



Asia Food
JOURNAL

ASIA FOOD JOURNAL
Media Information 2009

Editorial Calendar

Asia Food JOURNAL

Issue	Ingredients	Processing	Packaging	Additional Topics	Bonus Distribution
Jan/Feb	Functional	Bakery	Flexible	Automation	
Mar	Flavors / Colors	Mixing & Blending	Bottling / Filling	Lubricants	Mar 25-27, Shanghai • Food Ingredients China
Apr	Starches / Stabilizers	Brewing & Alcoholic Beverages	Closures / Capping	Carton	
May	Oils / Fats	Meat / Poultry	CIP	Vitamins & Minerals	May 13-17, Bangkok • Thaifex-WoF Asia
Jun	Health / Weight Management * Food Safety Supplement	Snack Food	Palletizing / Robotics	Check Weighing / Metal Detection	Jun 17-20, Bangkok • Propak Asia Jun 23-25, Shanghai • Fi-Asia China Jun 23-26, Taipei • Foodtech Taipei
Jul	Protein Ingredients / Enzymes	Coatings / Seasonings	Form / Fill / Seal	Supply Chain Management	Aug 8-11 • Interfood Indonesia
Aug	Beauty / Sports Foods	Confectionery	Adhesives	Inspection Systems / Sensors	
Sep	Prebiotics/ Probiotics * Ingredients Supplement	Convenience Foods	Beer	Beverages	Date (TBA) • Fi-Asia Date (TBA) • Fi-India Oct 5-7, Las Vegas • Pack Expo
Oct	Sweeteners	Dairy	Coding / Labeling	Drying / Frying	Oct 14-17 • Propak Indonesia, Jakarta
Nov/Dec	Nuts	Seafood	Stills / Carbonates	Refrigeration	

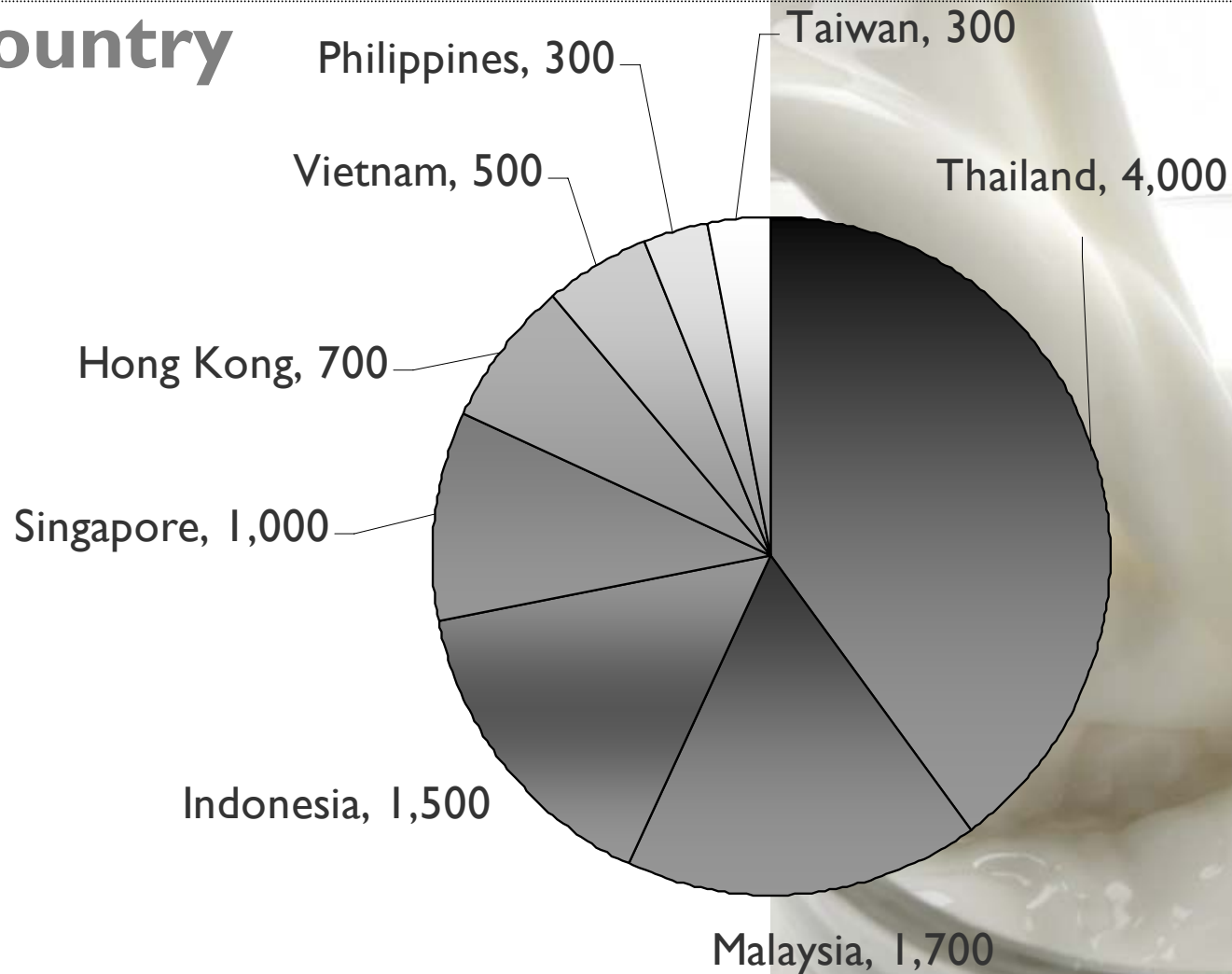
*Kindly note that topics may change due to market conditions.

