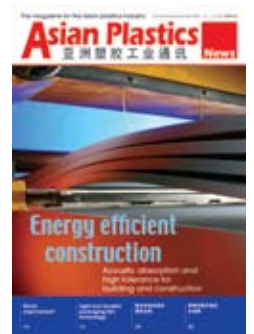
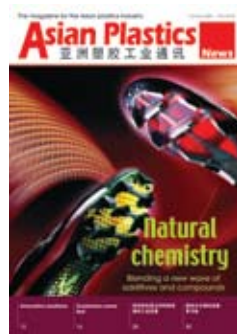




Your **platform**
for connecting
to the
Asian plastics industry



About Us

Asian Plastics News is a bi-lingual magazine published from Singapore. It has a circulation of more than 12,000 readers mainly in China, India and other parts of the South-East Asia regions as well as outside Asia with a minimum circulation to UK, USA, Europe and Middle East.

APN actively participates in key plastics trade shows in the Asia Pacific region and the K-show held every three years in Germany and other show like NPE for 2009. The magazine has also been active in organising conferences, where past events include the APN Technology & Business Conference, APN Plastics in Automotive Applications conference, APN Plastics in Packaging Conference 2008 & 2009, APN Materials – Trends & Innovations Conference 2009 and the APN Show Dailies at M-PLAS 2009.

Machine and material suppliers have been using **APN** as a platform to reach the increasingly important Asian market. If you are looking for a publication to promote your products and services to processors and end users in the Asian plastics industry, you will find your answer in **APN**.

Advertising

Peter Ngeow
GM/Business Development
Tel: (65) 6222 2933
Fax: (65) 6222 2551
Email: peter@apn.com.sg

Annie Chan
Advertising Manager
Tel: (65) 6222 2933
Fax: (65) 6222 2551
Email: annie@apn.com.sg
sales@apn.com.sg

Asia Representatives

Li Mei Xue (China)
Tel/Fax: (86) 20 8816 7031
Email: aidyou@139.com

International Representatives

Levent J Tounjer (UK)
Commercial Manager
Tel: (44) 20 8253 9626
Fax: (44) 20 8253 9651
Email: ltounjer@crain.com

Randolf Krings
(Germany, Switzerland & Austria)
Tel: (49) 611 5324 416
Fax: (49) 611 5324 519
Email: apn@emcmedia.de

Clive Bullard (USA & Canada)
Tel: (1) 845 231 0846
Fax: (1) 845 265 9695
Mobile: (1) 845 309 0892
Email: cbullards@cs.com

Editorial

Han Mui Ching
Contributing Editor
Tel: (65) 6222 2933
Fax: (65) 6222 2551
Email: muiching@apn.com.sg

Vangelynn Wong
Staff Reporter
Tel: (65) 6222 2933
Fax: (65) 6222 2551
Email: vangelynn@apn.com.sg

Correspondents

Deepak Lawale (Mumbai)
Tel: (91) 93225 91715
Email: oppi@vsnl.com

Circulation & Subscription

Michelle Ye
Journal Administrator
Tel: (65) 6222 2933
Fax: (65) 6222 2551
Email: michelle@apn.com.sg

Features list

January/February 201

Injection Moulding 注塑成型
Hot Runners 热流道
Pigments & Masterbatches 颜料和色母粒
Country Report: Vietnam 国家报告—越南
Show Preview: Plastics & Rubber Vietnam 2010 越南橡塑展预览
Supplements: US Supplements
美国市场专刊
Bonus Distribution
– Plastics & Rubber Vietnam 2010

March 2010

Packaging 包装
Engineering Plastics 工程塑料
Compounding 复合工艺
Show Preview: Chinaplas 2010
中国国际橡塑展预览
Bonus Distribution
– Plastics & Rubber Vietnam 2010
– Chinaplas 2010

April/May 2010

Automotive 汽车
Ancillary Equipment 辅助设备
TPE 热塑性弹性体
Country Report: Singapore
国家报告—新加坡
Show issue: Chinaplas 2010
中国国际橡塑展特刊
Show Review: Plastics & Rubber Vietnam 2010 越南橡塑展回顾
Showcase: Automotive showcase 汽车专版
Bonus Distribution
– Chinaplas 2010

June 2010

Wire & Cable 电线、电缆
Injection Moulding 注塑成型
Additives 添加剂
Country Report: Vietnam
国家报告—越南
Show Review: Chinaplas 2010
中国国际橡塑展回顾
Bonus Distribution
– Propak 2010
– Interplas 2010

July/August 2010

Ancillary Equipment 辅助设备
Packaging 包装
Medical 医疗用品
Country Report: China 国家报告—中国
Supplement: Packaging 包装增刊
Showcase: Ancillary Equipment
辅助设备专版

