Action Asia
ADVENTURE – TRAVEL – LIFESTYLE
Media kit 2015

STEERING YOU TOWARDS SUCCESS

www.actionasia.com
Every issue, for more than 20 years now, Action Asia has taken its readers on an edge-of-the-seat ride through Asia’s best-known – and least-known – adventure travel hotspots.

Adventurous stories and eye-catching photography are our hallmarks: showcasing every corner of Asia, and portraying the agonies and ecstasies of professional adventurers and weekend warriors alike. Many feature articles are backed up with practical tips to help readers follow in the footsteps of our intrepid contributors.

All this quality editorial has won us loyal fans and also awards: our 2011 redesign was recognised by an Honourable Mention at the SOPA (Society of Publishers in Asia) Awards and most recently we were rated third in Marketing magazine’s 2014 Travel Magazine of the Year in Singapore.

In our pages in 2015

A selection of the highlights appearing in Action Asia magazine in the coming year:

Jan/Feb
Special 150th issue profiling 150 of Asia’s best outdoor adventures

Mar/Apr
Rocking out: climbing in China, Vietnam’s record-breaking cave

May/Jun
Focus on Indonesia: the archipelago’s stellar diving and other adventures

Jul/Aug
Photography special PLUS our must-have dive holiday planner, Action Diver

Sep/Oct
Annual biking issue including stories on Sri Lanka and the Philippines

Nov/Dec
Our annual Great Gear Guide introduces the best new products of 2016
HOT SHOTS
Three jaw-dropping, full-spread shots that help convey the wonder and the wildness of adventure travel in Asia.

REAL DEALS
Readers come here for ideas on where to go and what to do: a mix of seasonal highlights and special deals.

FEATURES
Full-length adventure stories featuring stunning photography and backed by practical info.

EVENTS
For those with a competitive focus, we review the biggest adventure races, trail runs, bike enduros and more.

GEAR
Buyer’s Guides advise readers on what to look for, while New Toys is a regular look at the latest products.

ADVENTURE FINDER
A mix of advertising and advertorial, showcasing the leading adventure operators, resorts and gear shops.
Circulation: 58,800
Readership: 177,000

Distribution channels

- Subscriptions: 38%
- Newsstands / Bookshops / Outdoor shops: 32%
- Airlines: 10%
- Sporting events and trade shows: 8%
- Restaurants and cafes: 8%
- Hotels and resorts: 3%
- VIP list (non-paid): 1%

Geographic breakdown

- Singapore: 21%
- Hong Kong / Macau: 27%
- Malaysia: 9%
- Philippines: 5%
- Thailand / Vietnam: 6%
- Japan / Korea / Taiwan: 6%
- Indonesia: 8%
- China: 3%
- India / Nepal: 3%
- Australia / NZ: 3%
- Europe: 4%
- United States: 3%
- Others: 2%

Readership profile*

- Male: 65%
- Female: 35%

Our readers travel an average of 12 times a year and train 3 times a week.

<table>
<thead>
<tr>
<th>AGE GROUP</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 25</td>
<td>9%</td>
</tr>
<tr>
<td>Age 25-34</td>
<td>37%</td>
</tr>
<tr>
<td>Age 35-44</td>
<td>34%</td>
</tr>
<tr>
<td>Age 45-54</td>
<td>14%</td>
</tr>
<tr>
<td>Over 54</td>
<td>6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ANNUAL PERSONAL INCOME</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under US$50k</td>
<td>31%</td>
</tr>
<tr>
<td>US$50-74k</td>
<td>23%</td>
</tr>
<tr>
<td>US$75-100k</td>
<td>24%</td>
</tr>
<tr>
<td>More than US$100k</td>
<td>22%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>JOB TITLE</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO/MD/Business owner</td>
<td>19%</td>
</tr>
<tr>
<td>Manager</td>
<td>35%</td>
</tr>
<tr>
<td>Executive</td>
<td>30%</td>
</tr>
<tr>
<td>Other</td>
<td>16%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ACTIVITIES ON LEISURE TRIPS</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hiking/Trekking</td>
<td>79%</td>
</tr>
<tr>
<td>Photography</td>
<td>53%</td>
</tr>
<tr>
<td>Trail running</td>
<td>48%</td>
</tr>
<tr>
<td>Diving/Snorkelling</td>
<td>48%</td>
</tr>
<tr>
<td>Ecotourism</td>
<td>43%</td>
</tr>
<tr>
<td>Cycling/Biking</td>
<td>43%</td>
</tr>
<tr>
<td>Triathlon &amp; Road running</td>
<td>33%</td>
</tr>
<tr>
<td>Kitesurfing/Windsurfing/Surfing</td>
<td>30%</td>
</tr>
<tr>
<td>Wildlife/Birdwatching</td>
<td>27%</td>
</tr>
</tbody>
</table>

68% of readers have bought gear/booked travel because of ads they saw in Action Asia.

