments
- > Success stories told by publishers and editors in their own words

Key to Asian Newsmedia Focus's success is unrivalled access to key executives across the regions – thanks to relationships built up over two decades, and the respect the magazine has won from business leaders.

### Circulation

- > Asian Newsmedia Focus has a circulation of 2,500 copies for its Asian edition and 1,500 copies for its Indian edition. It consequently reaches quarterly 3,000 to 5,000 plus qualified readers who are mostly senior management executives of news media companies.
- > Asian Newsmedia Focus is the platform that allows you to get your marketing message consistently across to the right buyers.

### Readership

- > Chief Executive, Managing Director, General Manager, Editors-in-Chief, Technology Directors, Head of Departments, senior management staff at news and advertising publishing companies and their associated media worldwide.

### Advertisement



**Kayer Chang**  
**Asian Edition**  
kayer.chang@wan-ifra.org

## Advertising Sizes & Rates

	<b>Indian Edition</b> (Circulated in South Asia only)	<b>Asian Edition</b> (Circulated in Asia, including South Asia)
	(Prices in Euros)	(Prices in Euros)
Full Page	1,725	3,000
1/2 Page	1,150	2,100
1/4 Page	805	1,200
Banner	-	840

### Charges for Special Request

Back cover	Add 20%
Centre spread	Add 15%
Special position	Add 10%

### Frequency Discount

2 inserts	10%
4 Inserts	20%

**Bulk Discount for advertising with  
World News Publishing Focus:**

**5%**



**"Viji" Vijayalakshmi Murali**  
**Indian Edition**  
vijayalakshmi.murali@wan-ifra.org

## Editorial Calendar

<b>Q1</b>	<ul style="list-style-type: none"> <li>■ <b>Cover Story:</b> Interview with a leading South Asian media executive</li> <li>■ <b>Preview:</b> Digital Media India 2017</li> </ul>
<b>Q2</b>	<ul style="list-style-type: none"> <li>■ <b>Cover Story:</b> Interview with a leading media executive in Asia Pacific</li> <li>■ <b>Preview:</b> Publish Asia 2017</li> </ul>
<b>Q3</b>	<ul style="list-style-type: none"> <li>■ <b>Cover Story:</b> Interview with a leading South Asian media executive</li> <li>■ <b>Preview:</b> WAN-IFRA 2017</li> </ul>
<b>Q4</b>	<ul style="list-style-type: none"> <li>■ <b>Cover Story:</b> Interview with a leading media executive in Asia Pacific</li> <li>■ <b>Preview:</b> Digital Media Asia 2017</li> <li>■ <b>Review:</b> World Publishing Expo - trends, solutions, technologies</li> </ul>

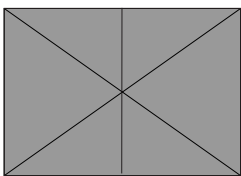
## Planning Calendar

<b>Submission Deadlines</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
Ad order:	25/01/17	03/03/17	10/08/17	22/09/17
Ad material:	10/02/17	10/03/17	31/08/17	29/09/17

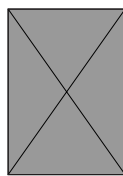
Please send your press releases to [gilles.demptos@wan-ifra.org](mailto:gilles.demptos@wan-ifra.org)

Note: Editorial content will be regularly updated on our website at [www.wan-ifra.org/anf](http://www.wan-ifra.org/anf)

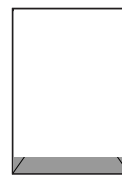
## Ad Sizes and Positions



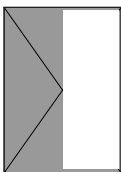
**Double page**  
552 (w) x 380 (h) mm



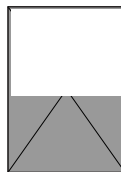
**1/1 page**  
276 (w) x 380 (h) mm



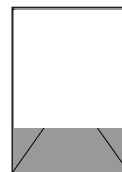
**Banner**  
276 (w) x 25.5 (h) mm



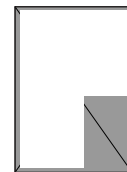
**1/2 page vertical**  
138 (w) x 380 (h) mm



