

Since 1999

Since 2008

Since 2009



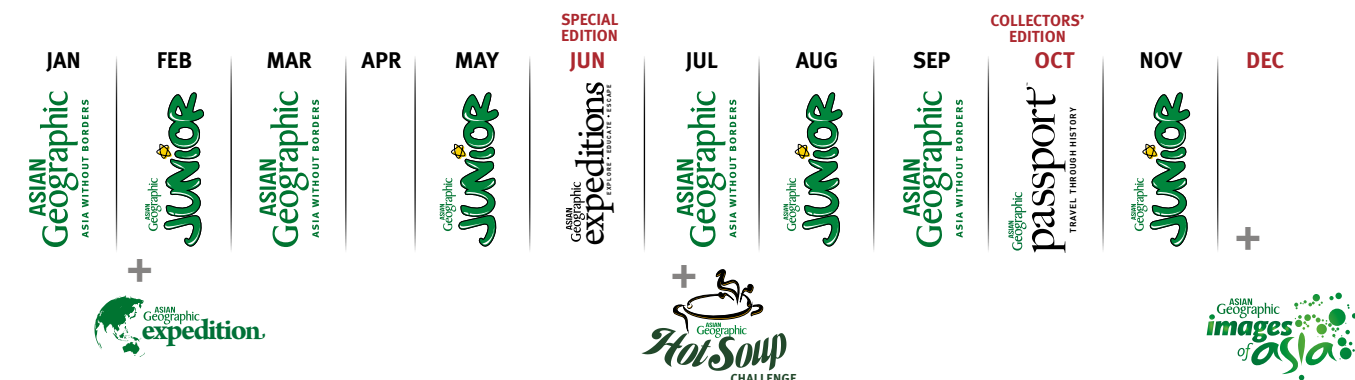
Print



www.asiangeo.com



Digital



Achievements THROUGH THE YEARS

2015

MPAS AWARDS

45. Publisher of the Year | *Winner*
John Thet

44. Media of the Year | *Winner*
ASIAN Geographic

43. Travel Media of the Year | *Winner*
ASIAN Geographic PASSPORT

42. Special Edition of the Year
World Heritage Edition
AG Special Issue/2014

41. Designer of the Year
Zoey Lim & Justin Ong

40. Single Article Design of the Year
First People In The Art
AG Issue 1/2014

2014

ASIAN PUBLISHING AWARDS

39. Best Editorial Brand Projection | *Gold*
ASIAN Geographic Pte Ltd

38. Best Photo Documentary | *Gold*
AG No.95 Issue 2/2013

37. Best Feature on Asian Travel | *Excellence*
AG No.97 Issue 4/2013

36. Special Edition of the Year | *Merit*
AG No.95 Issue 2/2013

MPAS AWARDS

35. Publisher of the Year | *Merit*
John Thet

34. Editor of the Year
Lunita S.V. Mendoza

33. Designer of the Year
Eng Chun Pang

32. Special Edition of the Year | *Merit*
AG No.95 Issue 2/2013

31. Marketing Campaign of the Year | *Merit*
ASIAN Geographic
Hot Soup Challenge 2013

30. Feature Article of the Year (Consumer) | *Merit*
AG No.95 Issue 2/2013

2013

ASIAN PUBLISHING AWARDS

29. Best Cover Design
AG No.95 Issue 2/2013

MPAS AWARDS

28. Special Edition of the Year
AG No.93 Issue 8/2012

27. Best Single Article Design
AG No.90 Issue 5/2012

26. Best Front Cover (Consumer)
AG No.88 Issue 3/2012

25. Best New Journalist of the Year
Selina Tan ASIAN Geographic THE READ

2012

ASIAN PUBLISHING AWARDS

24. Best Cover Design | *Excellence*
AG No.81 Issue 4/2011

23. Best Feature on Asia Travel
AG No.83 Issue 6/2011

22. Best Feature on Asia Travel | *Excellence*
ASIAN Geographic PASSPORT
No.21 Issue 4/2012

MPAS AWARDS

21. Overall Magazine of the Year
ASIAN Geographic

20. Best Single Article Design
AG No.90 Issue 8/2012

19. Feature Article of the Year (Consumer)
AG No.85 Issue 8/2011

18. Editor of the Year
Lunita S.V. Mendoza

17. Designer of the Year
Benjamin Cheh & Takashi Quek

2011

16. Special Edition of the Year
AG PASSPORT No.10 Issue 5/2010

15. Editor of the Year
Lunita S.V. Mendoza

WAN IFRA AWARDS

14. Best in Infographics | *Silver*
AG No.71 Issue 2/2010

13. Best in Design | *Bronze*
AG No.77 Issue 8/2010



2010

WAN IFRA AWARDS

12. Best in Photojournalism
AG No.64 Issue 3/2009

ASIAN PUBLISHING AWARDS

11. Best Design & Layout | *Excellence*
AG No.70 Issue 1/2010

MPAS AWARDS

10. Best New Magazine of the Year
ASIAN Geographic JUNIOR