* Data taken from 2014 Readership Survey

Action Asia is available in the flight libraries and first class lounges of the following airlines:

- Cathay Pacific
- Singapore Airlines
- Malaysia Airlines
- Air France
- Deacon Air
- Thai
- British Airways
- JAL
- Plaza Premium Lounge
- China Airlines
- Korean Air

In total, Action Asia is available at more than 2,000 distribution points, including these leading bookshops:

- Bookazine
- Dymocks
- MPH
- Page One
- Periplus
- Metro
- 智品書店
Ask us for details of other ways we can help you reach your desired audience: special inserts, maps, creative covers, header cards, belly bands, contests, giveaways, eDMs, events and online promotions are just some of the solutions we can provide.

**POINT OF SALE AND GIVEAWAYS**

Window and counter displays draw attention to special issues or to on-pack premiums.

**CONTESTS**

Working with key brands such as Tatonka and The North Face, we have structured photo contests to get our readers thinking creatively when they go off on their travels.

**SOLUTIONS THAT FIT YOUR NEEDS**

**DIGITAL ISSUE**

A range of advertising solutions, from conventional ads to marketing videos, can be spliced exclusively into the digital issue.

**EVENTS AND TRADE SHOWS**

We partner with leading dive and adventure shows, such as ADEX in Singapore, DEEP in Indonesia, DRT in Hong Kong and MIDE in KL. Drop into our booth to meet our team face-to-face.

**ONLINE AND SOCIAL**

More and more of our advertisers want to reach our readers online, harnessing the power of our website and our strong following on Facebook.

**SUPPLEMENTS**

*Action Diver*, our annual guide to the best dive spots and operators, appears in every July/August issue and is also distributed at major dive and travel trade shows.

Other dedicated supplements have been showcases for the Philippines Department of Tourism and the Tourism Authority of Thailand. These sorts of solutions can be packaged within the magazine or offered standalone for your own distribution.

**SPECIAL CREATIVE**

Looking for an even stronger platform for your brand? What about a gatefold cover, belly band or header card? These are just a few of the options we can offer: email and ask for more.
Advertising rates (US$)

Effective January 2015

### DISPLAY ADS

Gear and apparel companies, tourism boards, airlines, events and other prominent advertisers see our display pages as a key branding opportunity.

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover DPS</td>
<td>21,200</td>
<td>17,650</td>
<td>15,820</td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>18,340</td>
<td>15,130</td>
<td>13,760</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>13,160</td>
<td>10,970</td>
<td>9,870</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>12,610</td>
<td>10,440</td>
<td>9,450</td>
</tr>
<tr>
<td>Full Page Special Position</td>
<td>11,340</td>
<td>9,400</td>
<td>8,480</td>
</tr>
<tr>
<td>Full Page – ROP</td>
<td>9,860</td>
<td>8,250</td>
<td>7,340</td>
</tr>
</tbody>
</table>

### MECHANICAL DATA (width x height in mm)

<table>
<thead>
<tr>
<th></th>
<th>Trim</th>
<th>Bleed</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>458 x 278</td>
<td>468 x 288</td>
<td>438 x 250</td>
</tr>
<tr>
<td>Full Page</td>
<td>229 x 278</td>
<td>239 x 288</td>
<td>209 x 250</td>
</tr>
</tbody>
</table>

### ADVENTURE FINDER

The new Adventure Finder section brings increased prominence to our classified ads that readers use regularly as a valuable source of information on trips and gear.

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page</td>
<td>1,080</td>
<td>960</td>
<td>840</td>
</tr>
<tr>
<td>Full Column</td>
<td>900</td>
<td>710</td>
<td>600</td>
</tr>
<tr>
<td>Half Column</td>
<td>540</td>
<td>420</td>
<td>370</td>
</tr>
</tbody>
</table>

### MATERIAL REQUIREMENTS

- **Publication process**: Offset
- **Binding method**: Perfect bound
- **Screen ruling**: 175 lpi
- **Colour**: CMYK, four colour

Digital files: Actual size at 300dpi or higher, CMYK colour mode in press-ready PDF formats. All fonts in the artwork must be provided or created as outlines.

All files to be accompanied by a Standard Colour Proof to the following spec:
- (a) Colour proof must be generated from the PDF file submitted.
- (b) Colour proof must be prepared to the correct size.
- (c) Colour control strip must be included on every proof.
- (d) The colour control strip should not be edited, resized or altered in any way, to ensure 100% accuracy.

Two sets of artwork required for accurate gutter bleed on DPS. Live matter not intended to bleed must be 10mm from bleed edges, 8mm from gutter edges.

### BOOKING DETAILS

- **Publication dates**: Bi-monthly (out first week of January, March, May, July, September and November)
- **Material deadlines**: By the 5th of the month preceding publication date.
- **Cancellations**: 8 weeks before publication for ROP ads, 10 weeks for premium positions.

### Brands that trust us

Our readership of brand-conscious, active professionals appeals to a range of advertisers including key outdoor apparel and gear companies, adventure travel operators, airlines and tourism boards, car manufacturers, and watch and camera brands.
**WEBSITE**

Our website, www.actionasia.com, is a key reference point for people wanting to access the outdoors in Asia. Our growing archive of articles is searchable in a number of ways and is regularly supplemented with additional stories. Besides a range of banners and other ad formats, there is the Directory tab, a platform for operators to showcase their tours and accommodation; and the Gear tab where we can highlight new products coming onto the market.

