

THE ART & SCIENCE OF CONNECTING WITH CONSUMERS

MARKETING

MARKETING: MAGAZINE WEBSITE e-NEWSLETTERS ANNUAL DIRECTORIES EVENTS

Audience update

March 2011

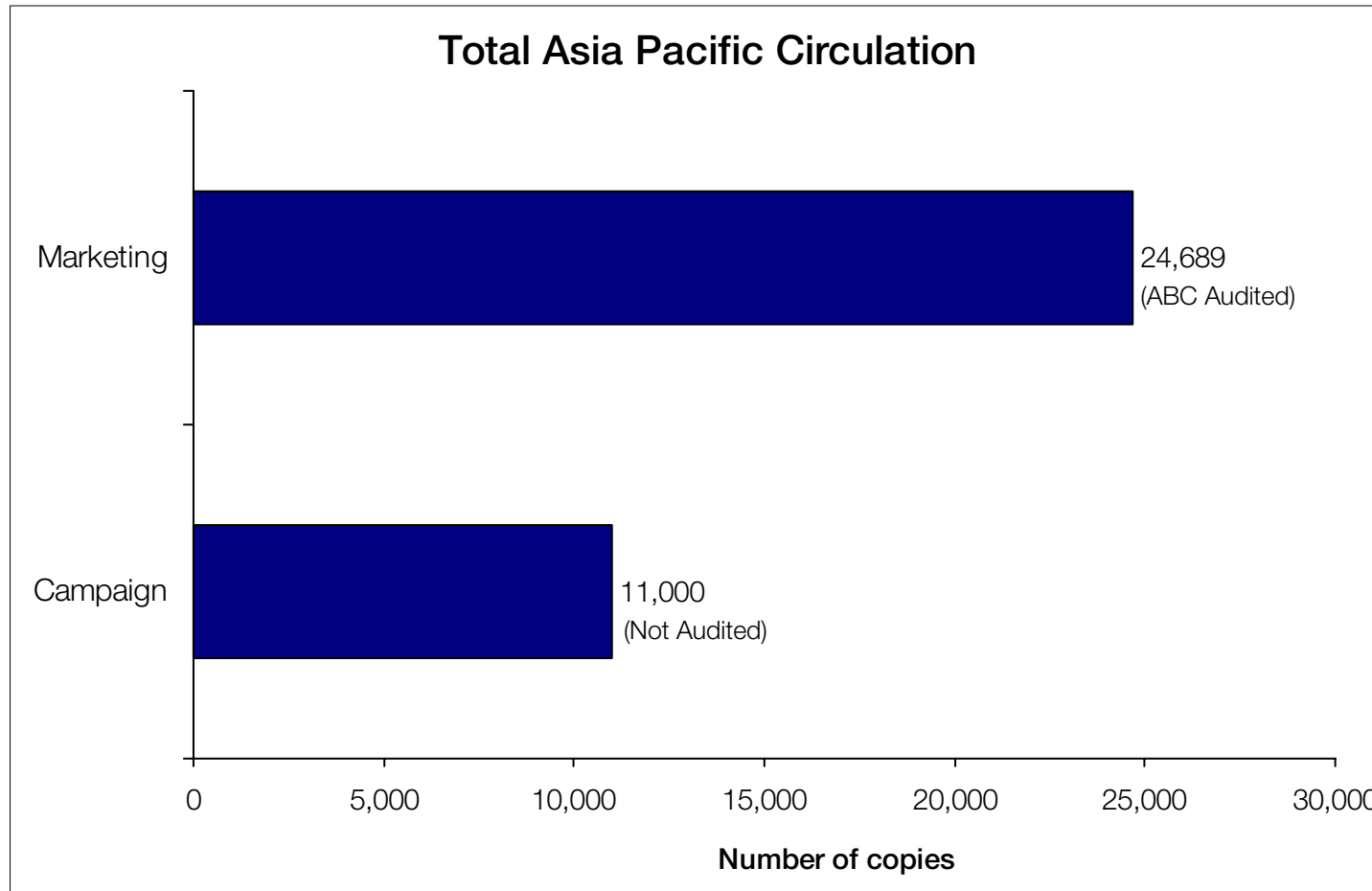
Marketing: Magazine Website e-Newsletters Annual Directories Events

