

DIVERSE . QUIRKY . SEXY

# asia!

RATE  
CARD

**W**elcome to **asia!**, an experiment and a work in progress. We started **asia!** in early 2005 to be that rare animal, a general interest magazine reporting Asian affairs from a purely Asian perspective. This is no easy task. Many, including the highly enjoyable Asiaweek, have tried and failed. Going by the examples of my predecessors, the chances of **asia!** making it does not seem high.

Yet we believe the time is ripe for a magazine written specifically for the growing number of well-educated Asian travellers who share a common interest. The world is getting smaller. What happens in one part of Asia easily affects people in other parts of the continent. As with the tsunami, the chicken flu, or the rise of Yao Ming and Michelle Wie on the international sports scene, the impact cuts across national borders.

Most magazines employ professional writers. We take a different approach: We will try to use as many non-professional writers as possible, to give **asia!** a fresh voice and new perspectives.

Like other general interest magazines, **asia!** has many sections: trends, social issues, photograph galleries, lifestyle, food, travel, business, movie and book reviews, just to name a few. But within the sections the content can change drastically. We take pride in reporting on emerging trends that are of interest to our readers. When trends change, we change with them. The **asia!** you hold in your hand today may be very different from the one a year from now. The only thing that will not change is our commitment to give you the best quality magazine we can.

We are lucky that a number of airlines and hotels and service apartments have agreed to carry **asia!**. Today **asia!** has a monthly print-run of 40,000, and can be seen in many countries in Asia.

**asia!** is distributed free of charge. Though we have received some requests, we do not, as yet, take subscriptions. If you have any comments, good and bad, please send it to us at [letters@potatoproductions.com](mailto:letters@potatoproductions.com). And if you have something you want to say and are looking for a platform to do so, why not give us a try? Send a note to us and we will talk about it.

Yours,



Lee Han Shih  
Publisher/Editor



# RATES

All prices quoted in US\$.  
All artwork in full colour.

## Full Page

1 insertion	\$4,500
2 insertions	\$9,000 (\$4500/page)
3 insertions	\$10,000 (\$3333/page)
6 insertions	\$18,000 (\$3000/page)
12 insertions	\$33,600 (\$2800/page)

**Junior Page** \$3,500

**Half Page** \$2,500

**Quarter Page** \$1,500

## Premiums

Inside Back Cover (IBC)	\$5,040
Inside Front Cover (IFC)	\$5,175
Outside Back Cover (OBC)	\$5,400

## Artwork Requirements

Format	tiff, psd, jpg, eps, pdf
Resolution	300dpi
Colour	4C (CMYK)
Files	Adobe Photoshop, Adobe Illustrator, Freehand, QuarkXpress, Adobe Acrobat

To ensure your ad is reproduced correctly, a colour-proof that has been made from the same file supplied to us must be provided.

Include crop marks and bleed.  
Outline or path all fonts when necessary.

Booking of advertisements must be confirmed at least 6 weeks prior to issue date.



## Potato Productions Pte Ltd

279 River Valley Road  
#05-00 Singapore 238320  
Tel (65) 6733 5011  
Fax (65) 6733 4011

## Media Representative

Sukhvinder Kaur  
Email [sukhvinder@potatoproductions.com](mailto:sukhvinder@potatoproductions.com)  
Hp (65) 9845 9953

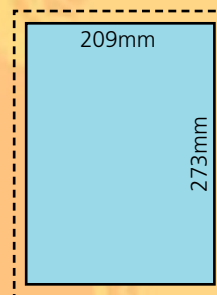


## Specifications

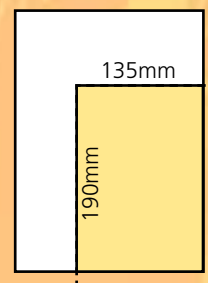
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Full Page	209 x 273
Full Page Bleed	219 x 283
Junior Page	135 x 190
Junior Page Bleed (Bleed right & bottom)	140 x 195
Half Page Horizontal	209 x 130
Half Page Bleed (Bleed sides & bottom)	219 x 135
Quarter Page	105 x 130
Quarter Page Bleed (Bleed right & bottom)	110 x 140

---- Bleed area

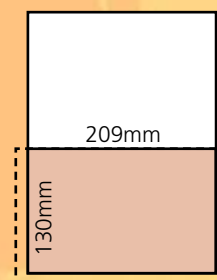
## Full Page



## Junior Page



## Half Page



## Quarter Page

