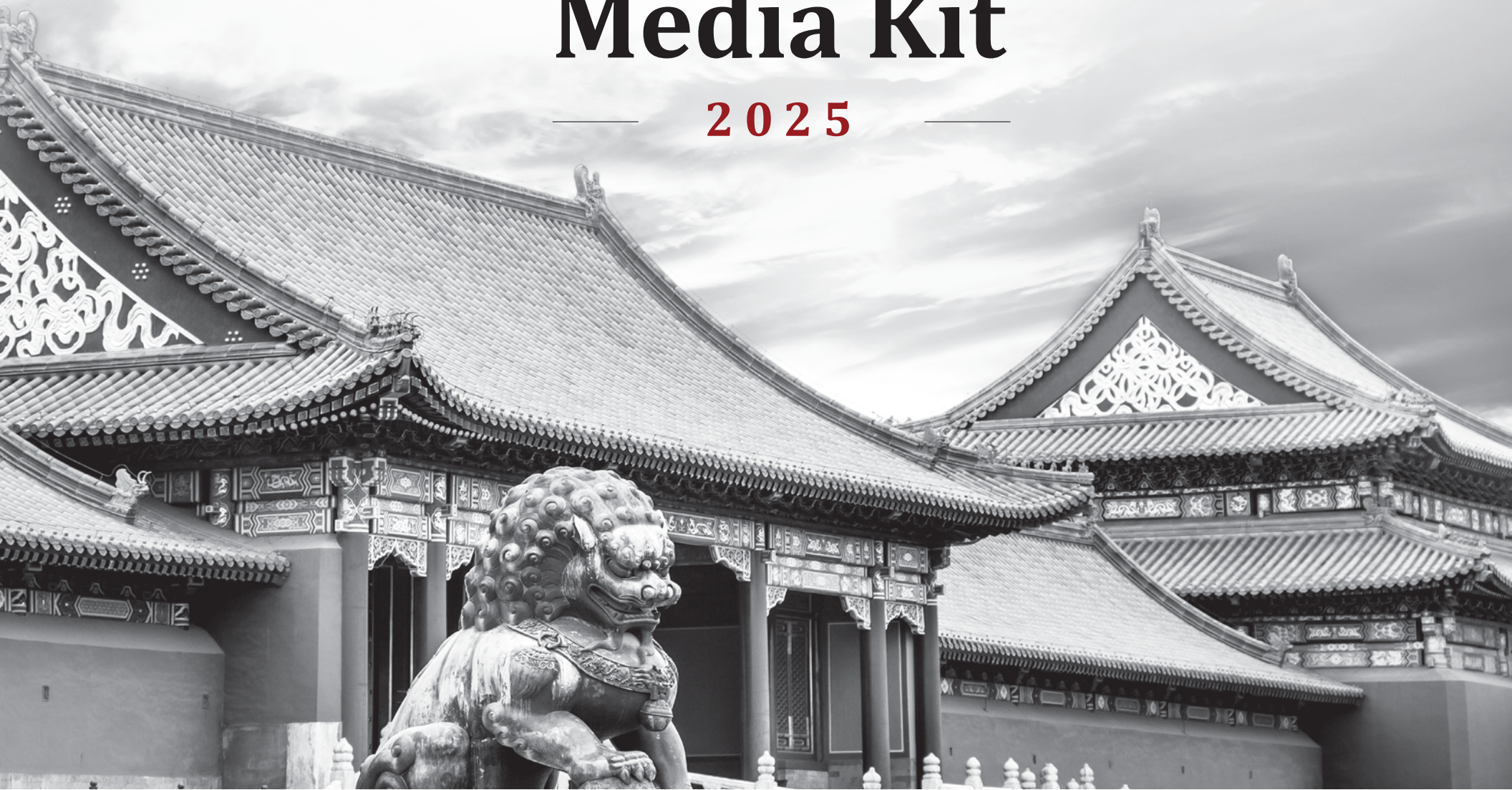
ASEAN Briefing | China Briefing | India Briefing | Vietnam Briefing | Middle East Briefing