September 2010

Films & Sheets 薄膜和板材
Pipe & Profiles 管道及管材
Injection Moulding 注塑成型
Country Report: Thailand
国家报告—泰国
Show Preview: Kshow 2010
2010 德国橡塑展预览
Supplement: 2010 Kshow supplement I
2010 德国橡塑展I增刊
Bonus Distribution
– Kshow 2010

October 2010

TPE 热塑性弹性体
Ancillary Equipment 辅助设备
Pigments & Masterbatches 颜料和色母粒
Country Report: China 国家报告—中国
Show issue: Kshow 2010
2010 德国橡塑展特刊
Supplement: 2010 Kshow supplement II
2010 德国橡塑展II增刊
Bonus Distribution
– Kshow 2010

November/December 2010

Automotive 汽车
Polyurethane 聚氨酯
Blow Moulding 吹塑成型
Show Review: Kshow 2010
2010 德国橡塑展特刊回顾
Supplement: Kshow supplement III
2010 德国橡塑展III增刊
Showcase: TPE 热塑性弹性体专版
Bonus Distribution
– ArabPlast 2011

January/February 2011

Ancillary Equipment 辅助设备
Injection Moulding 注塑成型
Additives & Compounding
添加剂及复合工艺
Country Report: India 国家报告—印度
Supplement: Machinery 机械设备增刊
Showcase: Ancillary Equipment
辅助设备专版

Exhibitions

Exhibitions in 2010 that APN will exhibit/participate in or feature editorially

Shows/Exhibitions	Date	Region	Organizer	Remarks
Taipei Plastics & Rubber	5 Mar to 9 Mar 2010	Taipei, Taiwan	TAITRA	TBC
Plastic, Packaging & Print Asia	6 Mar to 8 Mar 2010	Karachi, Pakistan	Ecommerce Gateway Pakistan Pvt Ltd	Bonus Distribution
Plastics and Rubber Vietnam	18 Mar to 20 Mar 2010	Ho Chi Minh, Vietnam	Allworld Exhibitions	Bonus Distribution
KOPLAS	31 Mar to 3 Apr 2010	Seoul, South Korea	Korea E & Ex Inc	Bonus Distribution
ChinaPlas	19 Apr to 22 Apr 2010	Shanghai, China	Adsale Exhibition Services Ltd	Bonus Distribution
N-PLAS	19 May to 21 May 2010	Tokyo, Japan	N-PLAS Management Office	Bonus Distribution
PROPAK Asia 2010	16 Jun to 19 Jun 2010	Bangkok, Thailand	Allworld Exhibitions	Bonus Distribution
InterPlas Thailand 2010	24 Jun to 27 Jun 2010	Bangkok, Thailand	Reed Exhibitions Services	Bonus Distribution
K-2010	27 Oct to 3 Nov 2010	Dusseldorf, Germany	Messe Dusseldorf Germany	Bonus Distribution
AP-PLAS	15 Nov to 18 Nov 2010	China	APPlas Co Ltd	Bonus Distribution

Planned schedule which may be changed accordingly.

Advertising rates

Display advertising

	Rates (US\$)			Rates (€)		
	4-Colour	2-Colour	Mono	4-Colour	2-Colour	Mono
Double Page Spread	\$11,326	\$8,775	\$7,678	€9,270	€7,352	€6,461
Full Page	\$6,119	\$4,740	\$4,168	€5,090	€3,934	€3,453
Half Page	\$3,765	\$2,778	\$2,316	€3,086	€2,314	€1,955
Junior Page	\$4,142	\$3,056	\$2,548	€3,230	€2,384	€1,987
One Third Page	\$3,059	\$2,370	\$2,083	€2,931	€2,094	€1,996
Quarter Page	\$2,662	\$1,819	\$1,277	€2,224	€1,483	€1,099

Special positions

Inside Front Cover	\$7,036			€6,039		
Inside Back Cover	\$7,259			€6,049		
Outside Back Cover	\$7,482			€6,279		
Banner Ad	\$1,500			€1,200		
Guaranteed Position	10% extra			10% extra		

Inserts (US\$)

To full circulation, not exceeding:

10g	\$6,527			€5,529		
20g	\$7,460			€6,363		
30g	\$9,231			€7,784		
40g	\$9,884			€8,379		
Bound in	\$606 extra			€518 extra		

Inserts series discount

3 inserts	5%			5%		
6 inserts	7%			7%		
9 inserts	10%			10%		

Classified advertising

	Rates (US\$)			Rates (US\$)		
	4-Colour	2-Colour	Mono	4-Colour	2-Colour	Mono
Full Page	\$3,673	\$3,506	\$3,339	€2,353	€2,246	€2,139
Half Page	\$2,019	\$1,928	\$1,836	€1,244	€1,235	€1,176
Quarter Page	\$1,076	\$1,026	\$978	€689	€657	€626
Single column centimeter	\$57	\$47	\$41	€37	€26	€26

