



THREE SOLITARY LETTERS ADEQUATELY DELIVER
TODAY'S INFORMATION

MEDIA KIT
- YEAR 2012 -

INTRODUCTION

World Asia Publishing was established with the objective of producing quality hospitality and travel publications for industry players, top executives and corporates. Its industry-specific publications are presented in a clear, concise, quick-reading format, thus considering the time demands of busy top executives. One of the longest-running industry-centered publishers to have originated from Malaysia and Singapore, World Asia Publishing's journals are regarded as being the most time efficient method of keeping in touch with key developments in the hospitality, travel, food, entertainment and retail industries. World Asia Publishing's titles function as the most efficient communication medium for the business and trade sectors by disseminating up-to-date information on new trends, products and services.

HOSPITALITY ASIA

Hospitality Asia, one of World Asia Publishing's longest-running titles, provides insight into the multilayered, multi-option world of the Southeast Asian hospitality industry. Beginning modestly with content from Malaysia and Singapore, the journal now reports on the hospitality industry in Indonesia, Thailand, Vietnam, Cambodia, the Philippines, Hong Kong and Macau. It also provides coverage on the rest of the Asia Pacific region and the international hospitality scene, giving Asia-based readers a window into the wider world of hospitality.

Being a business-trade magazine, Hospitality Asia's wide reach makes it the publication of choice for industry professionals, corporate players, travelers and service providers who seek to continuously be informed of personnel movements within the industry, new technology to be harnessed within the workplace or services for the improvement of the guest experience. Its personalized delivery system tied to a consistently updated circulation list means that top executives are assured of a personal copy of the magazine, allowing Hospitality Asia to reach and target the key decision makers in the industry, beginning with senior management. The magazine is also distributed to key middle management personnel who are in a position to recommend products, processes and services.

HOSPITALITY ASIA MAGAZINE ONLINE

With the advent of www.HospitalityAsiaOnline.asia, Hospitality Asia will become more personalized and more direct, speaking to not only the key decision makers and top management of the industry, but also becoming a welcome resource for the rank and file. Hospitality Asia's on-line presence guarantees the forward movement of the industry's premier print medium, and will expand readership beyond the boundaries of print, as well as ensuring that news is delivered in an even timelier fashion than could ever be achieved by the printed medium. Access to Hospitality Asia on-line will mean a whole new audience will be privy to the happenings of the industry, with even more hoteliers, suppliers, and manufacturers being brought together by virtue of the Internet.

THE PINNACLE OF HOSPITALITY

World Asia Publishing capitalized on its in-depth knowledge of the hospitality industry and its close ties with the top executives from the hospitality field by publishing The Pinnacle of Hospitality, an inspirational and timeless edition featuring the life stories of 100 key movers and shakers of hospitality in Malaysia and Singapore. The inaugural 2005 volume is an essential reference tool for hoteliers, gracing the bookshelves of the most prominent industry personnel. The year 2011 will see the second edition of The Pinnacle of Hospitality, featuring a new batch of personalities around the region with their individual success stories.

THE BUSINESS OF PEOPLE

A dynamic entrepreneur in her own right, Founder Jennifer Ong remains as hands-on and as committed to the business as the day she started it over a decade ago. Passionate about establishing note-worthy service standards and business integrity, Ong introduced World Asia Publishing's very own Hospitality Asia Platinum Awards. Always driven by her endless enthusiasm and passion, Ong handpicked her team to assure commitment, efficiency, shared vision and goal setting in tune with the company's vision and mission. A firm believer in keeping the team small, hands-on and personal, Ong has over the years retained a key number of staff for their outstanding business and interpersonal qualities. This small group has collectively over 50 years of publishing, editorial, design, logistics and marketing expertise between them, resulting in a tight and thorough set-up. As the sole event managers behind the highly successful Hospitality Asia Platinum Awards and Hospitality Asia Golf Challenge, World Asia Publishing ensures that it owns and operates events that meet the brand standard of its long and illustrious pedigree.

