

Finally, a magazine totally dedicated to Asian event marketers



- ASIA'S ONLY EVENT MARKETING MAGAZINE
- NEWS, INSIGHTS AND PRACTICAL PEER LEARNING
- BIGGEST AUDIENCE OF EVENT MARKETERS AND PLANNERS
- THE VERY BEST WAY TO REACH EVENT DECISION MAKERS



WHY MARKETING EVENTS?

Marketing magazine, along with its digital properties *Marketing Daily* and *marketing-interactive.com*, has been helping senior advertising & marketing decision makers in Asia do their jobs better since early 2002. With a massive audited circulation of 25,801 copies (ABC audit period ending December 2011) and 108,000 readers, *Marketing* has the biggest circulation and readership of any advertising & marketing magazine in Asia - more than double that of its closest competitor.

In response to the exciting growth of the event marketing discipline, *Marketing* has launched a new information brand which will do for event marketing decision makers what *Marketing* has achieved for the marketing industry in general. That brand is **Marketing Events**.

As Asia's only business marketing magazine focused 100% on event marketing, *Marketing Events* helps event marketers and event planners in three ways:

Knowledge Through its news pages, *Marketing Events* informs event marketing decision makers in Asia of the new products and services at their disposal - new venue options, new vendor choices, new service offerings and new technology products.

Understanding Through its opinion, case study and features pages, *Marketing Events* provides event marketers and event planners in Asia with the analysis, insights and trends they need to fully understand not just what happened, but why it happened and what will happen in the future.

Inspiration The most effective way to learn is through the experiences and unbiased opinions of one's peers. *Marketing Events* provides event marketers and event planners with a constant stream of ideas throughout the magazine; practical, trustworthy and reliable gems which can be adapted to future event marketing activities.



FILLING AN INFORMATION GAP

There is no doubt corporate expenditure on event marketing has steadily increased over the past 10 years as corporate events have become more extravagant and event marketing strategy has become more sophisticated. With larger budgets under their control, event marketers and event planners are under more pressure than ever to achieve their objectives and add bottom line value to their organisations. In *Marketing Events*, event marketers and event planners get the credible, authoritative and practical information on event marketing strategy they have been searching for.

While there are a few travel industry magazines that touch on event marketing from time to time, only *Marketing Events* is designed specifically for corporate event marketers and event planners and totally devoted to best practices in event marketing.



QUALIFIED AUDIENCE OF EVENT DECISION MAKERS

Not all of *Marketing's* 25,801 subscribers are directly involved in event marketing. For example, some of *Marketing's* readers work in traditional creative advertising agencies or digital agencies while others work in corporate marketing departments but are only involved in their organisations' advertising, market research or digital marketing activities. However, a growing number of *Marketing's* readers, both on the client side and the agency side, are directly involved in corporate event marketing at a decision making level. *Marketing Events* is circulated to these people.

Through direct response marketing and an inhouse call centre and telemarketing team, over 15,500 current and active event marketing decision makers have been identified from *Marketing's* subscriber and readership database which has formed the basis of Event Marketing's circulation.

As of June 2012, *Marketing Events* has also included 4,000 new subscribers from Mainland China to its circulation. With China identified as a burgeoning market with huge growth potential, event marketing opportunities have not been overlooked as *Marketing Events* targets readers in Shanghai, Beijing, and newer cities and provinces.

This makes *Marketing Events* the biggest circulating magazine of its type in Asia and the very best way to reach event marketing decision makers in this region.



A UNIQUE CONTENT MIX

Born from *Marketing* magazine and with its pedigree firmly in effective marketing strategy, *Marketing Events* provides event marketers and event planners in Asia with a content mix which is truly unique as you can see from the editorial lineup below.

Knowledge: The most important news

Marketing Events' news pages contain a round-up of the most important news and developments regarding event marketing from around the region. The biggest and most exciting events, new venues, the latest vendor offerings and the most senior event marketer moves are all reported to ensure that Asia's event marketers and event planners are constantly given new ideas and are up to date with the venue, vendor and technology resources at their disposal.