Asia Briefing

Media Kit

2025



Overview

ASIA BRIEFING
www.asiabriefing.com

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www.aseanbriefing.com

CHINA BRIEFING
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INDIA BRIEFING
www.india-briefing.com

VIETNAM BRIEFING
www.vietnambriefing.com

MIDDLE EAST BRIEFING
www.middleeastbriefing.com

ASIA BRIEFING *WEEKLY*

Introduction

Asia Briefing has been offering insights into doing business in Asia since 1999, growing into a highly respected and premium business news and insights publication. Our products include business news articles, guides, magazines, social media updates, and subscription newsletters.

Our brand portfolio features six key titles:

- **Asia Briefing:** Tailored for corporate investors, this publication covers macro trends across Asia, helping decision-makers execute informed, Asia-wide strategic decisions.
- **Regional publications:** Our five additional titles focus on specific regions within Asia, providing localized business and investment news, along with practical updates on regulations, legal matters, accounting, tax, and HR for foreign enterprises operating in those regions.

These publications are produced in collaboration with our parent company, Dezan Shira & Associates, a leading foreign direct investment firm with offices throughout China, ASEAN, South Asia, and the Middle East. This partnership allows us to offer expert, on-the-ground insights into the diverse business landscapes of Asia.

Numbers

News websites	**5**
Editorial team	**7**
Publications	**30**
Articles	**2,100**
Followers	**103,000**
Active Subscribers	**76,000**
Readers	**8 million**

What we Publish

Website Content

Our Asia Briefing platform serves as a pan-Asian investment newspaper, offering daily updates with original articles and content from our regional Briefings. Each regional Briefing is refreshed daily with a primary article, ensuring timely and relevant information. Additionally, our market-specific Asia Briefing Weekly Newsletters have become a go-to resource for thousands of investors, decision-makers, and professionals, providing a comprehensive roundup of news, intelligence, and updates on current business developments across Asia.

ASIA BRIEFING



150 thousand users

Asia Briefing offers daily news updates that impact foreign investment in Asia. It aggregates news from our six regional Briefings and features exclusive weekly editorials and special reports on timely topics.

ASEAN BRIEFING



1.3 million users

ASEAN Briefing focuses on the latest developments impacting businesses within Southeast Asia, and covers Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam. We provide timely updates on tax, HR, payroll, visa, and company regulations, monitor FDI and trade trends, and highlight prominent and emerging investment destinations for foreign SMEs and multinational entities.

CHINA BRIEFING



2.6 million users

China Briefing covers foreign investment and trade issues across mainland China, Hong Kong, Macau, and Taiwan. We provide real-time updates on regulations and investments, along with articles on investment destinations, tax, and trade relationships with other countries, besides closely monitoring travel and market access to the region. Additionally, we offer special sponsored content on investment zones and other topics of interest to foreign investors throughout the Greater China region.

What we Publish

INDIA BRIEFING



2.5 million users

India Briefing focuses on foreign investment and trade issues related to India. We provide up-to-date regulatory and investment news, along with articles on investment destinations, tax matters, HR, payroll, and legal updates, and trade relationships with other countries. Additionally, we cover new investment treaties and offer special sponsored content on investment zones and topics relevant to foreign investors across India.

VIETNAM BRIEFING



1 million users

Vietnam Briefing focuses on foreign investment and trade issues specific to Vietnam. We provide timely updates on regulations and investments, along with articles covering investment destinations, tax matters, HR, payroll, and legal updates, and trade relationships with other countries. Additionally, we offer special sponsored content on investment zones and topics relevant to foreign investors across Vietnam, including regional agreements with ASEAN, the European Union, the UK, China, and others.