Event

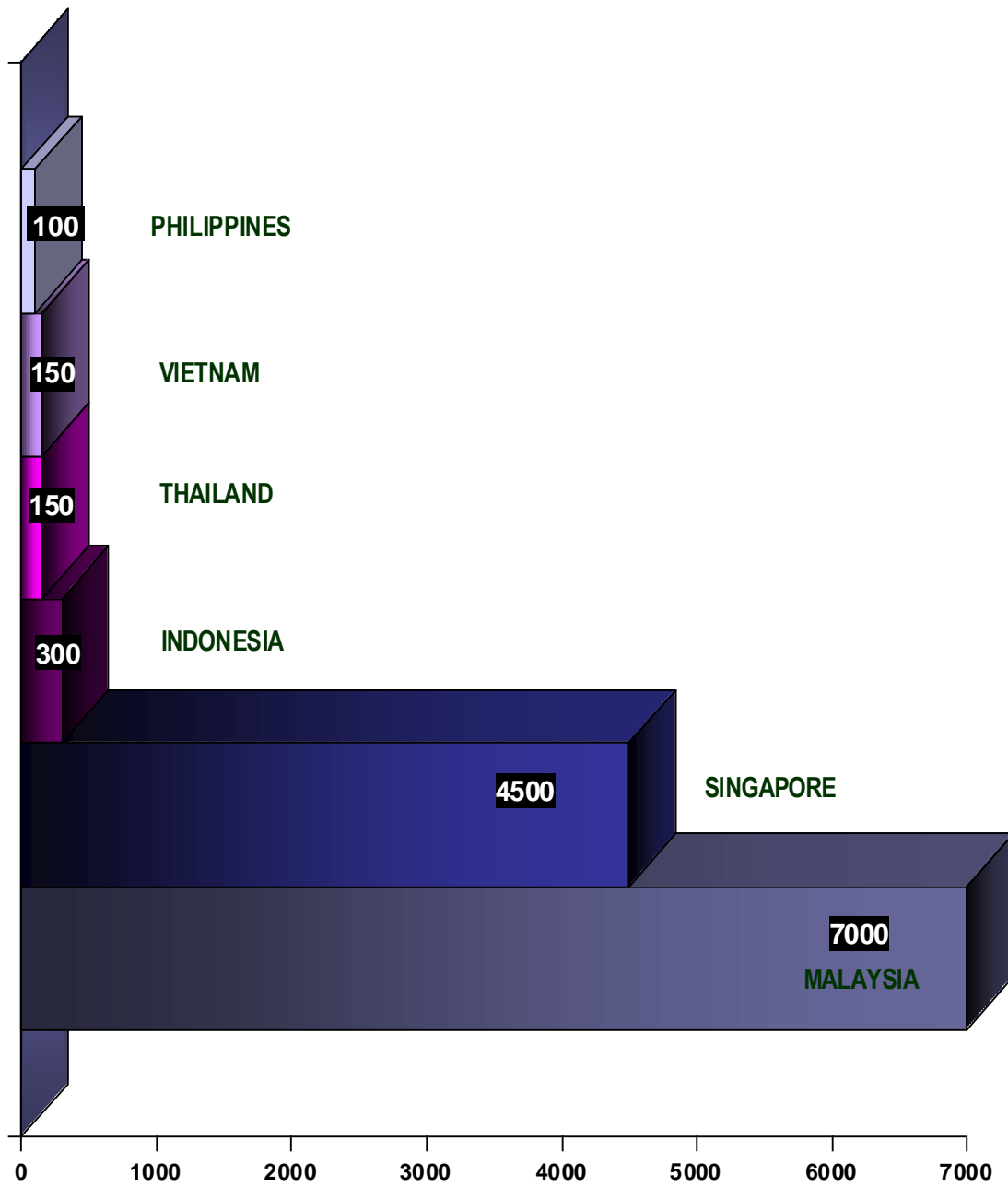


HOSPITALITY ASIA PLATINUM AWARDS (HAPA) recognizes and rewards the crème de la crème of the hospitality industry at all levels. Focusing on the people who strive ceaselessly to give guests a hospitality experience bar none, this signature soiree has become a much-anticipated event for hoteliers as well as businesses who work with the hospitality industry. Dedicated to recognizing and rewarding people and establishments who have shown drive, dedication and passion for the hospitality industry, HAPA award categories are as diverse as the industry it serves, with Personality awards dedicated to service excellence and leadership, to categories ranging from the best experiences to be had in travel, golf, spa, food and entertainment.

