ASIA BRIEFING

Media Kit 2024
Overview

Introductions

Asia Briefing Ltd. has published insights into doing business in Asia since 1999, and has since grown to become as a very well-regarded, premium business news and insights publication brand. Our products include business news articles, guides, magazines, social media updates, and subscription newsletters.

Our brand house consists of six titles:

• Designed for the corporate investor, Asia Briefing rounds up its business news titles to focus on macro trends throughout Asia and inform corporate decision makers and execute looking to make Asia-wise strategic decisions.

• Our five other regional publications each provide region-specific business and investment news and practical regulatory legal, accounting, tax and HR updates for foreign enterprises investing or operating in each respective region of Asia.

Asia Briefing produces its publications in conjunction with its parent company, Dezan Shira & Associates - a leading foreign direct investment firm with offices throughout the China, ASEAN, South Asia, and Middle East regions. We are one of the few publishers able to provide on-the-ground expert insights into the many worlds of Asian business.

<table>
<thead>
<tr>
<th>Numbers</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>News websites</td>
<td>6</td>
</tr>
<tr>
<td>Editorial team</td>
<td>15</td>
</tr>
<tr>
<td>Publications</td>
<td>25</td>
</tr>
<tr>
<td>Articles</td>
<td>3,016</td>
</tr>
<tr>
<td>Followers</td>
<td>74,000</td>
</tr>
<tr>
<td>Subscribers</td>
<td>69,000</td>
</tr>
<tr>
<td>Readers</td>
<td>7.3 million</td>
</tr>
<tr>
<td>Impressions</td>
<td>250 million</td>
</tr>
</tbody>
</table>
What we Publish

Website Content

Our Asia Briefing site is designed as a pan-Asian investment newspaper and is updated daily with featured original articles and articles from our regional Briefings. Each of our regional Briefings are updated with at least one primary article daily, while our weekly Asia Briefing Weekly E-Newsletter has become a prime source for thousands of investors, decision makers and professionals to obtain a roundup of news, intelligence and updates on current business news across Asia.

300 thousand visitors (estimate based on Q4 launch data 2020)

We produce One Asian Online Newspaper and a further six regional Asian websites. Asia Briefing was launched late last year however is our fastest growing title, as it features daily news as impacts Foreign Investment into Asia, and collects together the daily news produced for our other Regional Briefings. It also features popular editorial weekly rounds unique to the site as well as weekly special features on time specific matters. For example, January/February content includes pan-Asian coverage of Annual Audit as this is now the time such documentation needs to be prepared. Our 2021 Editorial Plan refers.

1.6 million visitors

ASEAN Briefing deals with foreign investment and trade issues relating to ASEAN and covers Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam. We feature regulatory and investment updates as they occur, as well as articles concerning Investment destinations, Tax relationships with China, India, the EU and new treaties such as RCEP.We are able to feature special sponsored articles on Investment Zones and related features pertinent to foreign investors throughout the ASEAN region.

2.2 million visitors

China Briefing deals with foreign investment and trade issues relating to mainland China, Hong Kong, Macau and Taiwan. We feature regulatory and investment updates as they occur, as well as articles concerning Investment destinations, Tax and trade relationships with other countries as also featured, in addition to new investment treaties. We are able to feature special sponsored articles on Investment Zones and related features pertinent to foreign investors throughout Greater China.
What we Publish

 MEDIA KIT

1.8 million visitors

India Briefing deals with foreign investment and trade issues relating to India. We feature regulatory and investment updates as they occur, as well as articles concerning Investment destinations, Tax and trade relationships with other countries as also featured, in addition to new investment treaties. We are able to feature special sponsored articles on Investment Zones and related features pertinent to foreign investors throughout India and including regional agreements such as with Bangladesh, Mauritius, Iran, Russia and so on.

1.5 million visitors

Vietnam Briefing deals with foreign investment and trade issues relating specifically to Vietnam. We feature regulatory and investment updates as they occur, as well as articles concerning Investment destinations, Tax and trade relationships with other countries as also featured, in addition to new investment treaties. We are able to feature special sponsored articles on Investment Zones and related features pertinent to foreign investors throughout the country, and including regional agreements such as with ASEAN, the European Union, the UK, China and so on.