MIDDLE EAST BRIEFING



62 thousand users

Middle East Briefing, our newest publication launched in 2023, offers insights into foreign investment and trade in the Middle East. It includes market intelligence, legal, tax, and compliance advisory tailored for foreign investors in the region, in particular the UAE. This publication serves a rapidly expanding global audience interested in the Middle East, as well as Middle Eastern investors looking into opportunities across Asia. Our weekly updates highlight the growing commercial, investment, and trade relations between key markets in the Middle East region and explore the dynamics and opportunities available in a pan-Asia context.

ASIA BRIEFING

A Truly Global Business Readership & Influencer Network

Asia Briefing is a trusted resource for global business media, think tanks, and thought leaders around the world. Our content is frequently cited and reproduced by a range of international, regional, and industry-specific media outlets.

For analysis or expert opinions from our firm, please contact us at **media@asiabriefing.com.**

Asian Media

African Media

China Media

European Media

Industry Specific Media

International media

Latin American Media

Middle East Media

United States Media

What we Publish

Guides + Magazines

Asia Briefing produces 25 magazines each year, divided equally among the titles concerned, with 5 specific titles per annum. These are high value products and widely read amongst corporate decision makers responsible for financial budgets.

2025 Publishing Schedule

We publish between 25 to 35 magazines and special issue reports a year, spread across our primary Briefing brands. A copy of our 2025 planned titles can be requested at: **media@asiabriefing.com.**

ASEAN BRIEFING



ASEAN Briefing Magazine offers comprehensive insights into key Southeast Asian markets, featuring in-depth analyses of trade dynamics, market demographics, manufacturing productivity, and utility costs. It also covers the legal, tax, and human resource environments, including relevant tax, trade, and investment treaties. This magazine provides a one-stop overview for foreign investors, enabling both country-specific and cross-country comparisons. 7 issues are scheduled for the 2024 calendar.

CHINA BRIEFING



China Briefing Magazine
delivers crucial information on foreign investment and business operations in China, with a focus on market access regimes, industry investment roadmaps, and key policy and regulatory updates. It also includes strategic guidance on legal, tax, HR, and data compliance, as well as location selection and detailed market and consumer analysis. The magazine will publish 13 issues in 2024, including translated editions.

INDIA BRIEFING



India Briefing Magazine
provides exclusive insights into foreign investment and business operations within India, with a particular emphasis on the manufacturing sector, indirect taxation, and labor market updates. It explores key aspects of the Indian economy, including sectoral growth, policy reforms, regulatory and legal updates, and compliance in tax, HR, and data. 7 issues are planned for 2024.

VIETNAM BRIEFING



Vietnam Briefing Magazine
offers valuable market intelligence on manufacturing and business operations, covering tax, legal, and human resource administration. It highlights promoted industries, productivity comparisons with other markets such as China, and updates on trade treaties and national investment policies. The magazine will release 6 issues in 2024.

Events & Seminars

Together with our associated professional firm, Dezan Shira & Associates, Asia Briefing holds events and seminars throughout Asia both under our own brands and as co-hosted with regional and international organizations. Increasingly we also host webinars.

Events are conducted on an international and regional basis, and are held throughout Asia, Europe and the United States.

Our events feature specialized and technical business investment content, with attendees being corporate decision makers with access to financial budgets. Due to the on-going nature of these, please approach us for event details two months ahead of any planned exposure.

Recent Events





Webinars:	**80**
Registrations:	**10,000**
Attendees:	**4,000**

Please ask us for our upcoming events schedule.
Branding and Co-Sponsorship opportunities exist for these products.

Audience and Reach

Our products include regional magazines and guides, business news websites and an email newsletter service.

Our publications are also promoted through numerous social media channels and at more than 90 webinars and events annually.

These channels help connect our readers to the most up-to-date business information in Asia.