9. Travel Magazine of the Year
ASIAN Geographic PASSPORT

8. Magazine of the Year | *Bronze*
ASIAN Geographic

7. Best Front Cover Design
AG No.65 Issue 4/2009

6. Feature Story of the Year
AG No.65 Issue 4/2009

5. Visual Photography of the Year
AG No.69 Issue 8/2009

2009

MPAS AWARDS

4. Best Visual/Photography
AG No.61 Issue 11/2008

3. Best Cover/Feature Story
AG No.58 Issue 8/2008

2006

ASIA TRAVEL & TOURISM CREATIVE AWARDS

2. Travel Photograph Scenic | *Winner*
AG No.33 Issue 6/2005
Photo: Lester V. Ledesma

2002

ARK TRUST INTERNATIONAL AWARDS

1. Genesis Award
AG (Bear Witness) No.7 Issue 2/2001
Text: Cortian Bennett Photo: Paul Hilton



JAN | MAR | JUL | SEP

Asia's leading geographical magazine

ASIAN Geographic is an award-winning magazine which addresses a range of topical issues from across Asia. Showcasing the region's best photography, the magazine covers a mix of culture, current affairs, social and environmental issues to encourage a comprehensive understanding of a range of complex issues in the region.

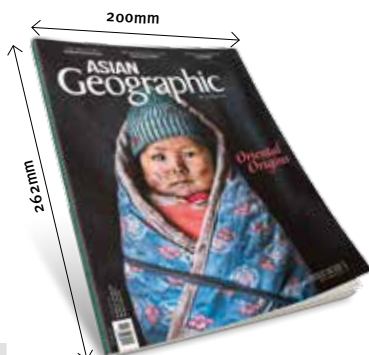
- Picturesque
- Science
- Heritage
- Culture
- Environment
- Nature
- + **PASSPORT**

80%

EDITORIAL

20%

ADVERTISEMENTS



ASIAN
Geographic
passport
TRAVEL WITHOUT BORDERS



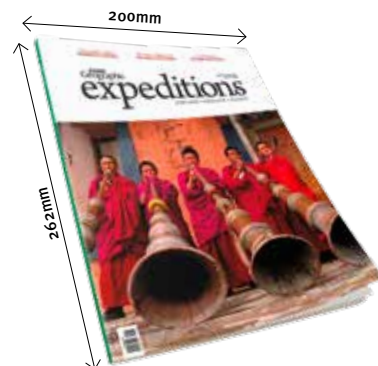
A regular section insert in *ASIAN Geographic* and an annual special issue, **Asian Geographic PASSPORT** is your travel and adventure guide, helping you discover the region's best-kept secrets that you won't find in the guidebooks. With unique content written by experienced travellers, you'll gain in-depth local insights.

JUN (SPECIAL EDITION)

Make the journey with Asian Geographic Expeditions

Follow some of the world's greatest explorers on their journeys into uncharted territory. We document the unbeaten track and push the boundaries of adventure. This special edition is published every year.

- Photography Expedition
- Silk Road Journeys
- Ocean Expeditions
- Leisure Travel
- Cultural Travel
- Cruise Trips
- Road Trips
- Educational Travel
- Environmental Travel



FEBRUARY/JUNE/SEPTEMBER/DECEMBER



EXPLORE • EDUCATE • ESCAPE

Asia offers some of the world's greatest natural and man-made wonders, and so *Asian Geographic* brings you a series of tailor-made expeditions, uncovering the hidden gems of this diverse, culturally-rich continent. Teaming up with some of the most intrepid explorers, we traverse the tallest peaks and dive the deepest depths of our oceans.

Visit www.asiangeo.com for information on our latest expeditions!