Production schedule

Issue	Editorial Submission	Booking Deadline	Material Deadline	Publication Date
January/February	21 Dec 09	20 Jan 09	22 Jan 10	1 Feb 10
March	15 Jan 10	3 Mar 10	5 Mar 10	12 Mar 10
April/May	1 Mar 10	31 Mar 10	2 Apr 10	9 Apr 10
June	12 Apr 10	17 May 10	20 May 10	31 May 10
July/August	17 May 10	21 Jun 10	24 Jun 10	5 Jul 10
September	18 Jun 10	19 Jul 10	23 Jul 10	30 Aug 10
October	13 Aug 10	13 Sep 10	16 Sep 10	27 Sep 10
Novemeber/December	24 Sep 10	25 Oct 10	28 Oct 10	8 Nov 10
January/February	26 Nov 10	22 Dec 10	29 Dec 10	17 Jan 11

Advertising sizes



Double Page Spread



Full Page

Junior Page



Half Page (Vertical)

Half Page (Horizontal)



One Third Page (Vertical)

One Third Page (Horizontal)



Quarter Page

Banner

Type of advertisement Width x Height

DPS Type Area	390mm x 265mm
DPS Trim Area	420mm x 297mm
DPS Bleed Area	426mm x 303mm
Full Page Type Area	180mm x 265mm
Full Page Trim Area	210mm x 297mm
Full Page Bleed Area	216mm x 303mm
Half Page Vertical	86mm x 265mm
Half Page Horizontal	180mm x 128mm
One Third Page Vertical	60mm x 265mm
One Third Page Horizontal	180mm x 70mm
Quarter Page	86mm x 128mm
Quarter Page (Strip)	180mm x 60mm
Junior Page/Island Ad	125mm x 176mm
Banner Ad	180mm x 43mm

Terms & Conditions

Cancellation or postponement

1. If written notification of cancellation is made 4 weeks before the material deadline, we will accept the cancellation without penalty.
2. For cancellation of special position ads, written notification of cancellation must be made 6 weeks before the material deadline. However, the deposit paid will not be refunded.
3. A fee equivalent to 50% of the advertising rates will be charged if notification of cancellation has passed the deadline as stated in (1) & (2).
4. Postponement of any insertion can only be accepted in writing on or before the booking deadline, and the concerned insertion must be realised within the calendar year as from the original publication date.
5. For non-compliance with the cancellation/postponement deadline, the publisher reserves the right to either forfeit the space booked or to go ahead with publication of the advertisement. The advertiser shall remain liable for the full cost resulting from the publisher's decision.

Deposit

1. A 20% deposit is applicable upon booking of advertisement.
2. The deposited amount will be proportionally applied to all issues of an order.
3. The deposit must be paid within 7 days after the insertion order date.

Material submission

1. Colours in the rate table refer to the four standard (process) colours only (i.e. black, cyan, magenta and yellow).
2. Spot color cannot be used in 2-colour advertisement which refers to 2 processing colours (black, cyan, magenta and yellow).
3. The publisher will not bear responsibility for mistakes of advertisement published due to wrong design and file provided by advertisers.
4. The publisher reserves the right to dispose advertising materials in our custody not recalled within one year of last being used.

Mechanical information

Printing method:	Heatset web offset litho
Binding:	Saddle-stitch
Screen:	4 colour – 60 per cm/150 per inch
Digital file formats:	Mac/PC – TIFF, EPS, JPEG, PDF, AI, indd
Graphics:	Graphics must be supplied at 300dpi (minimum). All files CMYK separated. Please supply all necessary fonts (screen & printer, or TrueType).
Copy:	We do accept copy supplied digitally on CD.

Circulation

Circulation breakdown by main business and job function

Main Business	Board level Management/ Director	General Management	Production Manufacturing Management	Technical Management	Engineering/Design Management	Research and Development	Purchasing Management	Design/Technical Consultancy	Sales & Marketing Management	Maintenance/ Quality Control	Product Design Development	Grand Total
A	1507	490	319	181	125	95	121	38	239	38	44	3197
B	713	415	422	205	112	108	85	33	205	37	12	2347
C	40	34	18	18	18	7	17	2	12	5	2	173
D	395	224	246	123	105	93	118	18	89	25	22	1458
E	69	56	47	43	60	58	87	5	25	6	22	478
F	121	77	61	54	101	21	13	22	60	10	14	554
G	108	63	39	21	11	15	10	2	43	6	3	321
H	79	44	15	51	73	74	8	68	34	1	29	476
I	347	256	48	102	19	72	76	44	696	14	11	1685
J	135	99	18	24	28	20	25	10	162	9	3	533
K	150	106	75	51	50	30	27	10	140	10	17	666
L	103	78	19	16	12	12	19	8	155	4	1	427
M	58	44	31	25	24	44	24	9	74	2	8	343
Grand Total	3825	1986	1358	914	738	649	630	269	1934	167	188	12658
%	30	16	11	7	6	5	5	2	15	1	2	100

