

Media Information

Business Manual Asia-Pacific 2019/2020

(Wirtschaftshandbuch Asien-Pazifik 2019 / 2020)

Content

Asia-Pacific at a glance:

Articles by experts on politics, economic policy, economic development and economic sectors

Comprehensive statistical information and current foreign trade figures

Practical compilation of market access conditions

Contact information

Target group:

Members of the German Asia-Pacific Business Association (OAV) and the Asia-Pacific Committee of German Economics (APA).

Managers of the German business community in Asia, business associations and diplomatic representations.

Print run:

1000 copies, approx. 650 pages

Book format: 148 x 210 mm



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Booking till: 2. August 2019

Deadline for films: 16. August 2019

Ad format

Cover page 2: 141 x 210 mm (+3 mm on all sides)

Cover page 3: 141 x 210 mm (+3 mm on all sides)

Cover page 4: 148 x 210 mm (+3 mm on all sides)

Insides: Print space: 1/1 page: 118 x 180 mm

1/2 page: 118 x 90 mm

Full page: 1/1 page: 148 x 210 mm

(für 1/1 ads only, +3 mm on all sides)



Technical details:	Offsetfilms 60 grid or data on CD-ROM (formats: e.g. QuarkXpress, Adobe Photoshop, PDF in high quality). Proofs on request and at additional cost.		
Cost:	1/1 page	b/w	EURO 1.800,-
	1/2 page	b/w	EURO 1.100,-
Additional cost for colour ads:	per colour	Euroscala (CMYK)	+ EURO 400,-
	4c	Euroscala (CMYK)	+ EURO 1.000,-
Additional cost for placement:	Cover page 2		+ 40 %
	Cover page 3		+ 20 %
	Cover page 4		+ 50%

Covers can be booked in colour only.

Discounts: **Agencies get a discount of 15%.**

Rabatte: **15% Double booking discount on the total price of OAV Membership Directory** while booking an ad in the Business Manual Asia-Pacific Guide and in the OAV Membership Directory 2019.

You will receive another discount with an additional booking in our members magazine 'Insight Asia-Pacific'.

Please send ad orders and print materials to:

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