Print Circulation

MARKETING: Magazine Website e-Newsletters Directories Events

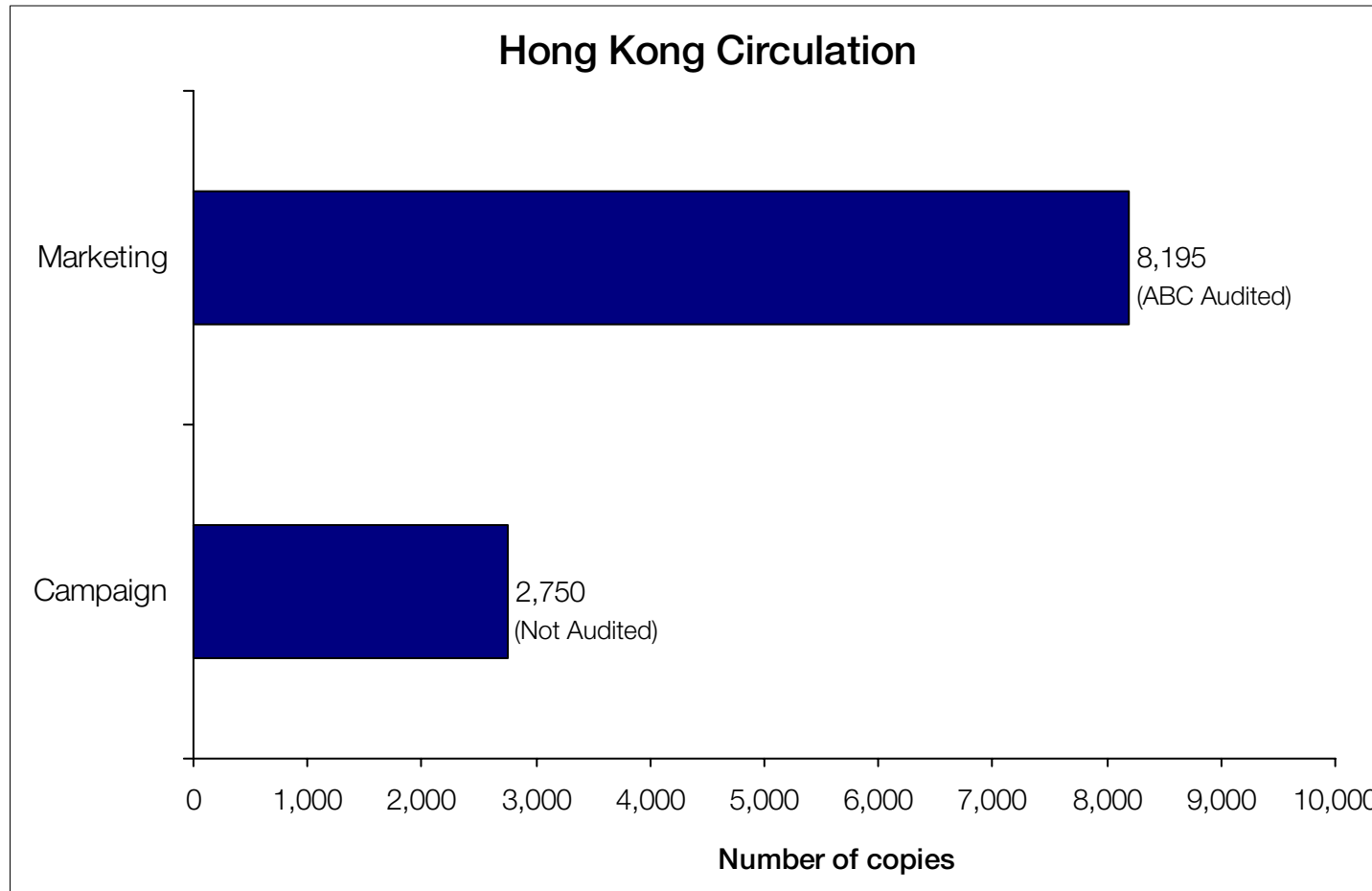
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Print circulation - all readers