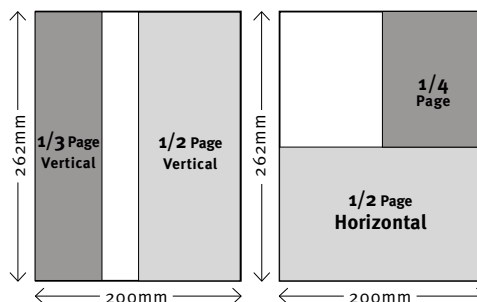


PRINT & DIGITAL ADVERTISING RATES (Per issue)

Outside Back Cover 200(W) x 262(H)mm USD5,000
Inside Front Cover 200(W) x 262(H)mm USD4,000
Inside Back Cover 200(W) x 262(H)mm USD3,500
Double Spread 400(W) x 262(H)mm USD5,300
Full Page 200(W) x 262(H)mm USD3,000

1/2 Page 100(W) x 262(H)mm USD1,800 (Vertical)
1/2 Page 200(W) x 131(H)mm USD1,800 (Horizontal)
1/3 Page 66.5(W) x 262(H)mm USD1,500
1/4 Page 100(W) x 131(H)mm USD1,000

Advertorial write-up USD3,800 for one page



PREMIUM POSITION LOADING FEE Add to published rate

- Front half 15%
- Facing editorial 15%
- Right-hand page 15%
- Front half, right-hand facing editorial 25%

Series Discount

- 4 insertions 5%
- 8 insertions 10%
- 12 or more insertions 15%
- Pay 100% in advance 30%

MATERIAL DEADLINE

4 weeks before publishing date.

NOTE

Rates are subject to change. Credit card payment will be processed in Singapore dollars. **Agency Commission:** Standard agency commission applies for accredited agencies. **Outstanding invoices:** Payment must be made within 30 days from the date of invoice. A penalty charge of 2% per month will be made on outstanding invoices.

*An additional 7% GST applies to Singapore registered companies

OCT (COLLECTORS' EDITION)

Hotly anticipated, this special annual travel guide by Asian Geographic will be all you need to plan your Asian adventures. We know Asia better than anyone!

In this special travel edition – we take a look at the numerous festivals of Asia, providing readers with a composite picture of the diversity, vibrancy and occasional cultural oddities of some of the region's biggest celebrations. We'll supply relevant travel tips on the how, what, where and when, and delve into the details of select festivals' fascinating histories and heritage.

- Inspiring Photography
- Locals' Perspective
- Language Tips
- Flight and Hotel Recommendations



PHOTO COMPETITION LIVE JUDGING & WORKSHOPS

Organised by ASIAN Geographic, Asia's leading geographic title and a source of inspiration for professional photographers, photography enthusiasts and avid travellers, our Images of Asia competition boasts over 9,000 entries from over 100 countries for a single competition year. The winners will be revealed LIVE in December; the competition will also run photography workshops and host guest speakers.

- Street Photographer of the Year **NEW!**
- People Photographer of the Year
- Architecture/Landscape Photographer of the Year
- Wildlife Photographer of the Year
- Environmental Photographer of the Year
- Youth Photographer of the Year

ONLINE ADVERTISING RATES

	WxH (Pixels)	Monthly Rate
TOP BANNER		
Position: Top/All pages	728 x 90 728x 210	USD1,200
SQUARE (VIDEO AND IMAGE)		
Position: Article's pages	336 x 28	USD1,000
HORIZONTAL BANNER		
Position: Center/Home and selected article's page	728 x 90 728x 210	USD650
SKYSCRAPER		
Position: Side bar/Article's pages	260 x 520	USD800
POP-UP ADS (VIDEO AND IMAGE)		
Position: Center/First page	851 x 315	USD1,200
BOTTOM BANNER		
Position: Bottom/ All pages	728 x 90	USD650

FEB | MAY | AUG | NOV

Showcasing the colourful and unique wonders of Asia

ASIAN Geographic JUNIOR is the first children's magazine dedicated to presenting Asia. Read by young explorers aged 6 to 12, the magazine opens the eyes of our readers to the wonders of Asia. This 64-page magazine covers everything from culture and heritage to wildlife and science. Our magazine is used by schools as reading material, reaching out to students, teachers and parents.

- Colourful Culture
- History Hunt
- Amazing Animals
- Super Science
- Gorgeous Geography
- Believe It Or Not!
- Young Explorer



THE QUIZ OF ASIA

The ASIAN Geographic Hot Soup Challenge is a competitive quiz that tests student on their general knowledge about Asia. We continue this rich tradition on July 7, 2018, and this year, we will be opening entries to members of public! Enter the seventh ASIAN Geographic Hot Soup Challenge for a chance to be a champion!