Here are our numbers for 2024:

Weekly E-newsletter

Active Subscribers	76,000
Unique Opens	1 million - 30%
Click Through Rate	2% unique CTR

Social

Linkedin	48,043
X	40,102
Wechat	8,466
Facebook	6,851

All Briefing Websites

Search Impressions	22 million
Total Visitors	8 million
Session Language	90-95% English

Events

Events + Webinars	90
Registrations	12,200
Attendees	5,300

Guide and Magazine Publications

Downloads	18,200
Published	30

Newsletter Readership

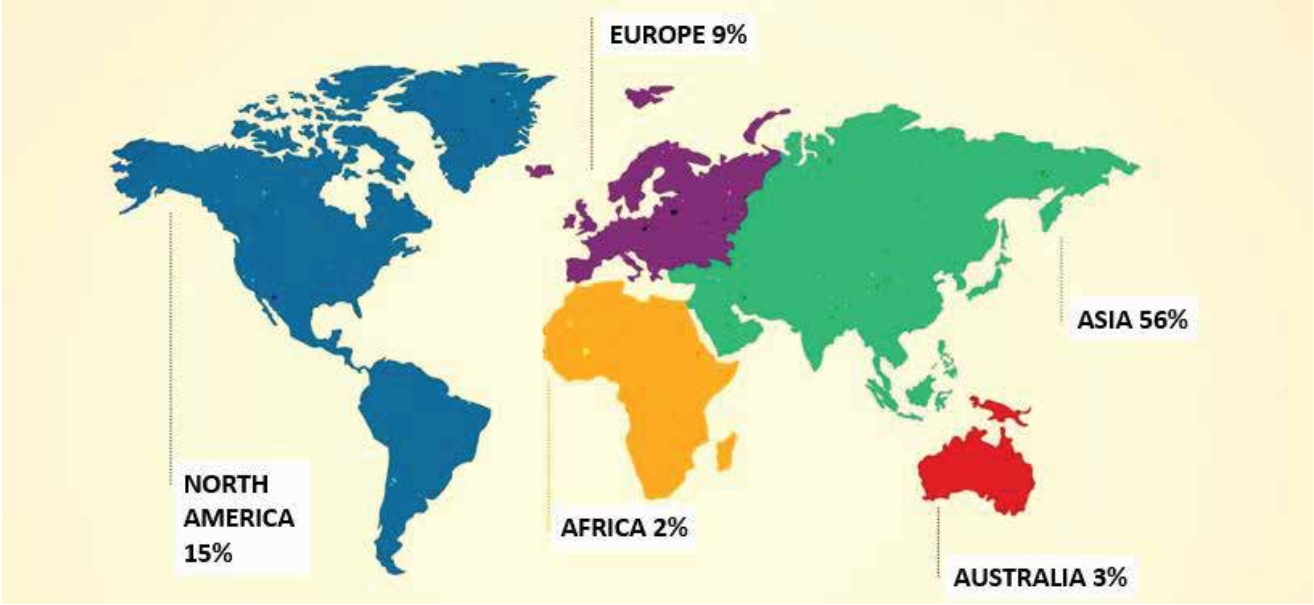
The Asia Briefing Weekly focuses on macro business issues and trends throughout Asia. Its objective is to inform executive strategic decision makers regarding issues of corporate investments and operations. Designed for the astute foreign investor, Asia Briefing. publications are noted for their accessibility, readability and practical application.

ASIA BRIEFING *WEEKLY*

Active Subscribers	**76,000**
Subscription offered	**6**
Unique Opens	**1 million**
Unique Clicks	**62,000**