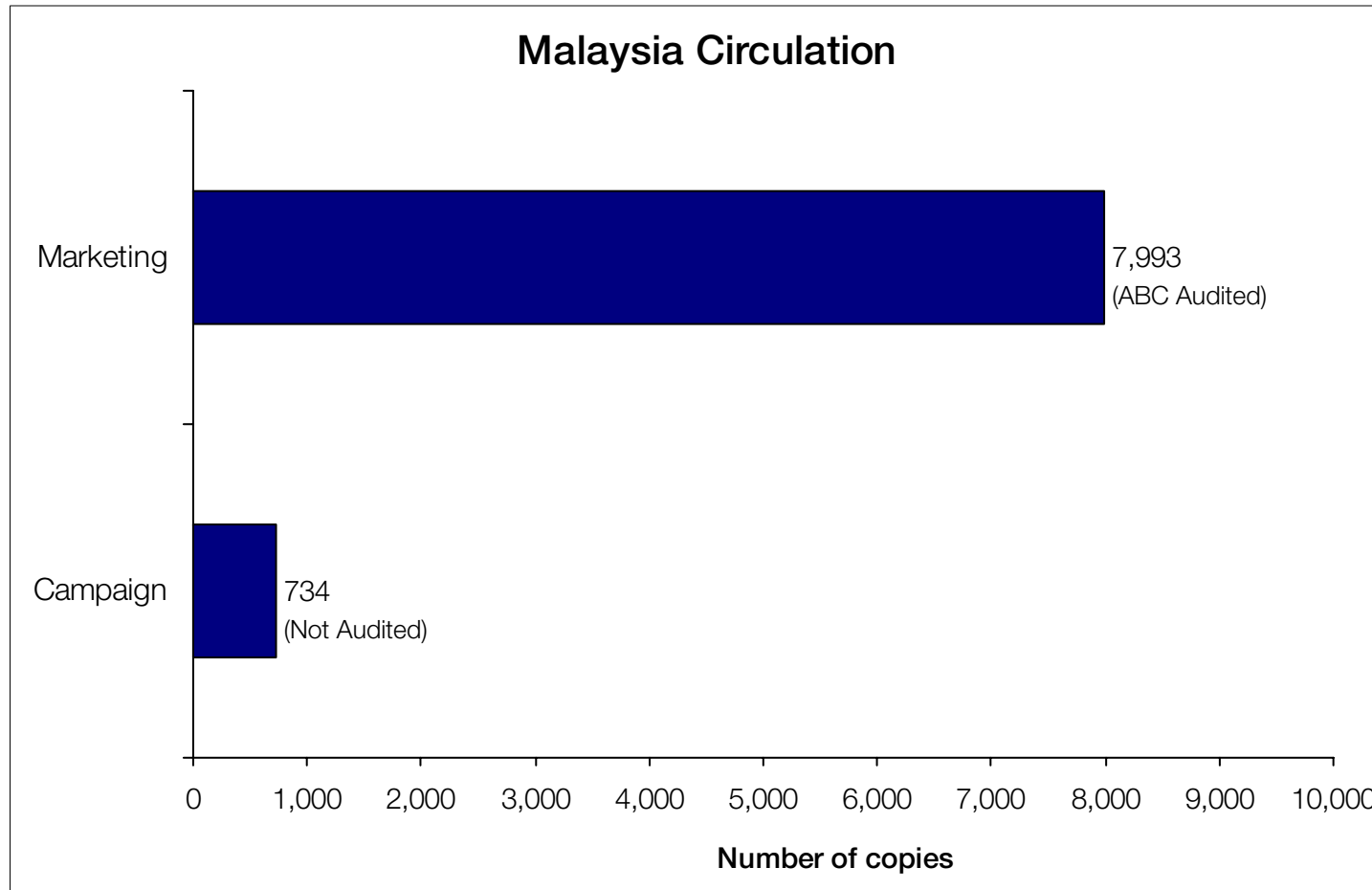
Source: Respective magazine media kits

Print circulation - all readers in HK



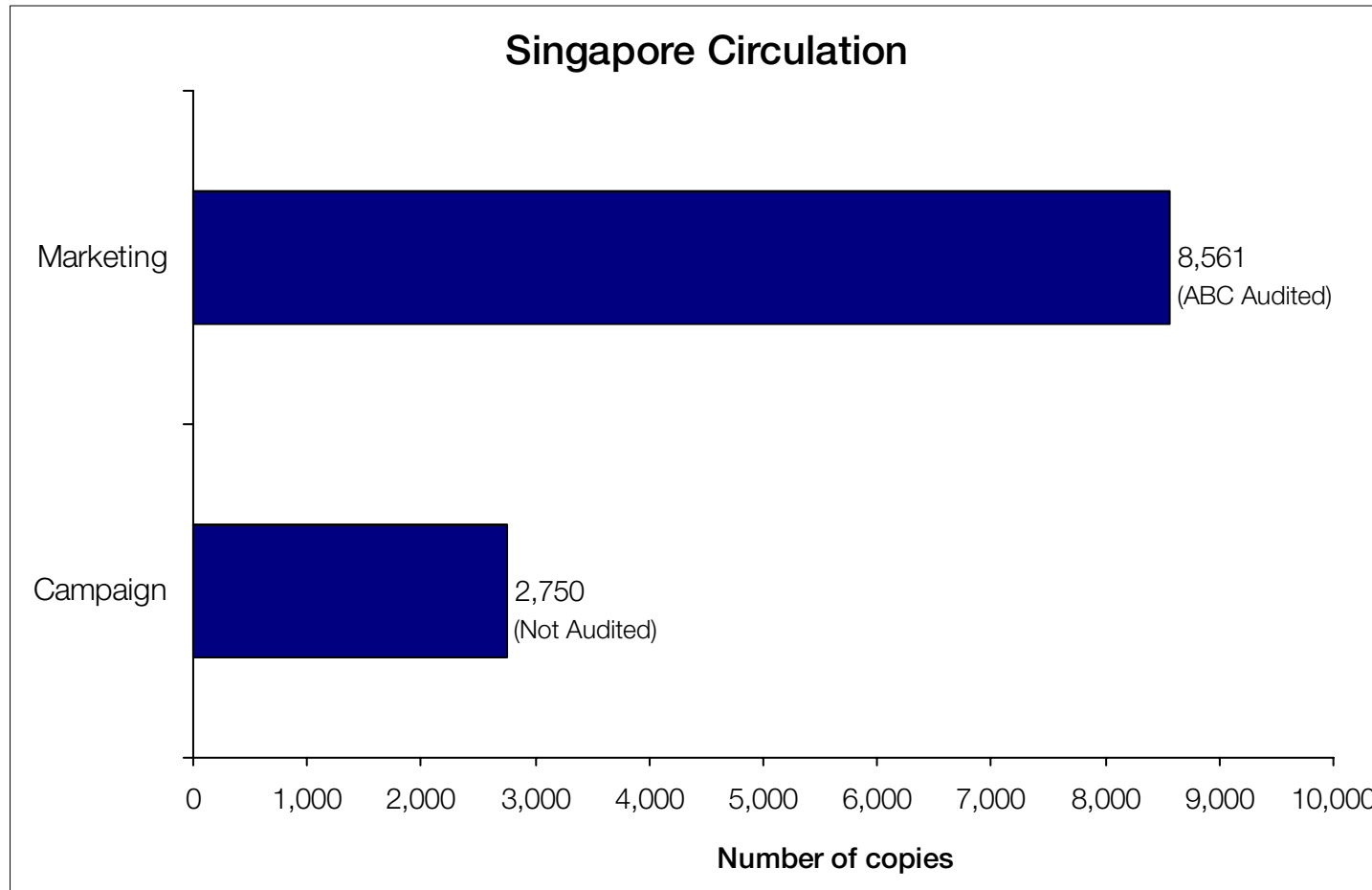