The contest is broken down into four different categories:

- Juniors (ages 7–12) to form teams of four
- Secondary (ages 12–16) to form teams of three
- Junior College and International Schools (ages 17–20)
- Open (age 18 and above)

DEDICATED TO SHARKS



ONLINE PACKAGES

- Package A
1 Month Online Ad + 1 Advertorial = USD1,500
- Package B
3 Months Online Ad + 1 Advertorial = USD2,000
- Package C
6 Months Online Ad + 2 Advertorials = USD3,000
- Package D
1 Year Online Ad + 4 Advertorials = USD5,000

ARTWORK CHARGES (PRINT + ONLINE MEDIA)

Artwork is available upon request and will remain the property of Asian Geographic Magazines Pte Ltd. Reproduction of the original or edited artwork is not permitted. However, advertisers who wish to own the artwork will be charged separately. Changed artwork has to be approved by the client before publishing.

VIDEO / DOCUMENTARY PRODUCTION

For custom-made videos, for broadcast TV or online, contact info@asiangeo.com

* Media of other dimensions will be scaled proportionally to fit.
** File size: 100kb or less, Formats: JPG, GIF, PNG, Animated GIF, Duration for animated banners: Max. 15 seconds; audio optional.

ASIAN Geographic
Circulation
92,000
COPIES PER ISSUE

Bringing Asia to the
hearts and minds of over
428,000
readers across Asia
and the world
(per issue)

READERSHIP
Over
2.5 million
a year

INDIA
2%

MALAYSIA
12%

SINGAPORE
42%

CHINA/HONG KONG
4%

TAIWAN
2%

PHILIPPINES
3%

BRUNEI
3%

INDONESIA
5%

AUSTRALIA
5%

Who advertises with us?

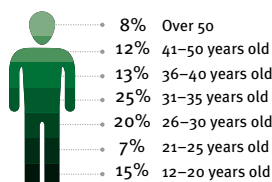
- National Tourism Boards
- Airlines
- Hotels and Resorts
- Travel Partners/Insurance
- Adventure Operators
- Educational Partners
- Events and Festival Partners
- Heritage Boards and Museums
- Automotive Industry
- Banking and Finance

Regional distributions

Who are our readers?

Our readers range between the ages of 26 and 50 plus.
They're united by shared values as educated,
well-travelled global citizens.

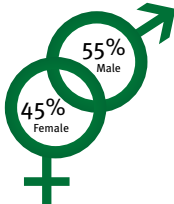
AGE DISTRIBUTION



EDUCATION LEVEL

Secondary/High school 25%
University/College 32%
Graduate/Post-graduate 43%

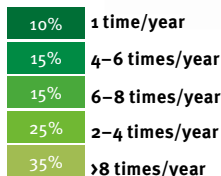
GENDER DISTRIBUTION



AFFILIATIONS

More than 60% of our
readers belong to a
country/marina club or
an association

TRAVEL HABITS



Our readers travel more
than four times a year for
business and leisure

INTERESTS

Nature and wildlife,
humanitarian and social
issues, history, heritage
and culture, environmental
conservation, photography,
technology, sports,
adventure and travel

PROFILES

PMEBs, adventure-
seekers, naturalists and
conservationists, writers and
photographers, academics,
lecturers and teachers,
business people, students,
business and recreational
travellers and government
officials

ONLINE POLLS AND SURVEYS

Our magazine is known for
covering issues that stir
up heated debates and
controversy. And while
we believe in publishing
the facts, we also believe in
letting readers have their say.
Our website www.asiangeo.com
and social media run
online polls and surveys
on reader's views, covering
issues such as Thailand's
infamous Tiger Temple as
a case of animal cruelty

ARTWORK CHARGES (PRINT + ONLINE MEDIA)

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CLUBS & SOCIETIES



CAFES & RESTAURANTS



ATTRACTIONS



TOURISM BOARD



HOTELS & RESORTS



Media Platform

Boost your advertising
with a web link that
our 25,000 additional
e-Magazine readers
can click on to be
directed to your
products



eMagazine
18,000-25,000
Monthly average of online
downloads



215,200
followers



4,500
followers



WEBSITE
www.asiangeo.com