SUBSCRIBE HERE

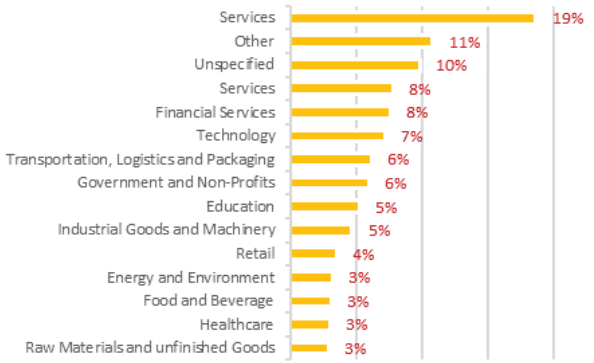
Readers by Regions



Level of Responsibility - 44% Director and above



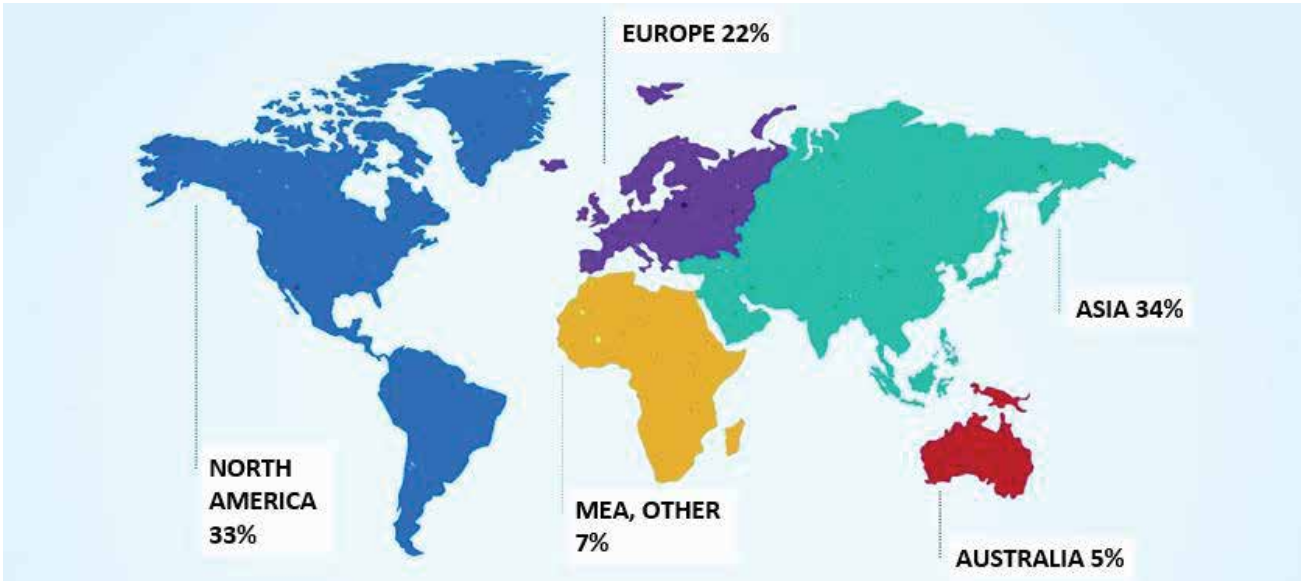
Industrial Sectors - Diverse target coverage