Source: Respective magazine media kits

Print circulation - all readers in MY



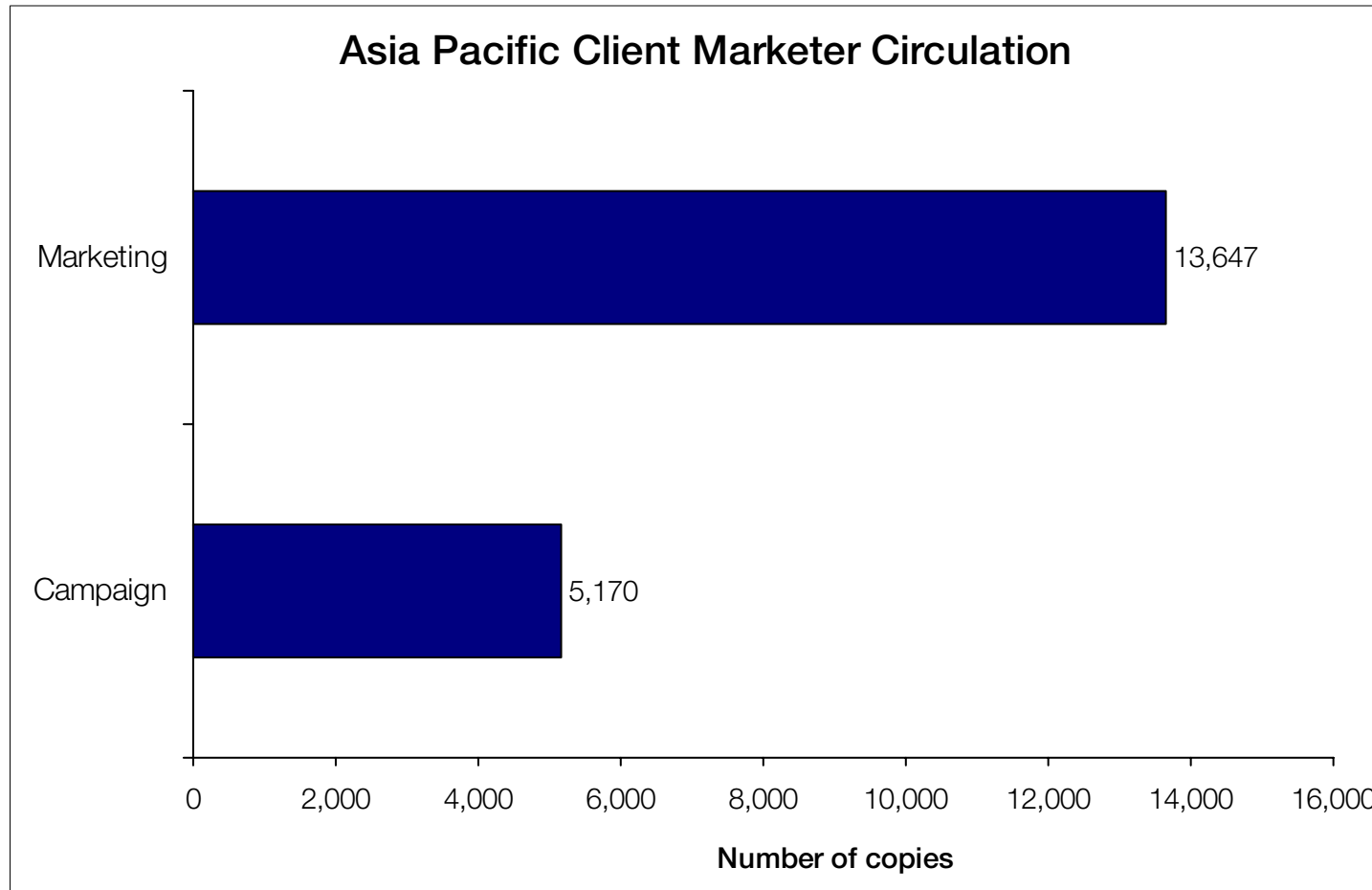
Source: Respective magazine media kits