A – Trade processor/custom moulder

B – Proprietary plastics/product processor

C – Sub-assembler

D – End-user of plastics WITH in-plant processing machinery

E – End-user of plastics WITHOUT in-plant processing machinery

F – Toolmakers/Mould manufacturers

G – Recycling of plastics

H – Design/Technical consultancy

I – Supplier/Distributor of plastics materials

J – Supplier/Distributor of plastics processing machinery

K – Manufacturing of plastics processing machinery

L – Supplier/Distributor of ancillaries

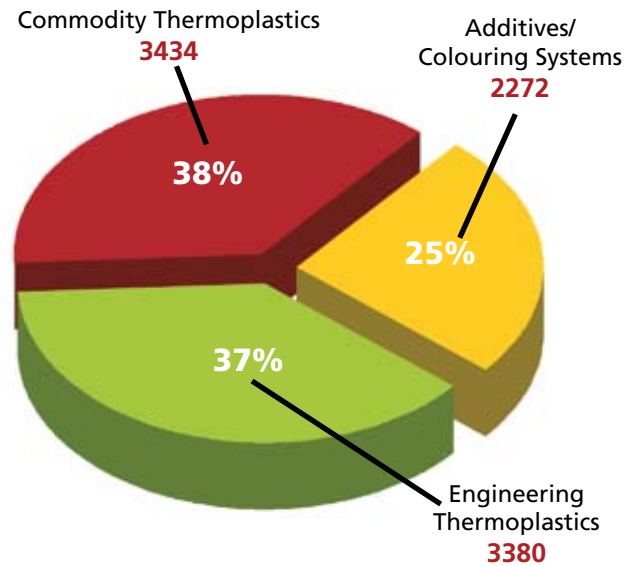
M – Other related industries

Top 3

Circulation breakdown by country and region

COUNTRY	TOTAL	%
Australia	75	1
New Zealand	8	
Asia-Pacific	83	1
Brunei	3	
Burma	1	
Indonesia	457	4
Malaysia	1702	15
Myanmar	32	
Philippines	247	1
Singapore	1166	9
Thailand	953	6
Vietnam	154	2
South-East Asia	4715	37
China	3167	25
Hong Kong	517	4
Japan	62	1
South Korea	176	1
Taiwan	256	2
East Asia	4178	33
Bangladesh	83	1
India	3225	26
Nepal	34	
Pakistan	198	1
Sri Lanka	108	1
South Asia	3648	29
Egypt	1	
Iran	17	
Israel	1	
Qatar	1	
Saudia Arabia	7	
Syria	2	
United Arab Emirates	5	
Middle East	34	
Total	12,658	100

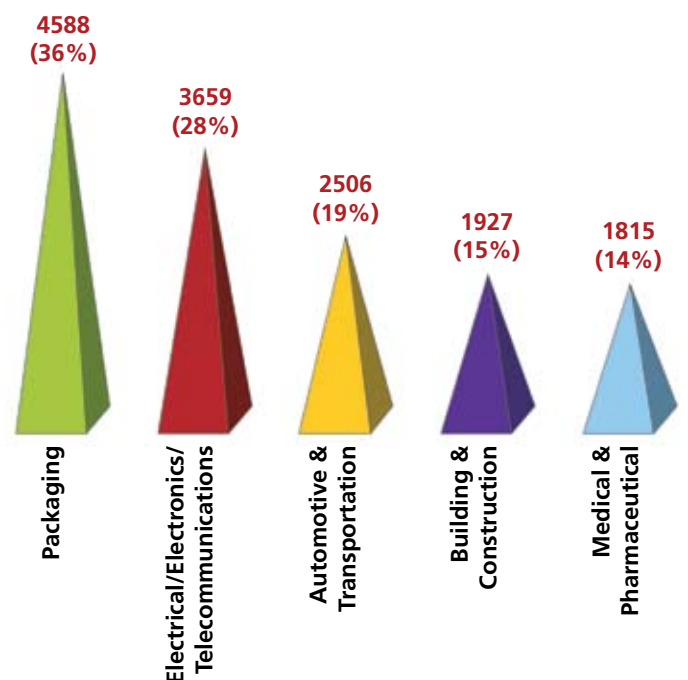
Top 3 Material Processed



Top 3 Processors



Top 5 Industries



Asian Plastics 亚洲塑胶工业通讯 **News**

