



Asia Food

JOURNAL

media information | 2011



Your Professional Guide to Processing, Packaging and Ingredients

Asia Food JOURNAL

Empowering you for success

Now into its seventh year of publication, *Asia Food Journal* continues to be a trusted companion for its readers in Asia to navigate through the dynamic food and beverage (F&B) manufacturing scene.

In 2010, *Asia Food Journal* faithfully reported on the changes the industry have been coping with – the impact of the economic crisis, tighter food laws and the ever demanding consumers who have their eyes constantly peeled on product labels, sustainability efforts and socially responsible companies.

As companies tread the year 2011 cautiously with modest expansion plans, a safe food supply chain remains a top priority as the potential of bioterrorism looms. Savvy consumers are also more mindful of what they eat – natural ingredients are preferred over synthetic and artificial ones, and sustainable processing is favored over systems that create much waste and unusable energy.

Putting their best foot forward, manufacturers in Asia are looking to woo customers in the regulated markets in Europe and the US. The demand for quality and certified equipment in the region is set to soar as the expansion of in-house food testing laboratories is inevitable.

Against this backdrop, *Asia Food Journal* rises to the occasion to present the latest know-how and insights of the industry's ingredients and processing sectors in the all-new six bi-monthly issues. Together with www.AsiaFoodJournal.com, the team continues to provide fresh insights on the latest buzz in the market every business day, coupled with interactive elements such as photojournalism and online polls. Weekly e-newsletters are also sent to subscribers for a panoramic view of the industry in a week.

This year, *Asia Food Journal* continues its mission to its readers and to provide the tools and know-how to empower them to take the next step forward, as we endeavor to partner with you to realize your plans for 2011, and have your customers committed to growing with you.

Sheila Wan
Editor, Asia Food Journal

Editorial Summary

• Special Report

Read about the new opportunities in emerging sectors, trends and businesses that the F&B manufacturing industry is excited about. With topics such as functional ingredients, beverage processing and traceability, we bring you insights on what's hot in every issue.

• Features

Industry experts address issues and provide information on solutions for manufacturing, ingredient developments, and processing technologies for F&B manufacturers. We are also on the prowl for the latest know-how on food safety, sustainability and eco-efficiency.

• Market Trends

Learn what's on the burner in the industry. Know the latest buzz, facts and figures on emerging trends and sectors.

• Interview

Gain invaluable insights from the industry leaders on what they do and how they do it. We flesh out their recipes for success, understand the pitfalls and learning curves.

• Grab & Go

Find out what the news makers are saying of their new facility openings, hires, discovery, latest research and development, market expansion and business collaboration.

• Market Watch

Discover the latest technologies and solutions that are propelling product innovations today.

• Calendar

Plan your trips well with this list of regional and international trade exhibitions and conferences. Event previews and reviews provide you with more insights on current trends and issues facing decision makers today.



Editorial Calendar

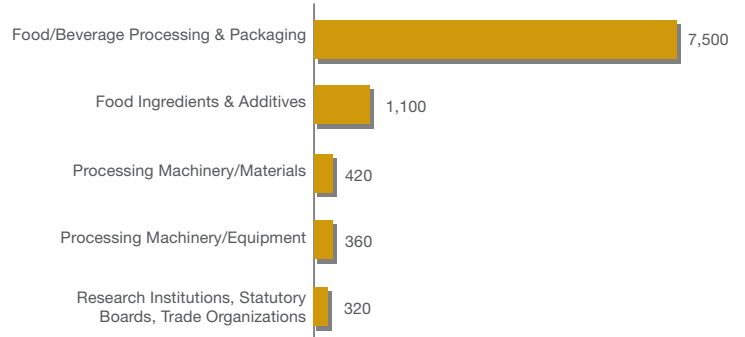
Issue 2011	Ingredients	Processing	Features	Additional Topics	Bonus Distribution*	Publication Date
Jan/Feb	Functional	Bakery	Flavors/ Colors	Automation/ Robotics		11 January
Mar/Apr	Starches/ Stabilizers	Mixing/ Blending	Confectionery	Traceability	<ul style="list-style-type: none"> • ProPak Vietnam 2011 • Food Ingredient China 2011 • Health Food & Ingredients Asia 2011 	11 March
May/Jun	Oils/ Fats	Meat/ Poultry	Snack Foods	Check Weighing/ Metal Detection	<ul style="list-style-type: none"> • Thaifex – World of Food Asia 2011 • Stevia World Europe 2011 • 5th Annual Congress on Food Safety & Quality 2011 • Fi Asia-China, Hi China & Ni China 2011 • Foodtech & Pharmatech Taipei 2011 • ProPak Asia 2011 	13 May
Jul/Aug	Proteins/ Enzymes	Brewing & Alcoholic Beverages	Health / Weight Management	Supply Chain Management	<ul style="list-style-type: none"> • ProPak China 2011 • China BevTek 2011 • Cold Chain China Summit 2011 • Natural Products Expo Asia 2011 	11 July
Sep/Oct	Prebiotics/ Probiotics	Drying/ Frying	Beverages	Inspection systems/ Sensors	<ul style="list-style-type: none"> • Fi Asia 2011 • SCM Logistics World 2011 • International FoodTec China 2011 • Interfood Shanghai 2011 • Fi India 2011 • Interfood Indonesia 2011 • Sweet & Snacks China 2011 • FHC China 2011 	9 September
Nov/Dec	Sweeteners	Seafood	Stills/ Carbonates	Refrigeration	<ul style="list-style-type: none"> • ProPak Malaysia 2011 • FHC China 2011 • Propak Indonesia 2011 • International Food & Drink Expo India 	11 November