Print circulation - all readers in SG



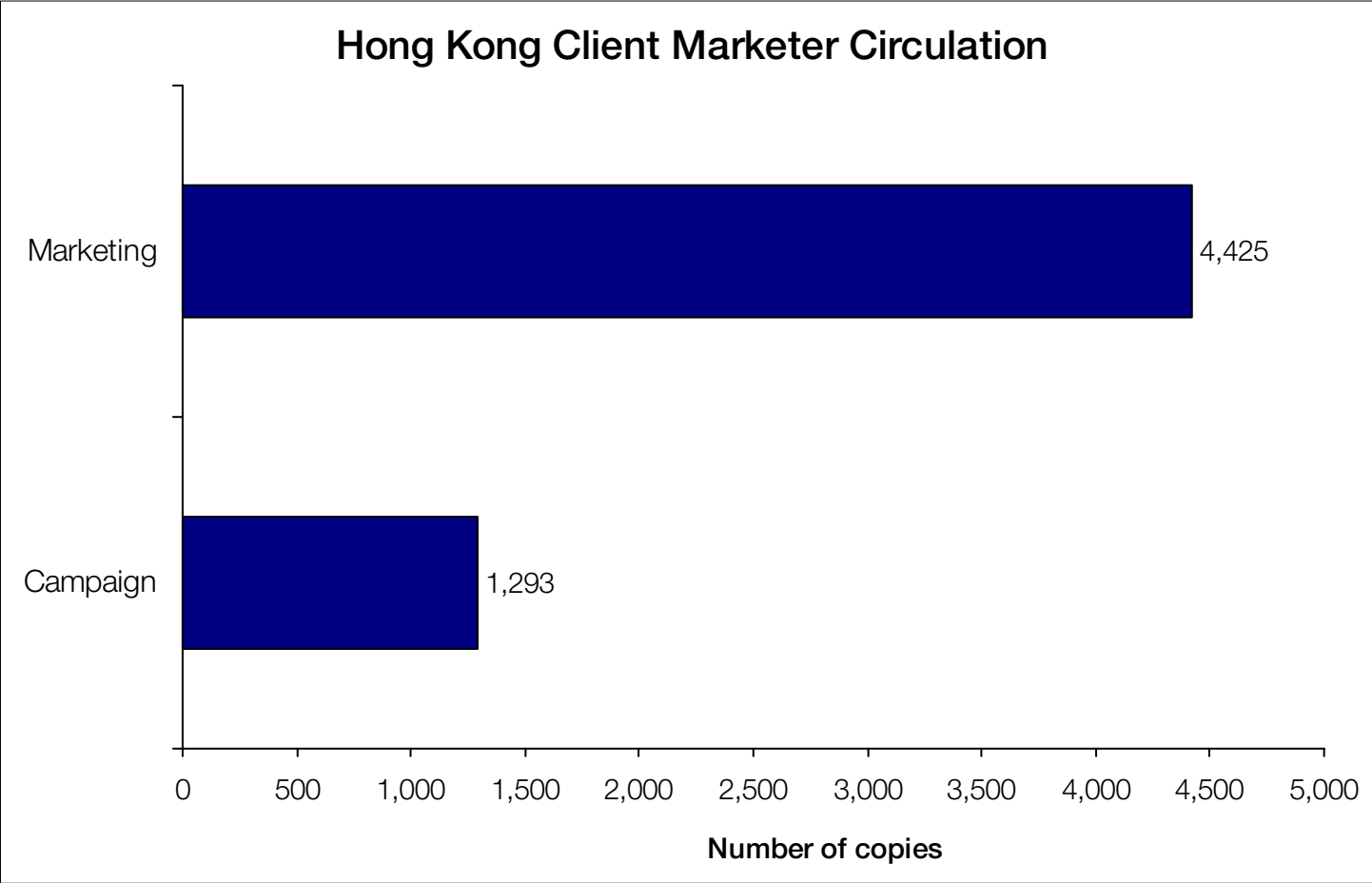
Source: Respective magazine media kits