<table>
<thead>
<tr>
<th>Elite* Top Banner</th>
<th>Premium Double Advert</th>
<th>Standard Mini Advert</th>
<th>Directory Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>File format</td>
<td>JPG-GIF</td>
<td>JPG-GIF</td>
<td>JPG</td>
</tr>
<tr>
<td>Dimension (w x h)</td>
<td>958 x 148</td>
<td>216 x 402</td>
<td>216 x 198</td>
</tr>
<tr>
<td>Category **</td>
<td>All website</td>
<td>1 category</td>
<td>1 category</td>
</tr>
<tr>
<td>Wording</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1 month basis</td>
<td>1,200</td>
<td>250</td>
<td>150</td>
</tr>
<tr>
<td>3 month basis</td>
<td>3,170</td>
<td>660</td>
<td>400</td>
</tr>
</tbody>
</table>

* Elite: Limited to 3 advertisers  
** Only 6 categories: Home, Magazine, Community, Events, Gear and Directory

**FACEBOOK**

Our Facebook page, www.facebook.com/ActionAsiaMagazine, has a large following and is regularly updated with news, details of upcoming events and more.

**DIGITAL EDITION**

For those who like to read on their smartphone or tablet, we have a digital version of the magazine, available for subscribers on Apple Newsstand and via the Magzter app.

- **Apple Newsstand:**
  - Enhancement: Video 1,580
  - Scrollable Gallery 2,100
  - Hot Spot Function 1,200

- **Advertisement:** Full Page Display (Digital only) 2,100

For more information, visit our website at www.actionasia.com.
Blu Inc Media (HK) Ltd is a subsidiary of SPH Magazines Pte Ltd, which is a wholly-owned subsidiary of media giant Singapore Press Holdings Ltd.

Blu Inc Media’s philosophy is to publish market-leading magazines that connect with Asia’s wealthy, brand-conscious individuals through their chosen lifestyle activities. Blu Inc Media ensures that each magazine meets the highest international publishing standards, providing readers with a blend of internationally and locally produced content in a fresh and innovative format.

ACTION ASIA
The region’s leading outdoors magazine since 1992, Action Asia is aimed at adventure-lovers looking to get more out of their precious time off. Read accounts of expeditions into remote corners of the continent, get advice on more accessible adventures, stay informed on environmental issues, keep track of the latest gear, catch up on the latest races and events, and much more.

ASIA-PACIFIC BOATING
With a heritage spanning 39 years, and a reputation among Asia Pacific’s yachting enthusiasts for being the leading source of news and information on the luxury boating and yachting industry, Asia-Pacific Boating is the most established and respected boating magazine in the region. Blu Inc Media also licenses the publication of the India Edition of Asia-Pacific Boating.

ASIASPA
A luxury lifestyle and travel publication dedicated to the pursuit of complete well-being. Highlighting the latest destinations, wellness sanctuaries, spa treatments, yoga retreats, fashion and beauty, AsiaSpa provides over 162,000 of today’s wealthiest, brand-conscious consumers with an essential guide to pampering and wellness.

CHINA BOATING
China’s first luxury yachting magazine and the co-organizer of the prestigious Asia Boating Awards, China Boating reaches the wealthiest Chinese entrepreneurs and tycoons. It introduces yachting culture to China and provides information to boat owners and yachting enthusiasts. Since its launch in 2004, China Boating has established itself as the ultimate luxury lifestyle reference for wealthy Chinese.

JET ASIA-PACIFIC
The elite bilingual magazine for Asia’s high-flyers, JET Asia-Pacific keeps the region’s high-net-worth individuals informed of the latest developments and options available to them in the exceedingly dynamic world of private and business aviation. This regional magazine is distributed in China, Hong Kong, Singapore, Malaysia, Indonesia, Thailand, and the Philippines.

LP – LUXURY PROPERTIES
An exciting bilingual magazine (English and Simplified Chinese) published by Blu Inc Media, targeted at HNWIs in Asia-Pacific looking to enjoy the ultimate in lifestyle residences. LP contains the latest news and insights on outstanding, high-end properties for sale, as well as hot spots for investment in Asia and around the world.

Pinnacle
An exclusive luxury publication for Rolls-Royce Motor Cars’ distinguished owners and prospective clients who belong in a league of their own. These elites are highly discerning of their lifestyle choices, showing a keen appreciation for timeless designs, immaculate craftsmanship and bespoke services. They are constantly in the pursuit of perfection, and will only settle for the finest the world has to offer.

LUXURY-INSIDER.COM
Since 2006, connoisseurs-in-the-know have turned to one website to get trusted and actionable information to aid their luxury purchase decisions. With daily news updates, in-depth reviews, extensively researched guides and editorially driven products and services selections, Luxury-Insider.com is, and has always been, the No. 1 online luxury magazine in Asia.