Circulation Profile

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Country

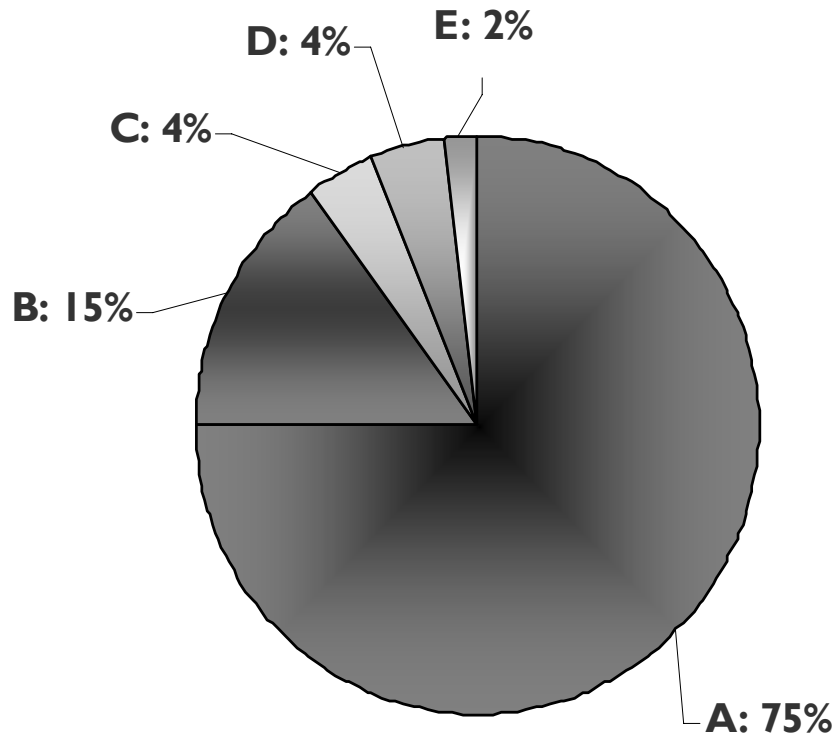
10,000* qualified
readers



*BPA Audit Statement June 2008

Circulation Profile

Industry



*BPA Audit Statement June 2008

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10,000* qualified readers

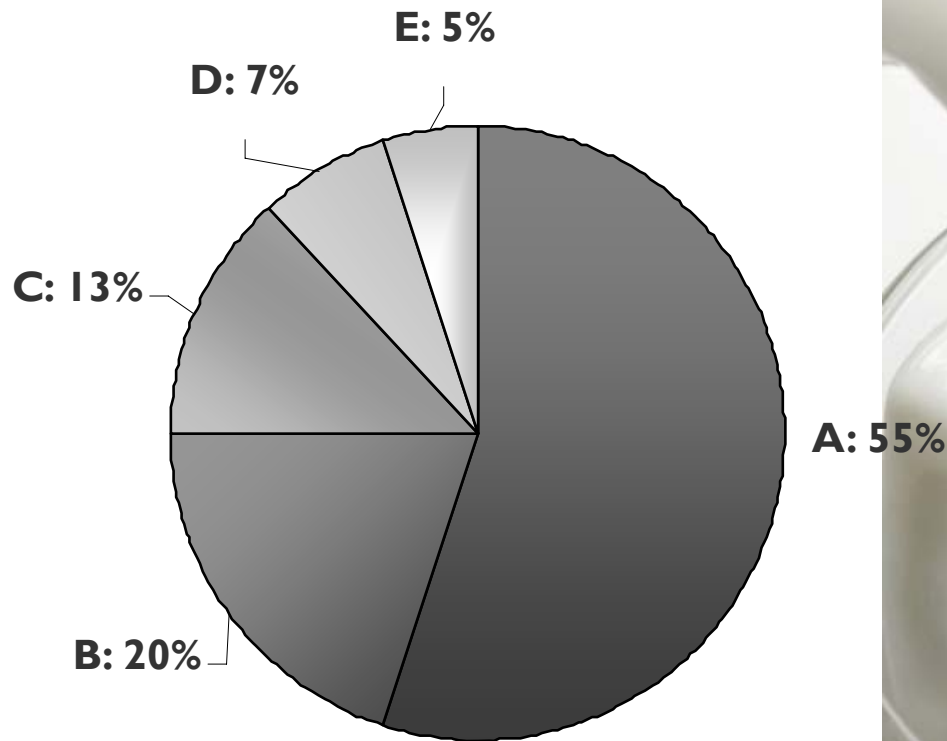
- A: Food / beverage processing & packaging
- B: Food ingredients & additives
- C: Packaging machinery / material
- D: Processing machinery / equipment
- E: Research institutions, statutory boards, trade organisations

Circulation Profile

Job Function

Asia Food JOURNAL

10,000* qualified readers



- A: Corporate / senior management
- B: Process/ production / engineering management
- C: R&D / product development / food technology
- D: Purchasing / procurement
- E: Quality management

Advertising Rates

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Premium Position	1x		3x		6x		10x	
	US\$	S\$	US\$	S\$	US\$	S\$	US\$	S\$
Back Cover	5,800	8,400	5,600	8,100	5,400	7,800	5,200	7,500
Inside Front Cover	5,500	7,950	5,300	7,650	5,100	7,350	4,900	7,050
Inside Back Cover	4,700	6,750	4,500	6,450	4,300	6,150	4,100	5,850

