

ADVERTISING MEDIA KIT 2010

asian golf™ BUSINESS

Asian Golf Business is very own B2B magazine for the golf trade! It is a communications platform for manufacturers of golf course equipment and related suppliers to stay in touch with their best partners – golf course developers, owners and operators.

This unique magazine focuses on all relevant topics to the industry:

Golf Course Developments ■ Golf Course Equipment News ■ Company News ■ The Environment Management Topics ■ People In The News ■ Industry Diary ■ Golf Equipment Food & Beverage ■ Recruitment ■ Special Reports

ASIAN GOLF BUSINESS DELIVERS A WELL DEFINED TARGET AUDIENCE

Our channels of communications will stay open 24/7! Just send us your news releases and product application briefs, and we will make sure that it gets into Asian Golf Business or its dedicated website www.asiangolfbusiness.com

That's a promise from us to you!

Asian Golf Business maintains a comprehensive database of more than 5,000 golf course developers, owners and operators in the Asian footprint. We will reach out to club general managers, golf managers, green superintendents and all others involved in critical decision-making processes for the purchase and acquisition of new products and services. Total circulation is in excess of 35,000 copies.

The countries that we cover include:

- | | | | |
|-------------|---------------|------------|--------------------------|
| ■ China | ■ South Korea | ■ Taiwan | ■ Philippines |
| ■ Hong Kong | ■ Vietnam | ■ Cambodia | ■ Laos |
| ■ Thailand | ■ Malaysia | ■ Brunei | ■ Singapore |
| ■ Indonesia | ■ India | ■ Pakistan | ■ Bangladesh ■ Sri Lanka |



As the official media partner of the Asia Pacific Golf Confederation (APGC) and the Asian Golf Industry Federation (AGIF), Asian Golf Business will be made available to all affiliated national golf associations and companies that are members of the APGC and AGIF.



Doing business in golf just got better and will keep on getting better!

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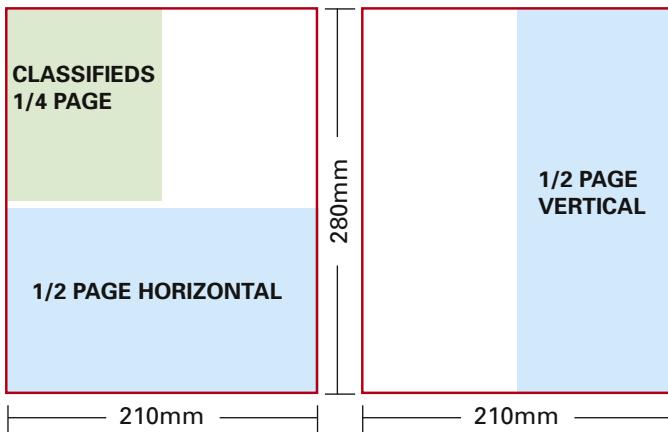
HOW IS ASIAN GOLF BUSINESS DISTRIBUTED?

Asian Golf Business has harnessed the latest technology in electronic digital publishing. The magazine is available in an e-zine format through its dedicated website. Each issue together with archived issues will be hosted on this website.

All registered subscribers will be sent a special link that will allow them to browse and read the e-zine at their convenience. It will be totally paperless and in keeping with the global trend towards sustainable publishing and communications.



For PREMIUM VALUE advertise with Asian Golf Business.



FULL PAGE
Trimmed Size: 280mm (H) X 210mm (W)
Type Area: 260mm (H) X 190mm (W)
Bleed Size: 290mm (H) X 220mm (W)

MECHANICAL SPECIFICATIONS

CLASSIFIEDS
1/4 PAGE SIZE: 124mm (H) X 87mm (W)

1/2 PAGE HORIZONTAL
Trimmed Size: 136mm (H) X 210mm (W)
Type Area: 121mm (H) X 190mm (W)
Bleed Size: 146mm (H) X 220mm (W)

1/2 PAGE VERTICAL
Trimmed Size: 280mm (H) X 102mm (W)
Type Area: 260mm (H) X 87mm (W)
Bleed Size: 290mm (H) X 112mm (W)

ADVERTISING RATES

INSIDE FRONT COVER
 INSIDE BACK COVER
 OUTSIDE BACK COVER
 FULL PAGE (ROP)
 HALF PAGE
 CLASSIFIEDS (1/4 PAGE)

ONE INSERTION

SGD\$3,625.00
 SGD\$3,190.00
 SGD\$5,075.00
 SGD\$1,740.00
 SGD\$870.00
 SGD\$362.50

SIX INSERTIONS

SGD\$3,262.50
 SGD\$2,871.00
 SGD\$4,567.50
 SGD\$1,740.00
 SGD\$870.00
 SGD\$362.50

12 INSERTIONS

SGD\$3,081.25
 SGD\$2,711.50
 SGD\$4,313.75
 SGD\$1,740.00
 SGD\$870.00
 SGD\$362.50

AD MATERIALS SUBMISSION OPTIONS

Trimmed Page Size: 280 mm (height) x 210 mm (width)

Bleeding : Please ensure a bleed margin of at least 5 mm on all 4 sides

Acceptable Media

- Files should be submitted via acceptable media, which includes CD-ROM, via email or FTP.
- Via Email (Only for files up to 5MB)
- Via FTP, Files under 100MB can be accepted via FTP. Please contact the production department for details.

Acceptable Digital Formats & Requirements

- PDF EPS TIFF
- Resolution must be at least 300dpi

PUBLISHING SCHEDULE (2010)

ISSUE DATES

January | February
 March | April
 May | June
 July | August
 September | October
 November | December

MATERIAL DEADLINES

December 10 | January 10
 February 10 | March 10
 April 10 | May 10
 June 10 | July 10
 August 10 | September 10
 October 10 | November 10

Please send advertising materials to:

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