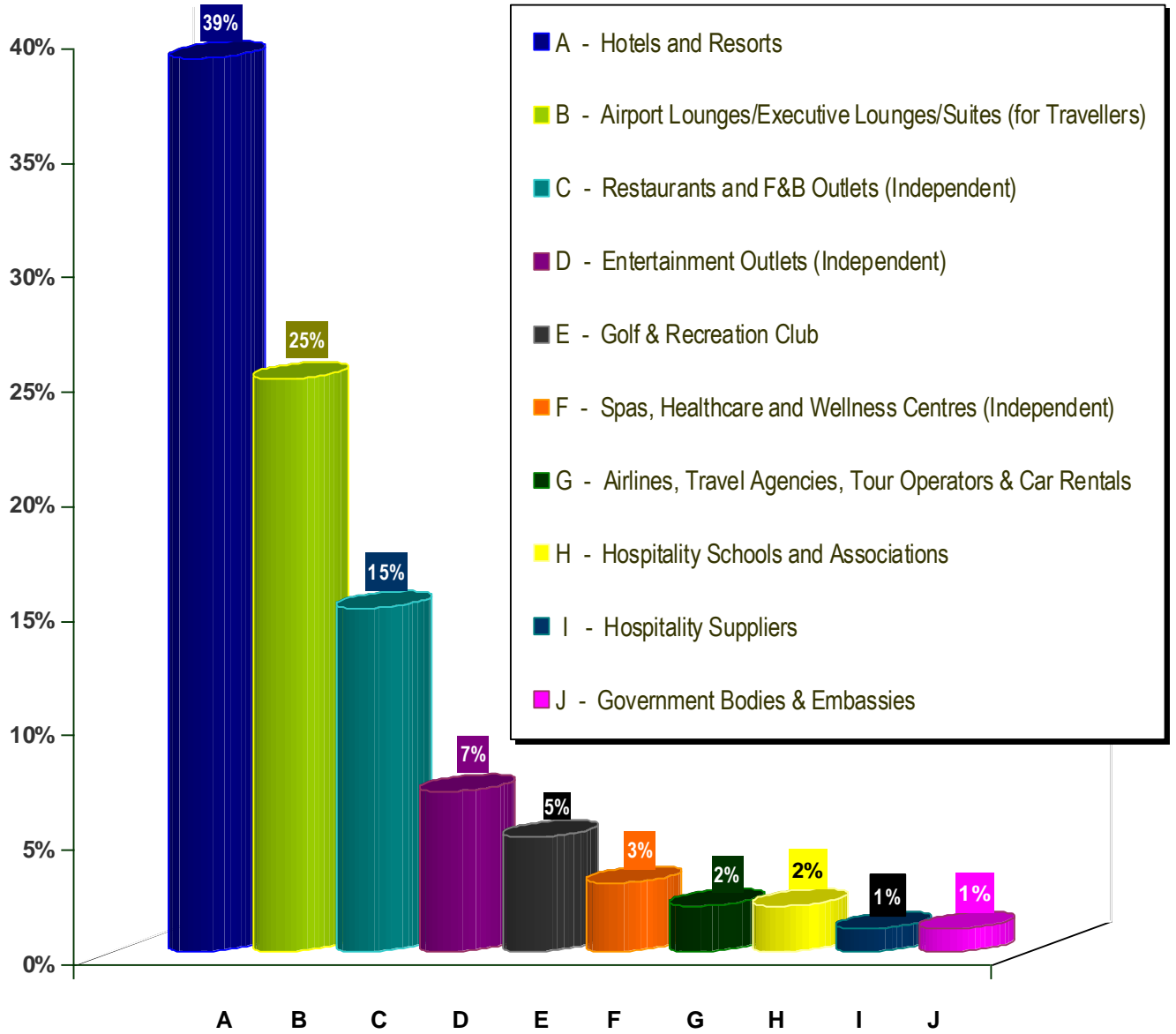
The strong interest that other ASEAN countries have shown for HAPA has also resulted in the expansion of the awards with the advent of the regional HAPA, which sees service operators vying for top place from amongst players in the region, as opposed to only country-specific competition. The regional HAPA ensures only the best contenders from each country will be striving against the cream of the crop from the region for the ultimate recognition, thus raising the bar for both the industry as well as individual operators.