Ad size (ROP)	1x		3x		6x		10x	
	US\$	S\$	US\$	S\$	US\$	S\$	US\$	S\$
Double page spread	6,600	9,600	6,400	9,300	6,200	9,000	6,000	8,700
Full page	4,200	6,000	4,000	5,700	3,800	5,400	3,600	5,100
Half page	2,900	4,200	2,700	3,900	2,500	3,600	2,300	3,300
One-third page	2,300	3,300	2,100	3,000	1,900	2,700	1,700	2,400
One-quarter page	1,900	2,700	1,600	2,400	1,400	2,100	1,200	1,800

*10% surcharge for guaranteed right hand page

Online Advertising Rates

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Web banners	Banner Size	Per month		Per quarter	
		US\$	S\$	US\$	S\$
Skyscraper	120 x 600	1,550	2,250	3,300	4,800
Horizontal	600 x 60	1,050	1,500	2,300	3,300
Button	125 x 125	650	900	1,350	1,950

Other Online Offerings	US\$	S\$
<u>E-newsletter</u>		
Weekly	1,550	2,250
AFJ Online (Monthly)	1,860	2,700
Channel Sponsorship (per month, per resource)	1,550	2,250
Keyword Search (per month, per keyword)	1,550	2,250
E-video (per month, per video)	1,550	2,250

Contact

Adeline Ann (Ms)
Regional Account Manager
Tel: (65) 6780 4539
Fax: (65) 6544 1221
adeline.ann@rbi-asia.com

June Tan (Ms)
Publisher
Tel: (65) 6780 4304
Fax: (65) 6544 1221
june.tan@rbi-asia.com



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