*Kindly note that the above information may change due to market conditions.

Circulation Profile

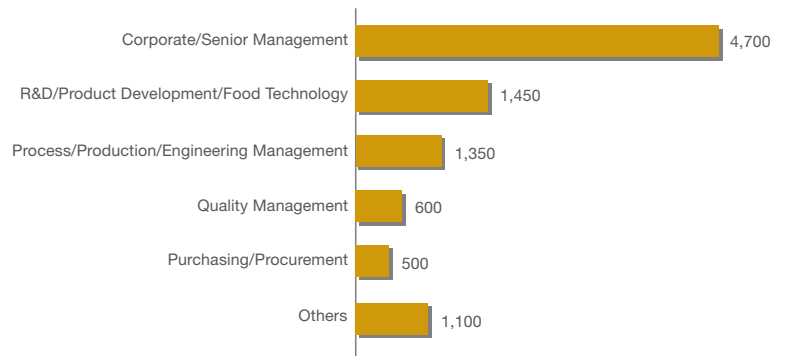
Analysis by Industry†

Food/Beverage Processing & Packaging	7,500
Food Ingredients & Additives	1,100
Processing Machinery/Materials	420
Research Institutions, Statutory Boards, Trade Organizations	360
Others	320
Total	9,700



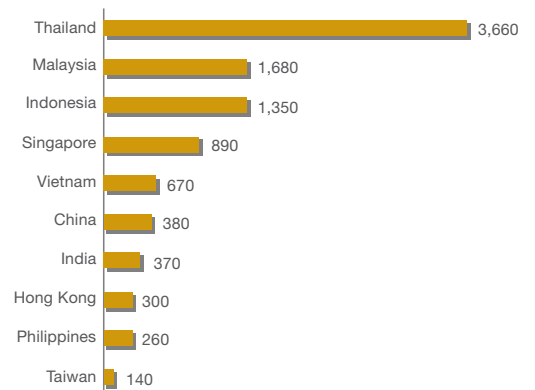
Analysis by Job Function†

Corporate/Senior Management	4,700
R&D/Product Development/Food Technology	1,450
Process/ Production/Engineering Management	1,350
Quality Management	600
Purchasing/Procurement	500
Others	1,100
Total	9,700



Analysis by Country†

Thailand	3,660
Malaysia	1,680
Indonesia	1,350
Singapore	890
Vietnam	670
China	380
Philippines	370
Hong Kong	300
India	260
Taiwan	140
Total	9,700



† Publisher's own data projected in October 2010

Advertising Rates (Print)

All rates quoted are gross on a per issue basis and in Singapore dollars, valid as of Jan 1, 2011. All advertising contracts accepted by clients are subjected to terms and conditions stipulated by Ten Alps Communications Asia. Please see Terms and Conditions for more details.

Trimmed size: 230mm (w) x 300mm (h)

Bleed size: 240mm (w) x 310mm (h)

Premium Position	1x S\$	3x S\$	6x S\$
Back Cover	8,500	7,900	7,700
Inside Front Cover	7,900	7,500	7,100
Inside Back Cover	7,300	7,000	6,600

AFJ's readers spend an average of 30min reading more than two-third of the editorial contents and advertisements.

Ad Size (ROP)	1x S\$	3x S\$	6x S\$
Full Page	6,100	5,800	5,500
1/2 Page	4,200	4,000	3,800
1/3 Page	3,300	3,100	3,000
1/4 Page	2,800	2,700	2,500

*10% surcharge for guaranteed right hand page

Asia Food Journal subscribers take action

After viewing an advertisement or article in *Asia Food Journal*, subscribers reported the following:*

Looked up a product/service on a vendor's website	63.8%
Recommended a product for a current or future application	62.8%
Filed an ad/article for future reference	62.8%
Referred an ad/article to a colleague	60.6%
Bought or recommended purchase of products or services advertised	43.4%
Contacted vendor for more information	24.1%
Contacted vendor's distributor for more information	17.8%

* Readers Survey 2009

"I think the Asia Food Journal is very important for me for doing my business as I can choose the best choice based on Asia Food Journal articles."