Website Audiences

Total Visitors	8 million
Sessions in English	95%

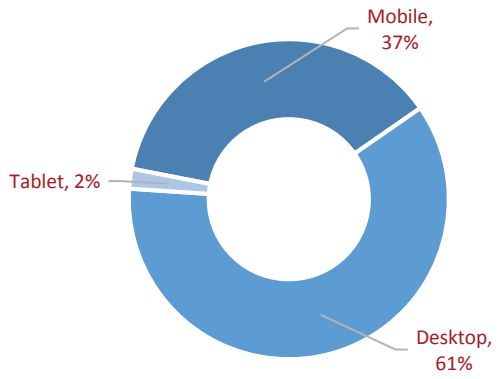
By Country/Region



By Brand

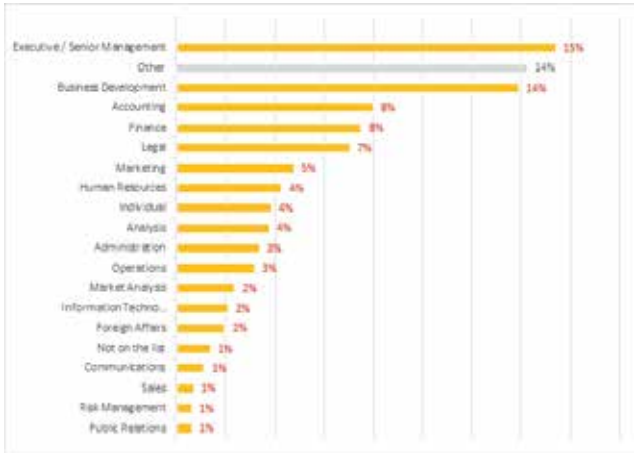
	Visitors
ASEAN BRIEFING www.aseanbriefing.com	1.3m
CHINA BRIEFING www.china-briefing.com	2.6m
INDIA BRIEFING	2.5m
VIETNAM BRIEFING www.vietnambriefing.com	1.0m
ASIA BRIEFING www.asiabriefing.com	0.2m

Device Use

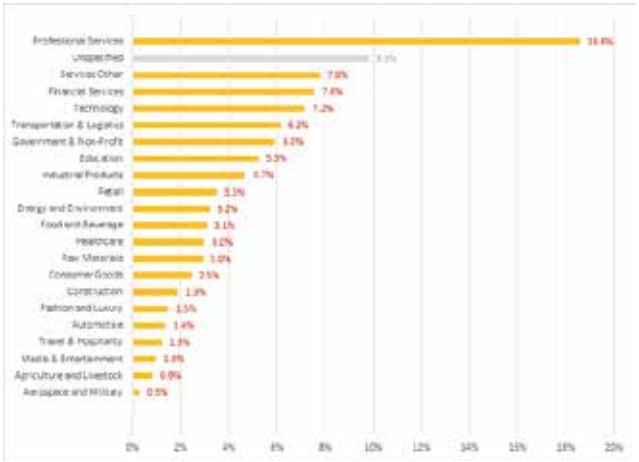


Reader
Demographics

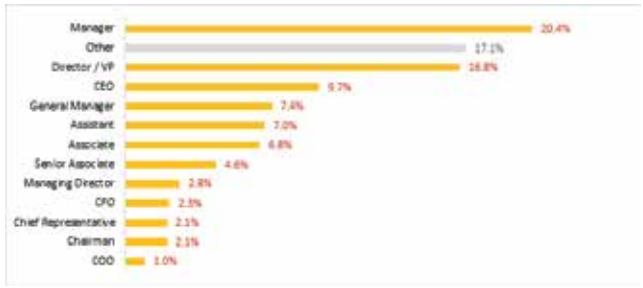
Job Function



Industry



Level of Seniority



Publication Ad Rates

Magazine Insert



Guide Dimensions

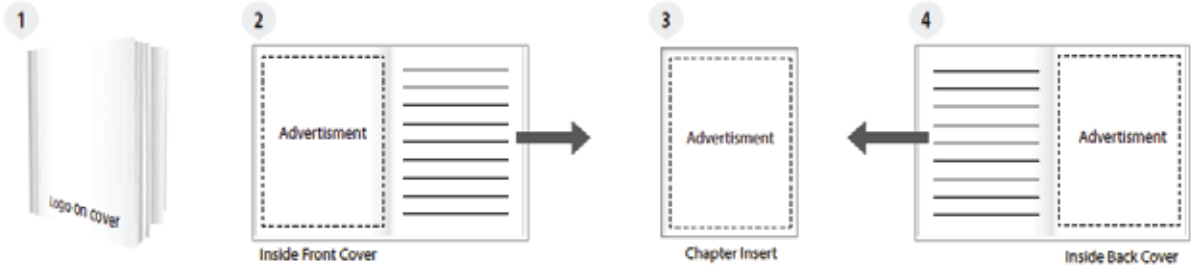


Magazine Double Sided Insert - One Page - Price Per Issue (USD)

Minimum Advertising Spend: US$2,500

Publication	1 issue (USD)	5 issues (1 year, USD)
ASEAN Briefing	$2,500/issue	$1,500/issue
China Briefing		
India Briefing		
Vietnam Briefing		