Understanding: High level opinion and analysis

The opinion section of *Marketing Events* contains opinion pieces on burning issues by the most respected event marketers, event planners and event marketing agency chiefs in Asia. In addition, every issue of *Marketing Events* casts a critical eye over an emerging market as an event destination, profiles a top event marketer and unveils the inside tips on how event marketers can achieve better results for less money according to the people who know the market best.

Ideas: In-depth strategic features

Each edition of *Marketing Events* will contain 3 features:

Event Marketing Focus	Every edition of <i>Marketing Events</i> takes an area of corporate events and examines under which circumstances it provides best value and supplies valuable tips on how to do it best. Sponsorship marketing, trade show marketing, exhibition marketing, corporate hospitality, and sports sponsorship all get the <i>Marketing Events</i> treatment.
Country Report	Every edition of <i>Marketing Events</i> looks at a country and casts a critical eye over it to evaluate it as a destination for corporate events - the positives and the negatives and the tips, tricks and local knowledge required to take advantage of the benefits and stay clear of potential hazards.
Destination Report	Every edition of <i>Marketing Events</i> examines a city and discusses the advantages and challenges of running events in the destination. Similar to the country report but going deeper into its venues, the Destination Report provides better insight into how the city works for any event marketer hoping to get the most out of their event.
The Edge	Every edition of <i>Marketing Events</i> runs an in-depth analysis of a recent trend or burning issue in the events industry. With adequate insights from experts and backed by research, event marketers will benefit from rich varying perspectives on topics ranging from sports sponsorships and scent marketing to sustainable event initiatives.
On The Horizon	This section of <i>Marketing Events</i> spots a destination with significant untapped potential or an arising trend and goes deep into the issues event marketers need to address to take their events to the next level. No worthy destination in the world goes unnoticed – from young cities such as Dalian in China to growing markets such as Bangkok and Macau.

Ideas: Practical case studies full of peer experience learning

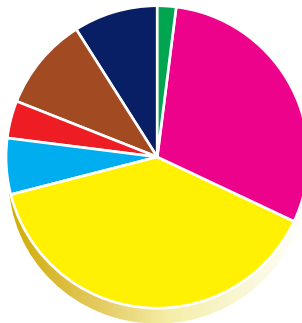
The unique peer voice in *Marketing Events* is a feature throughout the magazine, and will be most visible in the Case Study section. Every edition of *Marketing Events* contains at least 3 case studies which, written from the perspective of the event marketer who owns the event, highlights the key points: a.) The objective of the event; b.) Why the particular format was chosen; c.) How the event was activated; d.) What were the results; e.) Which venue and vendors were used; and f.) What the event marketer would do differently next time.



CIRCULATION ANALYSIS



Circulation by Job Function



Total circulation: 19,532

- Client - CEO/MD/GM (2%)
- Client - VP/Director-level Marketer (30%)
- Client - Market-level Marketer (39%)
- Client - Executive-level Marketer (6%)
- Agency - CEO/MD/GM (4%)
- Agency - Creative & Event Production (10%)
- Agency - Account Service (9%)



Circulation by Industry



Total circulation: 19,532

- Client - Banking & Finance (13%)
- Client - IT & Telecommunications (11%)
- Client - FMCG (14%)
- Client - Consumer Durables (16%)
- Client - Business & Personal Svcs, Retail and Govt (9%)
- Client - Property, Construction & Utilities (7%)
- Client - Travel & Tourism (3%)
- Agency - Event Marketing (13%)
- Agency - Public Relations (7%)
- Agency - Conference Organisers (7%)



Circulation by Country

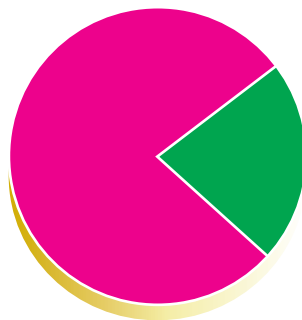


Total circulation: 19,532

- China (22%)
- Hong Kong (27%)
- Malaysia (20%)
- Singapore (31%)



Circulation by Geographic Responsibility



Total circulation: 19,532

- Local/domestic responsibility (21%)
- Regional responsibility (79%)