Print circulation - marketers only



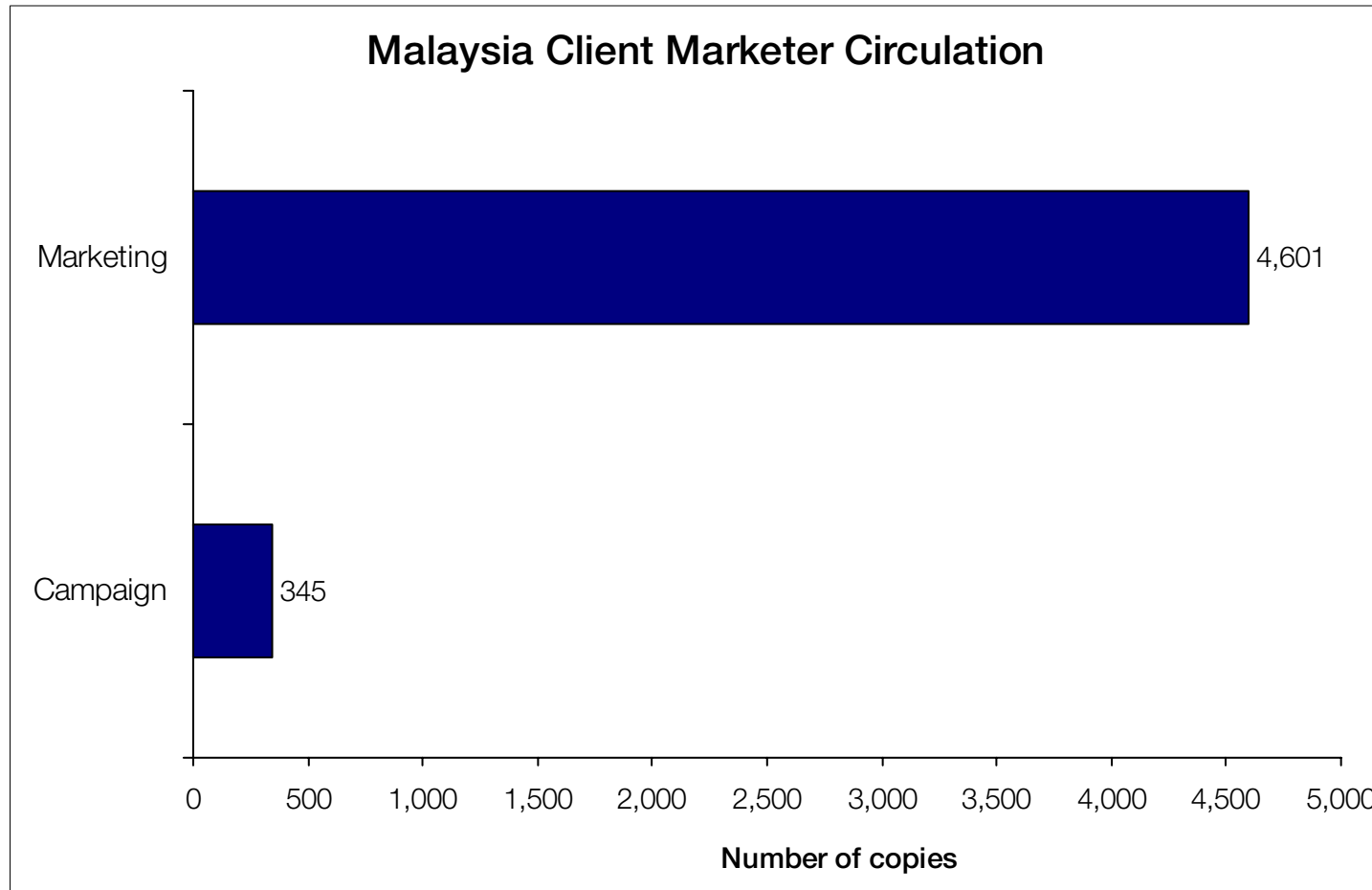
Source: Respective magazine media kits

Print circulation - marketers in HK