Advertising Per Issue (USD)



Advertising Per Issue (USD)

Advertising Per Issue (USD)	
Inside Front Cover	USD 3,000
Chapter Insert	USD 2,500
Inside Back Cover	USD 2,000

Website Ad Rates

From US$250 per week
(minimum spend US$1,000)

	Monthly Visitors
ASEAN BRIEFING www.aseanbriefing.com	100k
CHINA BRIEFING www.china-briefing.com	220k
VIETNAM BRIEFING www.vietnambriefing.com	80k
INDIA BRIEFING www.india-briefing.com	210k
MIDDLE EAST BRIEFING www.middleeastbriefing.com	5k
ASIA BRIEFING www.asiabriefing.com	13k

Homepage Banner (1440 x 274)



Article Side Banner (700 x 400)



Website Banners - Price Per Week (USD)

Any One Website		Homepage Banner (USD)	All Articles Banner (USD)
Asia Briefing Middle East Briefing	www.asiabriefing.com www.middleeastbriefing.com	$250 weekly	$350 weekly
ASEAN Briefing China Briefing India Briefing Vietnam Briefing	www.aseanbriefing.com www.china-briefing.com www.india-briefing.com www.vietnam-briefing.com	$350 weekly	$500 weekly
Design fees, if required:		$500 - $1,000 per banner	

E·Newsletter Ad Rate

ASIA BRIEFING WEEKLY

Monthly Opens 100k



Your Banner in the "ASIA BRIEFING Weekly" Newsletter - $35 /CPM – Min USD 2,500 campaign.

Banner in Asia Briefing Weekly	(USD)
1 week (1 send, 70k recipients)	2,450
1 month (4 sends)	4,000
3 months (12 sends)	10,000
12 months (48 sends)	30,000

One email weekly. General send only.

Promoted Event, text/link only	(USD)
Listed Event, text + link	750 /send
Top Feature, text + link	1,500 /send
Event Banner	Banner rates less 20%

General send only.

Your Own Custom Newsletter - Non-targeted $100 /CPM or $220 /CPM targeted – Min USD 2,500.

Per send to all subscribers	(USD)
1 send	7,200
3 sends, one monthly	19,630
6 sends, one monthly	36,000
12 sends, one monthly	66,460

Limited to one email per month. Subject to content review.

Profile Targeted per send	(USD)
Per send, < 7,500 recipients	1,650
Per send, <15,000 recipients	3,140
Per send, <30,000 recipients	6,000

Limited to one email monthly. Subject to content and target review.

Design Fees

Banner Design	(USD)
Email Banner, starting from:	1,500
Pop-up Banner, starting from:	1,750
Other	Ask

Offered as part of advertising services only.

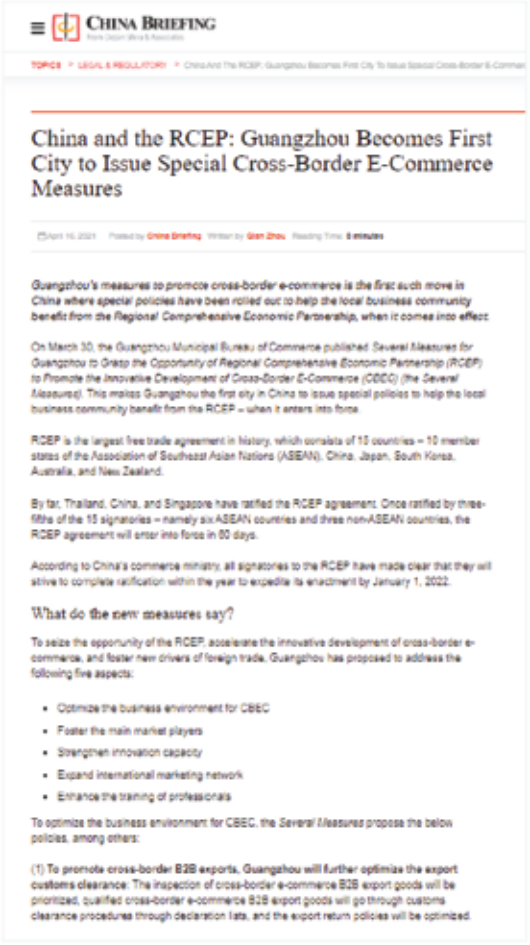
Design Your Newsletter	(USD)
Header, Footer, 1 banner and 10 text elements, starts from:	2,500
Additional text element, each:	60
Additional banner, each:	1,000

