

Media Information Insight Asia-Pacific 2021

The OAV magazine with background information of the Asia Pacific region and expert opinions

Target group:

Member companies of the OAV and the Asia-Pacific Committee of German Business, Managers of the German business community doing business in Asia

Format: 210 x 297 mm (WxH)

Size: 36-40 pages

Circulation: 1.100 copies | 1.600 digital copies

Publication: 4 issues / year (at the end of each quarter)

Color: 4C (Euroscale CMYK)

Advertising format:

Trim (+ 3 mm on all sides): Please add crop marks in the file!

- 1/2 Inside page 210 x 148 mm (WxH)
- 1/1 Page 210 x 297 mm (WxH)



Advertising prices (two options):

All prices exclusive of VAT. Agencies get a discount of 15%.

Individual offers on request.

1) Print copies

- Inside back cover (U3): 2,800 EUR / issue
- Outside back cover (U4): 3,000 EUR / issue
- 1/1 Inside page: 2,500 EUR / issue
- 1/2 Inside page: 1,500 EUR / issue

2) Print copies + Online advertisement

Banner on [OAV website](#) (IAP) for three months [Online version](#) with links and placement of banners and logos

- additional 500 EURO to prices of print copies

Edition	Publication	Focus theme	Booking date	Deadline for data
04/2020	December 2020	South East Asia	05.11.20	19.11.20
01/2021	March	Green Economy Recovery	05.02.21	19.02.21
02/2021	June	Logistics	07.05.21	21.05.21
03/2021	September	Will be announced in July.	30.07.21	13.08.21
04/2021	December	Will be announced in August.	29.10.21	12.11.21

Technical details:

Data per mail (formats e.g. Ouark XPress, Adobe Photoshop, PDF in high quality). Proofs on request and at additional cost. Contact person: Trang Phung, Tel. +49 40 35 75 59-17, E-Mail: phung@oav.de