PRINT ADVERTISING RATES

Asia Pacific Advertising Rates

	1x	2x	4x
Double Page Spread	US\$9,990	US\$8,990	US\$7,250
Full page	US\$6,450	US\$5,900	US\$4,490
Half page	US\$3,990	US\$3,690	US\$2,990
Third page	US\$2,690	US\$2,390	US\$1,950
Quarter page	US\$1,990	US\$1,890	US\$1,490
Four page gatefold	US\$19,990	US\$18,650	US\$14,990
Four page cover wrap	US\$24,990	US\$22,450	US\$18,250
Outside back cover position premium			20%
Inside front cover position premium			15%
Other guaranteed position premium			10%
Loose/bound insert fee (< 4pp): - US\$395 per 1,000	Loose/bound insert fee (> 4pp): - US\$445 per 1,000		

Advertising Material Specifications

	Trim (mm)	Bleed (mm)	Type (mm)
Double Page Spread	280 x 420	290 x 430	270 x 410
Full page	280 x 210	290 x 220	270 x 200
Half page (horizontal)	118.5 x 183	Not Available	
Third page (horizontal)	60 x 183	Not Available	
Third page (vertical)	240 x 58	Not Available	
Quarter page (horizontal)	30 x 183	Not Available	

Please supply your advertisement in electronic format as follows:

- PDF
- High resolution (350 lines per inch)
- CMYK colour
- All images & fonts embedded
- A hard-copy colour proof is preferred

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MARKETING EVENTS WEEKLY NEWS BULLETIN

Launch in 2012 Marketing Events Weekly email news bulletin now reaches over 38,000 subscribers in the region. Its rapid uptake and popularity among event marketers and event marketing agencies is testament to it filling a vital information gap.

Marketing Events Weekly meets the needs of senior event marketers and event marketing agencies through time-sensitive updates of new and upcoming venues, information on regional events, and legislation or policies affecting the region.

The newsletter also contains case studies of recently-concluded events and interviews with event marketers and organisers to provide peer learning experiences to achieve their objectives and add bottom line value to their organisations.

With the events industry being so broad and intertwined with other sectors such as tourism and travel, the news bulletin allows us to go more in-depth and be more relevant for an audience that's constantly on the go and time-starved.

Marketing Events Weekly is sent to 38,000 subscribers comprising client marketers, event and marketing agencies, conference and exhibition organisers and public relations professionals in the region.

The news bulletin is the voice for event marketing decision makers across Asia.

Online Advertising Rates

BANNER ADS (500 x 80 pixels)			
Frequency	1 Month	3 Months	6 Months
Rate per week for regional exposure	USD490 per week	USD390 per week	USD290 per week
Total per month	USD1,960	USD1,560	USD1,160

THE ART & SCIENCE OF EVENT MARKETING

MARKETINGEVENTS

marketing-interactive.com

MARKETING EVENTS WEEKLY NEWS BULLETIN 14 MARCH, 2013

IN PRINT



Download latest issue in pdf [here](#)

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Our Sponsors:





Chopard brings luxury to the seas



China - Swiss manufacturer of timepieces and jewellery Chopard has thrown its support behind the luxury yachting event, the Hainan Rendez-Vous 2013.
[Read the full article](#)

New Balance runs with Young NTUC



Singapore - Global athletic products company New Balance has sponsored the NTUC Income RUN 350 event, an eco-run aimed at raising awareness of the upper safety limit for carbon dioxide in the atmosphere.
[Read the full article](#)

It's here again.



The premier venue directory for event marketers and meeting planners in Asia Pacific.

Energizer runs on positive energy



Singapore - Battery technology company Energizer has sponsored the Energizer Night Trail Singapore 2013, a night race held in Singapore.
[Read the full article](#)

Guinness sets a world record



Singapore - A look at what went into making the world's longest bar slide by Guinness.
[Read the full article](#)



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novotel singapore

BMW gets musical



Singapore - German automobile brand BMW has sponsored the Mosaic Music Festival Singapore 2013, partnering Esplanade for the third consecutive year.
[Read the full article](#)

Park Hyatt gears up for MICE



Korea - Park Hyatt Busan has shifted its focus to leverage meetings, incentives, conferences and exhibitions for revenue growth.
[Read the full article](#)



KOREA TOURISM Your MICE Destination

MARKETING EVENTS WEEKLY



MARKETINGEVENTS

Marketing Events is published by Lighthouse Independent Media

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