Soon to be launched is the HAPA website www.Hapa.Asia that is designed with the busy executives in mind. Here, one would have a quick resource for all things HAPA related. The website features downloadable nomination forms, as well as updated lists of nominees and new information on the awards as and when it becomes available. www.Hapa.Asia will also feature pictures from the Gala night, as well as individual winners' images.

CIRCULATION BY COUNTRY (FOR PRINT ONLY)



CIRCULATION BY INDUSTRY (FOR PRINT ONLY)



By Industry	: Column A, C, D, E, F, H, I
By Corporate Management	: Column J
By Travel Segment	: Column B, G

CIRCULATION BY READERSHIP

Hospitality (60%)

Tourism Minister
 Director of Tourism Board
 Owner
 Chairman
 President
 Vice President
 Chief Executive Officer
 Chief Operating Officer
 Director
 Managing Director
 General Manager
 Executive Assistant Manager
 Hotel Manager
 F&B Director
 Restaurant Manager
 Banquet Manager
 Club Manager
 Executive Chef
 Sous Chef
 Pastry Chef
 Director of Sales & Marketing
 Director of Communications
 Director of Human Resource
 Director of Rooms
 Finance Controller
 MIS/EDP Manager
 Chief Engineer
 Purchasing Manager
 Operations Manager
 Executive Housekeeper
 Spa Manager
 Front Office Manager
 Chief Concierge

Corporate & Travel (40%)

Ambassador
 High Commissioner
 Trade Commissioner
 Owner
 Chairman
 President
 Vice President
 Chief Executive Officer
 Chief Operating Officer
 Director
 Managing Director
 General Manager
 Regional Manager
 Country Manager
 Director of Sales & Marketing
 President of Associations
 Dean of School
 Head of School
 Head of Faculty
 Professor/Lecturer
 Business Travellers
 Leisure Travellers
 Subscribers

RATE CARD

Advertising Rate	1 Insertion			2 Insertions			3 Insertions			4 Insertions		
	RM	S\$	USD	RM	S\$	USD	RM	S\$	USD	RM	S\$	USD
Front Cover	30,000	15,000	13,000									
Full Page	7,200	4,550	3,900	6,850	4,300	3,700	6,500	4,100	3,510	6,120	3,900	3,320
Half Page	4,300	2,700	2,340	4,100	2,600	2,210	3,900	2,450	2,150	3,650	2,300	2,020
Inside Front Cover	9,400	5,800	5,070	8,950	5,500	4,810	8,500	5,250	4,550	8,000	4,950	4,360
Inside Back Cover	8,600	5,400	4,680	8,200	5,150	4,490	7,750	4,900	4,230	7,350	4,600	4,030
Back Cover	10,000	6,300	5,460	9,500	6,000	5,200	9,000	5,700	4,940	8,500	5,400	4,680
Double Page Spread	12,200	7,600	6,630	11,600	7,250	6,300	11,000	6,850	5,980	10,400	6,500	5,590

Note: For more advertising package, please feel free to contact us.

