2018 MEDIA KIT

PRINT INNOVATION ASIA

LABELS & PACKAGING INNOVATION ASIA

YOUR IN ROAD TO PRINTING AND PACKAGING CUSTOMERS IN ASIA

www.printinnovationasia.com

Our E-magazines reach over 33,000 READERS every month.

Printing or Packaging in Asia, we have it 100% covered

Our print titles have been consistently the choice of many Asian print businesses. Its dedicated editorial focus not only respond to readers' information needs, it also addresses current issues and debates via delivering perspective, insights and understanding on global print technology.

Our titles now reach over *33,000 readers in Asia, and has a wide circulation covering 13 countries including Singapore, China, Japan, Korea, Indonesia, India, Malaysia, Philippines, Thailand and Vietnam. We offer insights from inside of Asia.

ASIA'S ONLY REGIONAL PRINT AWARDS

ASIA'S ONLY REGIONAL PACKAGING TECHNOLOGY CONFERENCE

ASIA'S ONLY REGIONAL PRINTING MAGAZINE

ASIA PACIFIC'S ONLY REGIONAL DIGITAL PRINTING E-MAGAZINE

ASIA'S ONLY REGIONAL USED EQUIPMENT CLASSIFIED

KEEPING YOU AHEAD IN ASIA

PRINT INNOVATION ASIA Magazine
Printing, Packaging and Publishing Industries across Asia.

LABELS & PACKAGING INNOVATION ASIA Association - Conference - Web - e-magazine - Awards

www.printinnovationasia.com

Our Publications

Print Innovation Asia

Print World Asia (PWA) is the most versatile and preferred reading for influential and internationally-minded executives throughout Asia. Since 1999, more than 7,000 print owners, frequent travellers and senior business people turn to PWA for insightful coverage of crucial print issues affecting the region every month. It is the only regional publication of its kind serving the market here in Asia. It is also accessible to an online database of 33,000 individuals (who recieve the Emagazine direct to their email account each month)

Print Innovation Asia e-magazine - 22.000 readers

Labels and Packaging Innovation Asia

Serving over 13 countries in Asia, the magazine has a formidable media presence in Asia. At present, we have an readership of 12,000 in the packaging industry and the magazine audience is comprised of our members that are highly-sophisticated, well-educated, and industry veterans – especially decision makers. This publication is again accessable online.

Labels & Packaging Innovation Asia e-magazine 15,000 readers

Our Events

Asian Print Awards

May 2018
Bangkok Thailand

Every industry needs to have a benchmark to achieve. The Asian Print Awards was created 12 years ago to reward those companies that achieve excellence in print production across Asia. Supported by the industry leading suppliers, this event is by far the highlight of the year where the winners receive Gold, Silver, and Bronze medals for work that has been judged by a team of 10 international industry experts. Held every November, over 800 invited guests gather to honour excellence at the gala dinner.

Labels and Packaging Innovation Asia Annual Conference Packaging Excellence Awards

May 2018
Bangkok Thailand

A two-day event including conference and awards ceremony targeted specifically at the packaging industry. It has become the de-facto mark of achievement and excellence in the packaging segment and in actively entered by all leading packaging companies and those wishing to publicise their quality control, process control, standards etc.

Advertising Material Guidelines

Publication trimmed size
297mm (H) x 210mm (W)

Digital files are accepted (Mac format only)
Illustrator EPS, Photoshop EPS/TIFF, InDesign and Freehand. All images should be saved in CMYK format, 300 dpi resolution at actual print ad size. All linked files and fonts must be included.

Acrobat PDF files
High resolution PDF must be supplied in actual print ad size with bleed allowance and trim marks. All fonts should be embedded.

Proofs
2 final colour proofs are required for all ads.

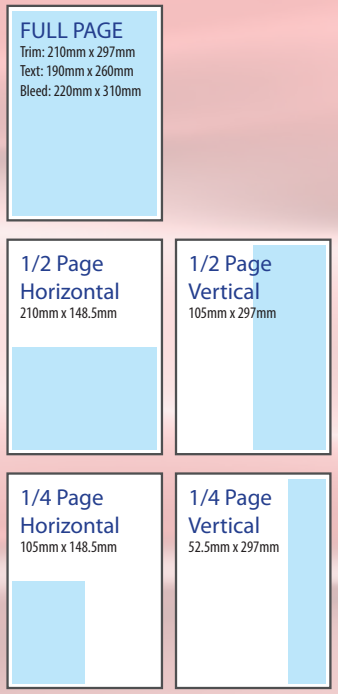
Bleed recommendation
Leave 5mm bleed all round. Bleed requests must be specified on insertion order. Headlines that cross a spread must be split between words or allow 5mm in gutter.

For production enquiries, contact

Paul Callaghan
Email: paul@printinnovationasia.com

All advertising insertion orders, digital files and other production materials must be sent to:

Kindly include a hard copy of your digital materials and specify insertion dates, appropriate URLs and contact details.



Print Innovation Asia (12 issues)

Ad Size	1x	3x	6x	12x
Full Page	$7000	$6000	$5100	$4800
1/2 Page	$4500	$3100	$3700	$3400

Labels and Packaging Innovation (4 issues)

Ad Size	1x	2x	4x
Full Page	$6000	$5600	$5000
1/2 Page	$4500	$4100	$3600

www.printinnovationasia.com
Website Banner Advertisement
Home Page $3000 per month

Asian Print Awards Sponsorship 2018

Platinum	$50,000
Gold	$30,000

AFTA AGA ALA Conference 2018

Platinum	$50,000
Gold	$28,000

Classifieds

Print Ad	$40 per column cm
Online Ad	free with print ad

All of these in Singapore Dollar (SGD)
***** Online Publication***

Sales & Contacts

Contact us now to get your marketing message across Asia

39 Robinson Road,
Robinson Point
#11-01, Suite 25A
Singapore 068911
Office: +65-6750 4623
Fax: +65-6733-5386

Print Innovation Asia
Labels and Packaging Innovation Conference
Asian Print Awards
Asian Packaging Excellence Awards

www.printinnovationasia.com

Paul Callaghan
Publisher
paul@printinnovationasia.com

Elizabeth Liew
Circulation/General Enquiries
Elizabeth@printinnovationasia.com

Sha Jumari
Editor
sha@printinnovationasia.com