Limited to one email per month. Subject to content review and target review. Common layout templates only.

ASIA BRIEFING

MEDIA KIT

Website
Native Article Rates



CHINA BRIEFING

China and the RCEP: Guangzhou Becomes First City to Issue Special Cross-Border E-Commerce Measures

Guangzhou's measures to promote cross-border e-commerce is the first such move in China where special policies have been rolled out to help the local business community benefit from the Regional Comprehensive Economic Partnership, when it comes into effect.

On March 30, the Guangzhou Municipal Bureau of Commerce published *Several Measures for Guangzhou to Grasp the Opportunity of Regional Comprehensive Economic Partnership (RCEP) to Promote the Innovative Development of Cross-Border E-Commerce (CBEC)* (the *Several Measures*). This makes Guangzhou the first city in China to issue special policies to help the local business community benefit from the RCEP – when it enters into force.

RCEP is the largest free trade agreement in history, which consists of 10 countries – 10 member states of the Association of Southeast Asian Nations (ASEAN), China, Japan, South Korea, Australia, and New Zealand.

By far, Thailand, China, and Singapore have ratified the RCEP agreement. Once ratified by three-fifths of the 15 signatories – namely six ASEAN countries and three non-ASEAN countries, the RCEP agreement will enter into force in 60 days.

According to China's commerce ministry, all signatories to the RCEP have made clear that they will strive to complete ratification within the year to expedite its enactment by January 1, 2022.

What do the new measures say?

To seize the opportunity of the RCEP, accelerate the innovative development of cross-border e-commerce, and foster new drivers of foreign trade, Guangzhou has proposed to address the following five aspects:

- Optimize the business environment for CBEC
- Foster the main market players
- Strengthen innovation capacity
- Expand international marketing network
- Enhance the training of professionals

To optimize the business environment for CBEC, the *Several Measures* propose the below policies, among others:

(1) To promote cross-border B2B exports, Guangzhou will further optimize the export customs clearance. The inspection of cross-border e-commerce B2B export goods will be prioritized, qualified cross-border e-commerce B2B export goods will go through customs clearance procedures through declaration lists, and the export return policies will be optimized.

To Pitch Us Your Article

Email us your idea to editorial@asiabriefing.com, and we'll get in touch:

- Introduce who you are, your employer, and what you do, with any relevant links to your works.
- A paragraph summarizing your story and the hook, plus an outline of key sources and related articles.
- Confirm you will comply with our Publishing Guidelines.

Our Publishing Guidelines (Contact us for full details):

Accepted articles:	• Asia/**International business** topic that **targets investors, managers, expatriates** or **employees**, • **High-quality, factual, ethical content; Informs, educates, starts discussions**, • Independently researched and not plagiarized • Native business **professional** English, **Assoc. Press style**, your own genuine work.
Must not's*:	• Not promotional. • Not ideological, religious, political, sexual or discriminatory. • Not biased or offensive to any group.

Website Banners – Price Per Week (USD)

Websites		Fee to Host/Publish Article	Minimum Campaign
• Asia Briefing • Middle East Briefing:	www.asiabriefing.com www.middleeastbriefing.com	$ 250	$ 1,250
• ASEAN Briefing • China Briefing • India Briefing • Vietnam Briefing:	www.aseanbriefing.com www.china-briefing.com www.india-briefing.com www.vietnam-briefing.com	$ 500	

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