ADVERTISING POLICY

Premium Positions

15% Loading

Booking Deadline

Front Cover -8 weeks prior to publication date

Other Advertisement -5 weeks prior to publication date

Material Deadline

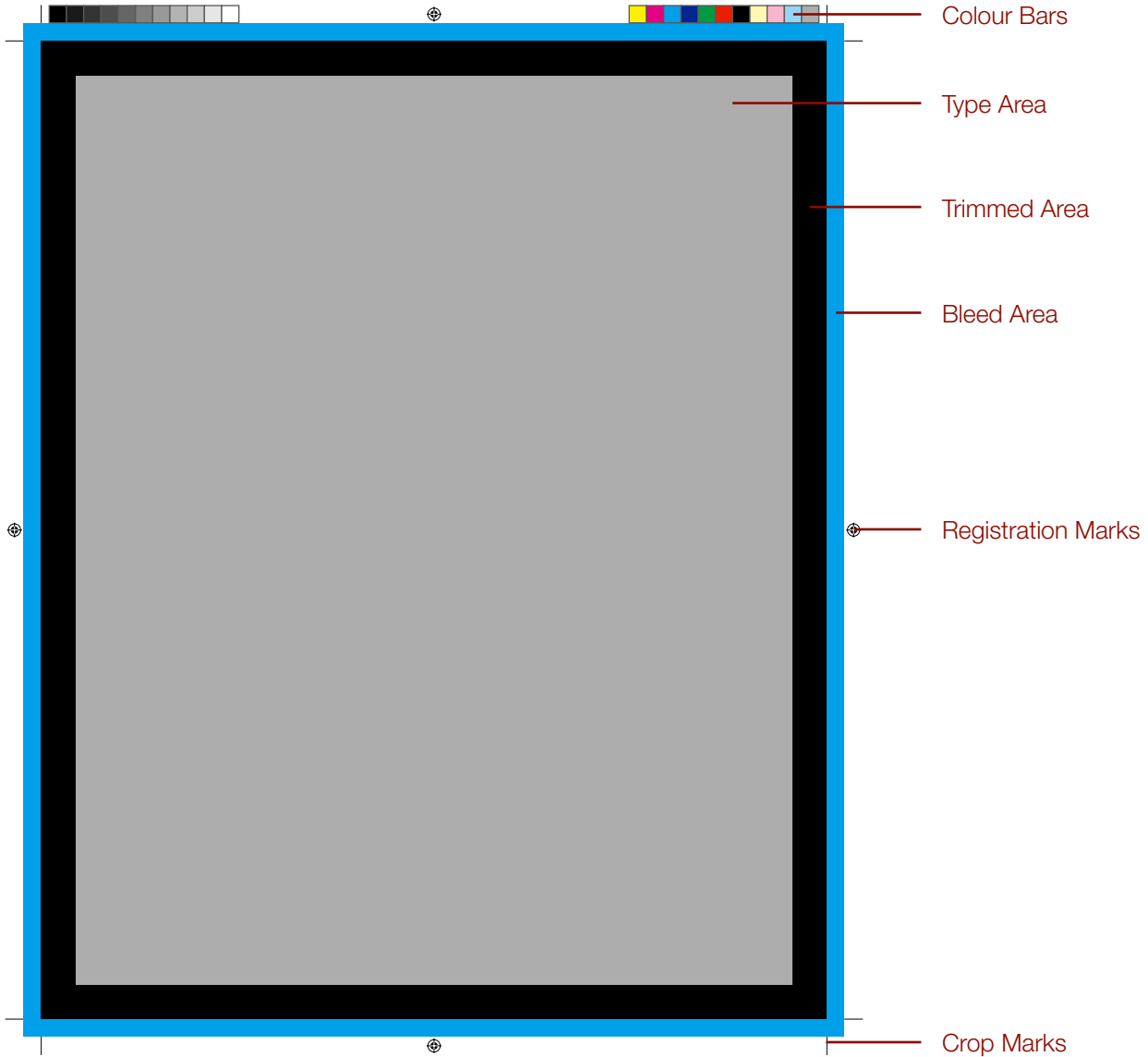
3 weeks prior to publication date

Material Requirements

All material must be submitted in as high resolution PDF document, ready for print, complete with keylines, in CMYK color with images at 300dpi. All adjustment cost(s) incurred will be borne by the Advertiser should there be any advertisement material supplied be incomplete, incorrect or does not comply with our material requirement for print.

Cancellation Policy

The Advertiser must give the Publisher a 6-months notice (for Front Cover bookings) and a 3-months notice (for other advertisement bookings) in writing before publication date. Otherwise, a 100% cancellation fee will be imposed. The 50% deposit collected upon agreement will also be retained for cancellation of any sorts.



Page Specifications

FULL PAGE

Type Area : 205mm x 260mm
Trimmed Size : 225mm x 280mm
Bleed Size : 235mm x 290mm

HALF PAGE HORIZONTAL

Type Area : 205mm x 120mm
Trimmed Size : 225mm x 140mm
Bleed Size : 235mm x 150mm

HALF PAGE VERTICAL

Type Area : 92mm x 260mm
Trimmed Size : 112mm x 280mm
Bleed Size : 122mm x 290mm

All materials must be prepared as a PDF print-ready file, compliant with offset printing requirements, complete with keylines and bleed, in CMYK colour with images at 300dpi.