100k visitors

Middle East Briefing is our newest publication, launched in 2023. It provides professional information concerning foreign investment and trade into the Middle East, including market intelligence, legal, tax and compliance advisory for foreign investors interested in the region. This publication caters to its rapidly growing global audiences with interests in the Middle East region, and to Middle East investors with interests in the rest of Asia. Our daily and weekly updates showcase the increasing trade and investment relations between these regions and explain where the dynamics and opportunities for companies are throughout Asia.
Asia Briefing are a regular source for global business media, think tanks and thought leaders around the world. These include the following international, regional and industry media who have quoted us or reproduced articles by us.

For assistance with analysis or opinion from our firm please email us at media@asiabriefing.com
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.

2024 Publishing Schedule
We publish 25 magazines a year, 5 each amongst each of our primary titles. A copy of our 2024 planned titles can be requested at: media@asiabriefing.com

Asia Briefing Magazine covers pan-Asian comparisons, and has previously dealt with cost comparisons across Asia in matters such as Taxes, Human Resources Overheads, investment Incentives, Double Tax Treaties and Free Trade Agreements. 5 issues per annum.

ASEAN Briefing Magazine features detailed overviews of specific countries within ASEAN, including trade and market demographics, manufacturing productivity, utility costs, the legal and tax environment, applicable tax and investment treaties and so on, allowing foreign investors a one stop overview of each specific country. 5 issues per annum.

China Briefing Magazine Covering important national foreign investment topics, such as pan-China HR comparisons, Provincial and City comparisons, the impact of new national and regional regulatory changes, in addition to market demographics and accessing Chinese consumers. 5 issues per annum.

India Briefing Magazine Providing detailed national and state foreign investment topics, such as pan-India HR comparisons, Provincial and City comparisons, the impact of new national and regional regulatory changes, in addition to market demographics and India consumer access. 5 issues per annum.

Vietnam Briefing Magazine Vietnam Briefing gives intelligence on Vietnam operational cost and productivity comparisons with other markets, and especially China, relocation and establishment issues, updates on national investment policies and specific content on the increasing numbers options concerning positioning manufacturing in Vietnam. 5 issues per annum.
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.

Please ask us for our upcoming events schedule.

Brandung 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 2022:

### Weekly E-newsletter
- Subscribers: 69,000
- Unique Opens: 1.6 million
- Click Through Rate: 5.5%

### All Briefing Websites
- Search Impressions: 21 million
- Total Visitors: 7.3 million
- New Visitors: 3.5 million
- Session Language: 95% English

### Social
- Linkedin: 30,000
- Twitter: 35,000
- Wechat: 8,000
- Facebook: 9,000

### Events
- Events + Webinars: 90
- Registrations: 12,200
- Attendees: 5,300

### Guide and Magazine Publications
- Downloads: 18,200
- Published: 25
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.

**Readers by Regions**

**Level of Responsibility** - 44% Director and above

**Industrial Sectors** - Diverse target coverage

- Total Subscribers: 69,000
- Subscription offered: 8
- Unique Opens: 1,600,000
- Unique Clicks: 230,000

[Chart showing readers by regions and level of responsibility]

[Chart showing industrial sectors]

[Subscribe here]
Website Audiences

- Total Visitors: 7.3 million
- New Visitors: +3.4 million
- Annual growth: +119%
- Sessions in English: 95%

By Country/Region

- NORTH AMERICA: 33%
- EUROPE: 22%
- ASIA: 34%
- MEA, OTHER: 7%
- AUSTRALIA: 5%

By Brand

- ASEAN BRIEFING: 1.6m
- CHINA BRIEFING: 2.2m
- INDIA BRIEFING: 1.8m
- VIETNAM BRIEFING: 1.5m
- ASIA BRIEFING: 0.1m

Device Use

- Desktop: 61%
- Mobile: 37%
- Tablet: 2%
ReaderDemographics

**Job Function**

- Executive/Senior Management: 24%
- Other: 8%
- Business Development: 7%
- Accounting: 5%
- Finance: 4%
- Legal: 3%
- Marketing: 4%
- Human Resources: 3%
- Individual: 3%
- Analysis: 2%
- Administration: 1%
- Operations: 1%
- Information Technology: 1%
- Foreign Affairs: 1%
- Not on the list: 1%
- Communications: 1%
- Sales: 1%
- Rail Management: 1%
- Public Relations: 1%