**1/2 horizontal**  
276 (w) x 190 (h) mm



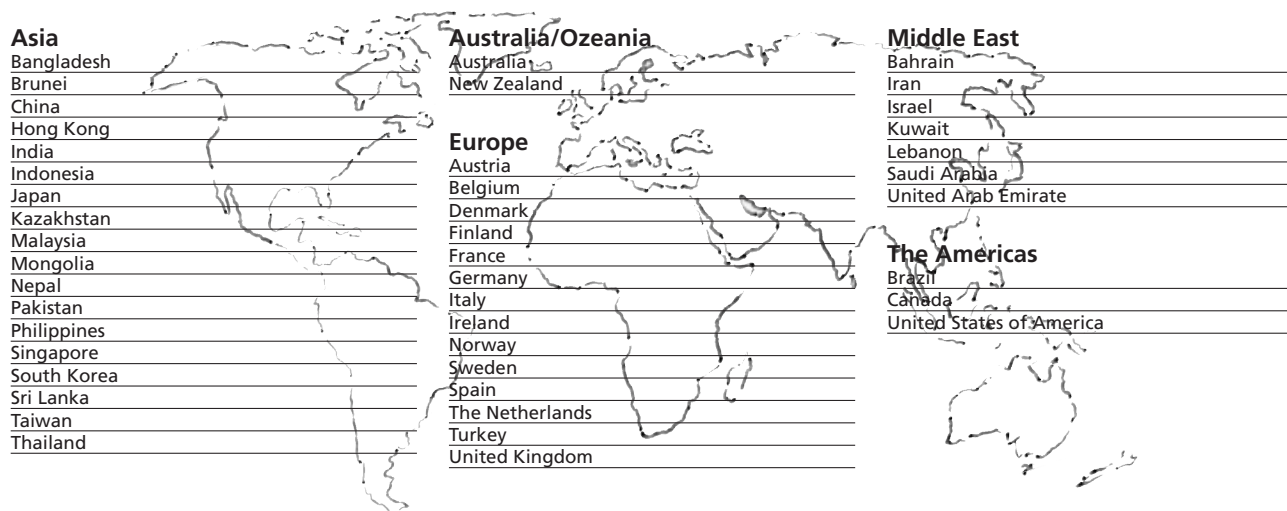
**1/4 page horizontal**  
276 (w) x 122 (h) mm



**1/4 page vertical**  
122 (w) x 176 (h) mm

Note: Kindly allocate 3mm for bleeding purpose when necessary.

## Circulation countries



Note: Print edition of ANF is distributed across Asia-Pacific and the Middle-East.

## General Information

- **Frequency of publication** 4 issues annually: Q1, Q2, Q3, and Q4
- **Place of publication** Singapore / Chennai
- **Website** **WAN-IFRA:** [www.wan-ifra.org](http://www.wan-ifra.org)      **ANF:** [www.wan-ifra.org/anf](http://www.wan-ifra.org/anf)
- **Advertising deadline** Refer to "Planning calendar"
- **Cancellation** 14 days prior to advertising deadline: 25% of the advertising fee will be charged  
Cancellations are not allowed after the ad submission deadline is over
- **Bank Account** **A/C Name:** WAN-IFRA Asia Pacific Pte. Ltd.  
**Bank:** Citibank Singapore Ltd  
**Swift code:** CITISGSG  
**Address:** Capital Square Branch, 23 Church St. #02-01, Singapore 049481  
**SGD A/C No:** 0-313518-019
- **Conditions of Payment** Net, upon receipt of invoice

## Digital Ad Submission Guidelines

- **File Formats** Produced from PostScript or EPS with Adobe Acrobat Distiller in an image resolution of 300 dots/in (line copy 2540 dots/in).
- **Data Checking**
  - Used fonts must be embedded.
  - Image files must be embedded in a high resolution.
  - File format can be submitted in JPEG, EPS or PDF.
  - **via CD or DVD, attention to:**  
Mr. Kaye Chang, WAN-IFRA Asia Pacific,  
25 International Business Park, #04-103F German Centre, Singapore 609916  
\*2 copies of colour proof must be submitted together with the CD or DVD to ensure best print quality possible.
  - **via Email, send to:**  
For Ad booking/submission to Asian Edition, please email to [kayer.chang@wan-ifra.org](mailto:kayer.chang@wan-ifra.org)  
For Ad booking/submission to Indian edition, please email to: [vijayalakshmi.murali@wan-ifra.org](mailto:vijayalakshmi.murali@wan-ifra.org)
- **Data Transmission**