Overview

Asia Briefing Ltd. has published insights into doing business in Asia since 1999 and is one of the premium business publication brands in the region today. Our products include magazines, regional guides, business news websites and newsletter service.

Asia Briefing publications focus on macro business trends throughout Asia, to inform corporate decision makers looking to make executive strategic decisions. Designed for the astute foreign investor, Asia Briefing publications are noted for their accessibility, readability and practical applications.

Asia Briefing is produced in conjunction with its parent company Dezan Shira & Associates, a leading foreign direct investment firm with offices throughout China, ASEAN and South Asia, and is one of the few publishers in the region with the ability to provide on-the-ground professional insights into the Asian business world.

The Asia Briefing brand includes ASEAN Briefing, China Briefing, India Briefing, Russia Briefing, Silk Road Briefing and Vietnam Briefing. Each brand focuses on business news about corporate investment, and practical legal, accounting, tax and HR issues and updates for foreign enterprises operating in these regions.

We differ from other China websites and publications in that our focal point is foreign investor related, not general news or political commentary. This means the majority of our readers are high-level corporate executives with access to financial and investment budgets.
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.

2.9 million views

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.

1.2 million views (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.

2.7 million views

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.

2.9 million views

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.
What we Publish

Silk Road Briefing covers China’s Belt & Road Initiative, and regularly updates on BRI projects and the 130 countries that have now signed up to China’s Belt and Road Initiative. Consequently we feature global and regional articles dealing with China investment into other parts of the world, including Africa, Europe, Central Asia, the Middle East, South-East Asia and Latin America. We are able to feature or include special promotional activities across this area.

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.

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.

Russia Briefing is targeted at Russian investors looking to Asia, as the country is turning its foreign policy and investment to the region as Western sanctions inhibit their options in the EU and United States. Subsequently we feature investment promotional material and articles in English, Chinese and Russian showcasing the trade potential between Russia, the related Eurasian Economic Union (EAEU) Countries of Armenia, Belarus, Kazakhstan and Kyrgyzstan and the economies of Asia. The EAEU has signed free trade agreements with China, Singapore and Vietnam and is currently in negotiations with other ASEAN nations as well as India.

MEDIA KIT
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

Magazine Content

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.

2021 Publishing Schedule

We publish 25 magazines a year, 5 each amongst each of our primary Asian titles. For reasons of confidentiality, please ask us for our exact 2021 publishing schedule topics: 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.

Events 2020

<table>
<thead>
<tr>
<th>Webinars:</th>
<th>92</th>
<th>+91%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registrations:</td>
<td>12,400</td>
<td>+241%</td>
</tr>
<tr>
<td>Attendees:</td>
<td>5,100</td>
<td>+228%</td>
</tr>
</tbody>
</table>

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 2020:

<table>
<thead>
<tr>
<th></th>
<th>Weekly E-newsletter</th>
<th>Social</th>
<th>All Briefing Websites</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscribers</td>
<td>72,000</td>
<td>+16%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unique Opens</td>
<td>1.4 million</td>
<td>+17%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Click Rate</td>
<td>5.6%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Linkedin</td>
<td>18,500</td>
<td>+54%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>33,000</td>
<td>+8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wechat</td>
<td>5,177</td>
<td>+21%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>5,800</td>
<td>+24%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Visitors</td>
<td>8 million</td>
<td>+119%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Visitors</td>
<td>3.5 million</td>
<td>+262%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Session Language</td>
<td>95% English</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Events + Webinars</td>
<td>92</td>
<td>+91%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registrations</td>
<td>12,400</td>
<td>+241%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attendees</td>
<td>5,100</td>
<td>+228%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guide and Magazine Publications</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Downloads</td>
<td>17,366</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Published</td>
<td>20</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.

**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.

- **Total Subscribers**: 72,000
- **Net Annual Growth**: +10,100
- **Unique Opens**: 1,400,000
- **Unique Clicks**: 210,000

**Readers by Regions**

- **Asia**: 56%
- **North America**: 15%
- **Europe**: 9%
- **Australia**: 3%

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

- Manager: 20%
- Other: 17%
- Director/VP: 10%
- CEO: 7%
- General Manager: 7%
- Assistant: 7%
- Associate: 7%
- Senior Associate: 5%
- Managing Director: 3%
- CFO: 2%
- Chief Representative: 2%
- Chairman: 2%
- CEO: 1%

**Industrial Sectors** - Diverse target coverage

- Services: 11%
- Other: 10%
- Unspecified: 9%
- Technology: 8%
- Transportation, Logistics and Warehousing: 8%
- Professional Services: 7%
- Education: 5%
- Industrial Goods and Machinery: 5%
- Retail: 5%
- Energy and Environment: 3%
- Food and Beverage: 3%
- Healthcare: 3%
- Raw Materials and Unfinished Goods: 5%

[SUBSCRIBE HERE]
Website Audiences

Total Visitors 8 million
New Visitors +3.5 million
Annual growth +119%
Sessions in English 95%

By Country/Region

By Brand

Device Use
Publication Ad Rates

Magazine Insert

<table>
<thead>
<tr>
<th>Publication</th>
<th>1 issue</th>
<th>5 issues (1 year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia Briefing</td>
<td>2,500/issue</td>
<td>2,000/issue</td>
</tr>
<tr>
<td>ASEAN Briefing</td>
<td>2,500/issue</td>
<td>2,000/issue</td>
</tr>
<tr>
<td>China Briefing</td>
<td>2,500/issue</td>
<td>2,000/issue</td>
</tr>
<tr>
<td>India Briefing</td>
<td>2,500/issue</td>
<td>2,000/issue</td>
</tr>
<tr>
<td>Vietnam Briefing</td>
<td>2,500/issue</td>
<td>2,000/issue</td>
</tr>
</tbody>
</table>

Minimum Advertising Spend: US$5,000

Guide Dimensions

Advertising Per Issue (USD)

<table>
<thead>
<tr>
<th>Advertising Per Issue (USD)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>USD 5,000</td>
</tr>
<tr>
<td>Chapter Insert</td>
<td>USD 3,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>USD 4,000</td>
</tr>
</tbody>
</table>
Website Ad Rates

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

**Monthly Visitors** | 2020 growth
---|---
ASEAN BRIEFING | 240k | + 410%
CHINA BRIEFING | 225k | + 64%
VIETNAM BRIEFING | 125k | + 195%
INDIA BRIEFING | 50k | + 25%
RUSSIA BRIEFING | 8.1k | + 58%
SILK ROAD BRIEFING | 8.4k | + 134%
ASIA BRIEFING | 8.7k | + 20%

Design fees $500 - 1,000 per item

Homepage $250 weekly

Article banner $350 weekly

Technical banner $500 weekly
**E-Newsletter Ad Rate**

**Monthly Opens**
- 117k

**2020 growth**
- +17%

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**MEDIA KIT**

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

<table>
<thead>
<tr>
<th>Banner in Asia Briefing Weekly (USD)</th>
<th>Promoted Event, text/link only (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.

| Listed Event, text + link             | 750 /send                            |
| Top Feature, text + link              | 1,500 /send                          |

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**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 (USD)</th>
<th>Profile Targeted per send (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.

| 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.

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**Design Fees**

<table>
<thead>
<tr>
<th>Banner Design (USD)</th>
<th>Design Your Newsletter (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>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Offered as part of advertising services only.

| 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.
Contact

Contact us at:
mediasales@asiabriefing.com

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Web Design: Kaushal Subba
Creative Design: Thu Ha
Content: Rohini Singh

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