**Industry**

- Professional Services: 8.6%
- Unspecified: 7.7%
- Services/Other: 7.0%
- Finance/Investment: 6.7%
- Technology: 6.5%
- Transportation & Logistics: 6.2%
- Government/Non-Profit: 6.0%
- Education: 5.9%
- Industrial Products: 5.3%
- Retail: 5.1%
- Energy and Environment: 5.0%
- Food and Beverages: 5.0%
- Oil, Gas and Energy: 4.9%
- Consumer Goods: 4.5%
- Construction: 4.4%
- Human Resources: 4.3%
- Automotive: 4.2%
- Finance/Investment: 4.1%
- Travel and Hospitality: 4.1%
- Media and Entertainment: 4.0%
- Agriculture and Livestock: 4.0%
- Aerospace and Defense: 3.9%

**Level of Seniority**

- Manager: 20.4%
- Other: 14.8%
- Director/VP: 16.8%
- CMO: 16.6%
- General Manager: 7.4%
- Assistant: 7.0%
- Associate: 6.8%
- Senior Associate: 4.8%
- Managing Director: 2.8%
- CFO: 2.1%
- Chief Representative: 2.3%
- Chairman: 2.3%
- CEO: 1.3%
## Publication Ad Rates

**Magazine Insert**

<table>
<thead>
<tr>
<th>Publication</th>
<th>1 issue (USD)</th>
<th>5 issues (1 year, USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia Briefing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ASEAN Briefing</td>
<td>$2,500/issue</td>
<td>$1,500/issue</td>
</tr>
<tr>
<td>China Briefing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>India Briefing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vietnam Briefing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Minimum Advertising Spend: US$2,500

**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)

<table>
<thead>
<tr>
<th>Monthly Visitors</th>
<th>2022 Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASEAN Briefing</td>
<td>240k + 410%</td>
</tr>
<tr>
<td>China Briefing</td>
<td>225k + 64%</td>
</tr>
<tr>
<td>Vietnam Briefing</td>
<td>125k + 195%</td>
</tr>
<tr>
<td>India Briefing</td>
<td>50k + 25%</td>
</tr>
<tr>
<td>Middle East Briefing</td>
<td>9.0k + 606%</td>
</tr>
<tr>
<td>Asia Briefing</td>
<td>8.7k + 20%</td>
</tr>
</tbody>
</table>

**Website Banners - Price Per Week (USD)**

<table>
<thead>
<tr>
<th>Any One Website</th>
<th>Homepage Banner (USD)</th>
<th>All Articles Banner (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia Briefing</td>
<td><a href="http://www.asiabriefing.com">www.asiabriefing.com</a></td>
<td>$250 weekly</td>
</tr>
<tr>
<td>Middle East Briefing</td>
<td><a href="http://www.middleeastbriefing.com">www.middleeastbriefing.com</a></td>
<td>$350 weekly</td>
</tr>
<tr>
<td>ASEAN Briefing</td>
<td><a href="http://www.aseanbriefing.com">www.aseanbriefing.com</a></td>
<td>$350 weekly</td>
</tr>
<tr>
<td>China Briefing</td>
<td><a href="http://www.china-briefing.com">www.china-briefing.com</a></td>
<td>$350 weekly</td>
</tr>
<tr>
<td>India Briefing</td>
<td><a href="http://www.india-briefing.com">www.india-briefing.com</a></td>
<td>$500 weekly</td>
</tr>
<tr>
<td>Vietnam Briefing</td>
<td><a href="http://www.vietnam-briefing.com">www.vietnam-briefing.com</a></td>
<td>$500 - $1,000 per banner</td>
</tr>
</tbody>
</table>

Design fees, if required:

$500 - $1,000 per banner
E-Newsletter Ad Rate

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

<table>
<thead>
<tr>
<th>Banner in Asia Briefing Weekly</th>
<th>(USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 week (1 send, 70k recipients)</td>
<td>2,450</td>
</tr>
<tr>
<td>1 month (4 sends)</td>
<td>4,000</td>
</tr>
<tr>
<td>3 months (12 sends)</td>
<td>10,000</td>
</tr>
<tr>
<td>12 months (48 sends)</td>
<td>30,000</td>
</tr>
</tbody>
</table>

One email weekly. General send only.