Wahyu Nugroho
Manager
Wahyu Nugroho's Catering

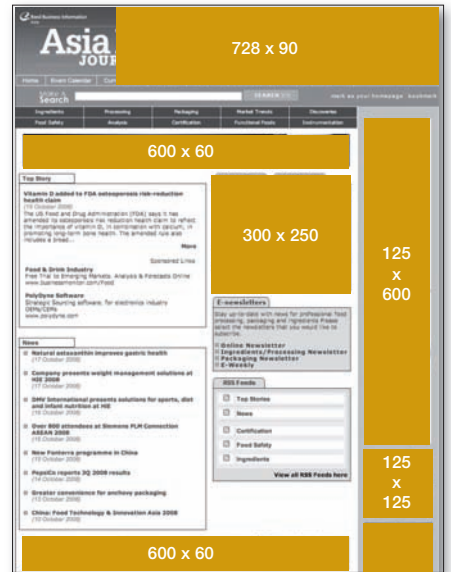
"Keeps you updated on the relevant and latest food industry developments of the world."

Soundararajan Ramaiyah
Managing Director
Foodmaker Industries (Malaysia) Sdn Bhd

Advertising Rates (Online)

Web Banners	Banner Size Pixels	Per Quarter S\$
Leaderboard	728 x 90	5,200
Skyscraper	125 x 600	4,800
Horizontal	600 x 60	3,300
Boom Box	300 x 250	3,000
Button	125 x 125	2,000

Other Online Offerings	S\$
E-Newsletter (per insertion)	
Weekly	2,200
Channel Sponsorship (per month, per resource)	2,200
Keyword Search (per month, per key word)	2,200
E-Video (per month, per video)	2,200



www.AsiaFoodJournal.com



e-book



e-newsletter

Marketing Services and Solutions

Custom Publishing

Custom-designed products can be sent to Asia Food Journal's 9,700 print subscribers.

Reprints

In paper or digital format, reprints are a terrific way to promote your business.

List Rental

Reach decision makers in our database using DMs or eDMs to spread your marketing message.

Telemarketing

Generate or qualify sales lead through telemarketing marketing services.

Customised Research

Deploy a survey as a research tool to help your company achieve its marketing goals.

Audience Creation for Events, Webinars and Webcasts

Find the right target audience to participate at your activities.

Mechanical Requirements – Size Specifications

Trimmed size: 230mm (w) x 300mm (h)

Bleed size: 240mm (w) x 310mm (h)

Ad Size	Trimmed (w x h)	Bleed (w x h)
Double Page Spread	460mm x 300mm	470mm x 310mm
Full Page	230mm x 300mm	240mm x 310mm
1/2 Page Horizontal	205mm x 138mm	-
1/2 Page Horizontal* (Bleed)	230mm x 150mm	240mm x 155mm
1/2 Page Vertical	100mm x 280mm	-
1/2 Page Vertical* (Bleed)	110mm x 300mm	115mm x 310mm
1/3 Page Horizontal	205mm x 90mm	-
1/3 Page Vertical	66mm x 280mm	-
1/4 Page Square	100mm x 138mm	-

“Easy to read. Well laid out.”

H Tan
VP
Kemin

Material Guidelines

a. Print

Digital files are accepted (Macintosh format only): Illustrator AI/EPS, InDesign and Freehand. All images should be saved in CMYK format, 300 dpi resolution at actual print ad size, all link files and fonts must be included. Artwork created in InDesign, for color management in print option should use Printer Profile as “Photoshop 5 Default CMYK” only.

Acrobat PDF files: High resolution PDF must be supplied in actual print ad size with bleed allowance and trim marks. All images and fonts embedded.

Proofs: 2 final color proofs are required for all ads.

Bleed recommendation: Leave 5mm safe area all around. Headlines that cross a spread must be split between words or allow 5mm in gutter.

b. Online

Web banner: Please provide GIF or JPEG files no more than 39kb with linking URLs.

Rich media: Please submit alternate GIF or SWF. However, action must be user-initiated. In order to respect the user experience, all rich media files need to be tested and approved.

Text sponsorship: Header, company name, URL and body text must not exceed 100 words.

E-video: We accept video contents in standard formats such as FLV, AVI, DV, MOV, MPEG-1,-2,-4, WMV. Video file size (FLV) should not exceed 2MB and duration should be approximately 60 seconds. Audio tracks need to be 11KHz, 22KHz, 44.1KHz or 48KHz in compression.

Contact Us

a. All advertising insertion orders, digital files, online materials and other production materials should be sent to:

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b. For further information on production requirements, please contact:

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Terms & Conditions

Please refer to our standard terms and conditions at <http://www.taca-subn.com/T&C.pdf>

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