Promoted Event, text/link only | (USD)  |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Listed Event, text + link</td>
<td>750 /send</td>
</tr>
<tr>
<td>Top Feature, text + link</td>
<td>1,500 /send</td>
</tr>
<tr>
<td>Event Banner</td>
<td>Banner rates less 20%</td>
</tr>
</tbody>
</table>

General send only.

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

<table>
<thead>
<tr>
<th>Per send to all subscribers</th>
<th>(USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 send</td>
<td>7,200</td>
</tr>
<tr>
<td>3 sends, one monthly</td>
<td>19,630</td>
</tr>
<tr>
<td>6 sends, one monthly</td>
<td>36,000</td>
</tr>
<tr>
<td>12 sends, one monthly</td>
<td>66,460</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Profile Targeted per send</th>
<th>(USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per send, &lt; 7,500 recipients</td>
<td>1,650</td>
</tr>
<tr>
<td>Per send, &lt; 15,000 recipients</td>
<td>3,140</td>
</tr>
<tr>
<td>Per send, &lt; 30,000 recipients</td>
<td>6,000</td>
</tr>
</tbody>
</table>

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

Design Fees

<table>
<thead>
<tr>
<th>Banner Design</th>
<th>(USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Banner, starting from:</td>
<td>1,500</td>
</tr>
<tr>
<td>Pop-up Banner, starting from:</td>
<td>1,750</td>
</tr>
<tr>
<td>Other</td>
<td>Ask</td>
</tr>
</tbody>
</table>

Offered as part of advertising services only.

<table>
<thead>
<tr>
<th>Design Your Newsletter</th>
<th>(USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header, Footer, 1 banner and 10 text elements, starts from:</td>
<td>2,500</td>
</tr>
<tr>
<td>Additional text element, each:</td>
<td>60</td>
</tr>
<tr>
<td>Additional banner, each:</td>
<td>1,000</td>
</tr>
</tbody>
</table>

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

Contact us at:
mediasales@asiabriefing.com

Asia Briefing Limited
Unit 507, 5/F, Chinachem Golden Plaza,
77 Mody Road, Tsim Sha Tsui East,
Kowloon, Hong Kong

Dezan Shira & Associates
Unit 507, 5/F, Chinachem Golden Plaza,
77 Mody Road, Tsim Sha Tsui East,
Kowloon, Hong Kong

Key Contacts:

Editor In-Chief: Chris Devonshire-Ellis
Group Marketing: Gary Shaben
Managing Editor: Melissa Cyrill
Content: Rohini Singh
Web Design: Kaushal Subba
Creative Design: Aparajita Zadoo
 MEDIA KIT

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)

<table>
<thead>
<tr>
<th>Websites</th>
<th>Fee to Host/Publish Article</th>
<th>Minimum Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia Briefing</td>
<td><a href="http://www.asiabriefing.com">www.asiabriefing.com</a></td>
<td>$ 250</td>
</tr>
<tr>
<td>Middle East Briefing</td>
<td><a href="http://www.middleeastbriefing.com">www.middleeastbriefing.com</a></td>
<td>$ 250</td>
</tr>
<tr>
<td>ASEAN Briefing</td>
<td><a href="http://www.aseanbriefing.com">www.aseanbriefing.com</a></td>
<td>$ 500</td>
</tr>
<tr>
<td>China Briefing</td>
<td><a href="http://www.china-briefing.com">www.china-briefing.com</a></td>
<td>$ 250</td>
</tr>
<tr>
<td>India Briefing</td>
<td><a href="http://www.india-briefing.com">www.india-briefing.com</a></td>
<td>$ 1,250</td>
</tr>
<tr>
<td>Vietnam Briefing</td>
<td><a href="http://www.vietnam-briefing.com">www.vietnam-briefing.com</a></td>
<td>$ 500</td>
</tr>
</tbody>
</table>