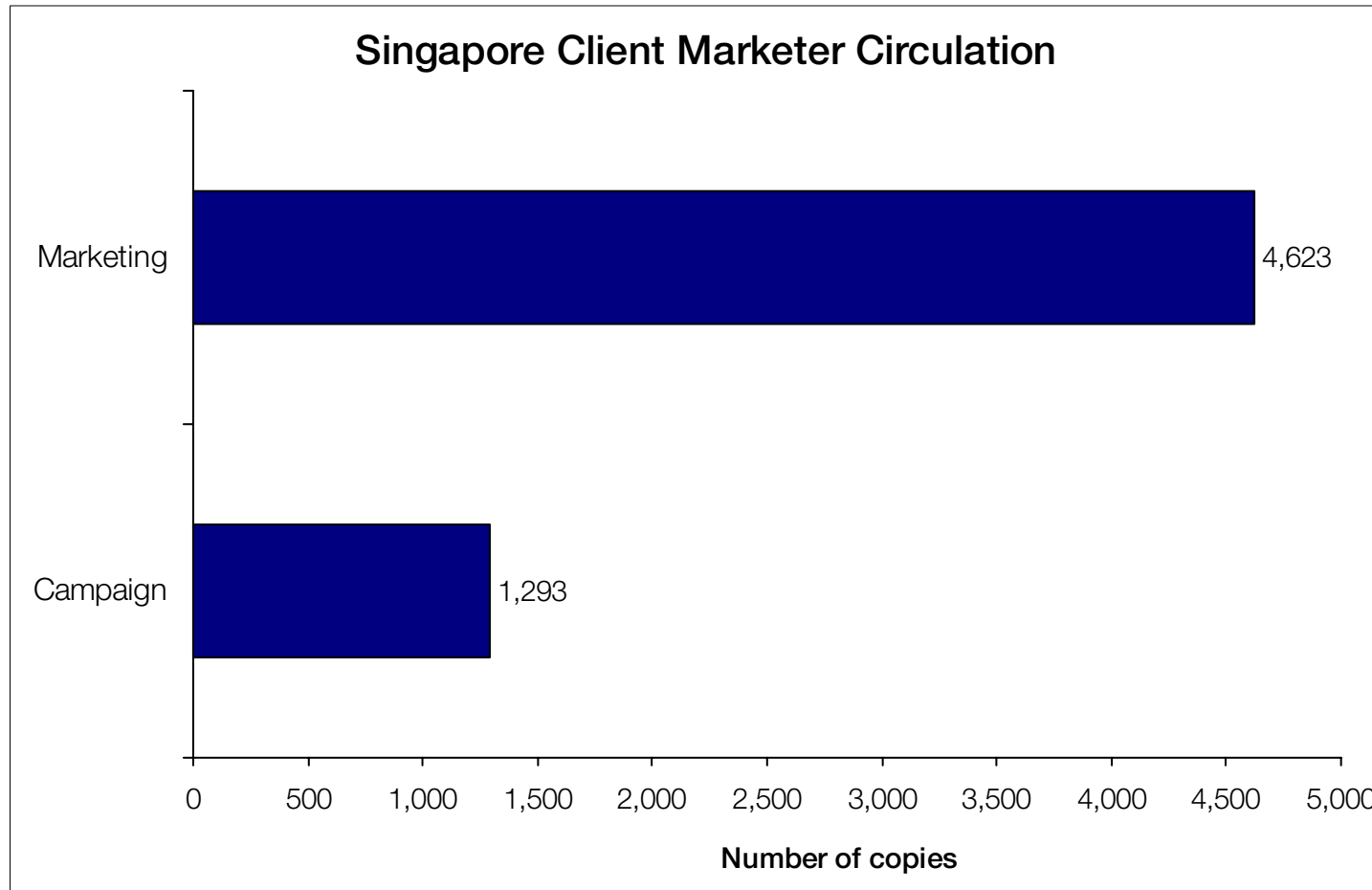
Source: Respective magazine media kits

Print circulation - marketers in MY



Source: Respective magazine media kits

Print circulation - marketers in SG



Source: Respective magazine media kits

Digital Readership: Online

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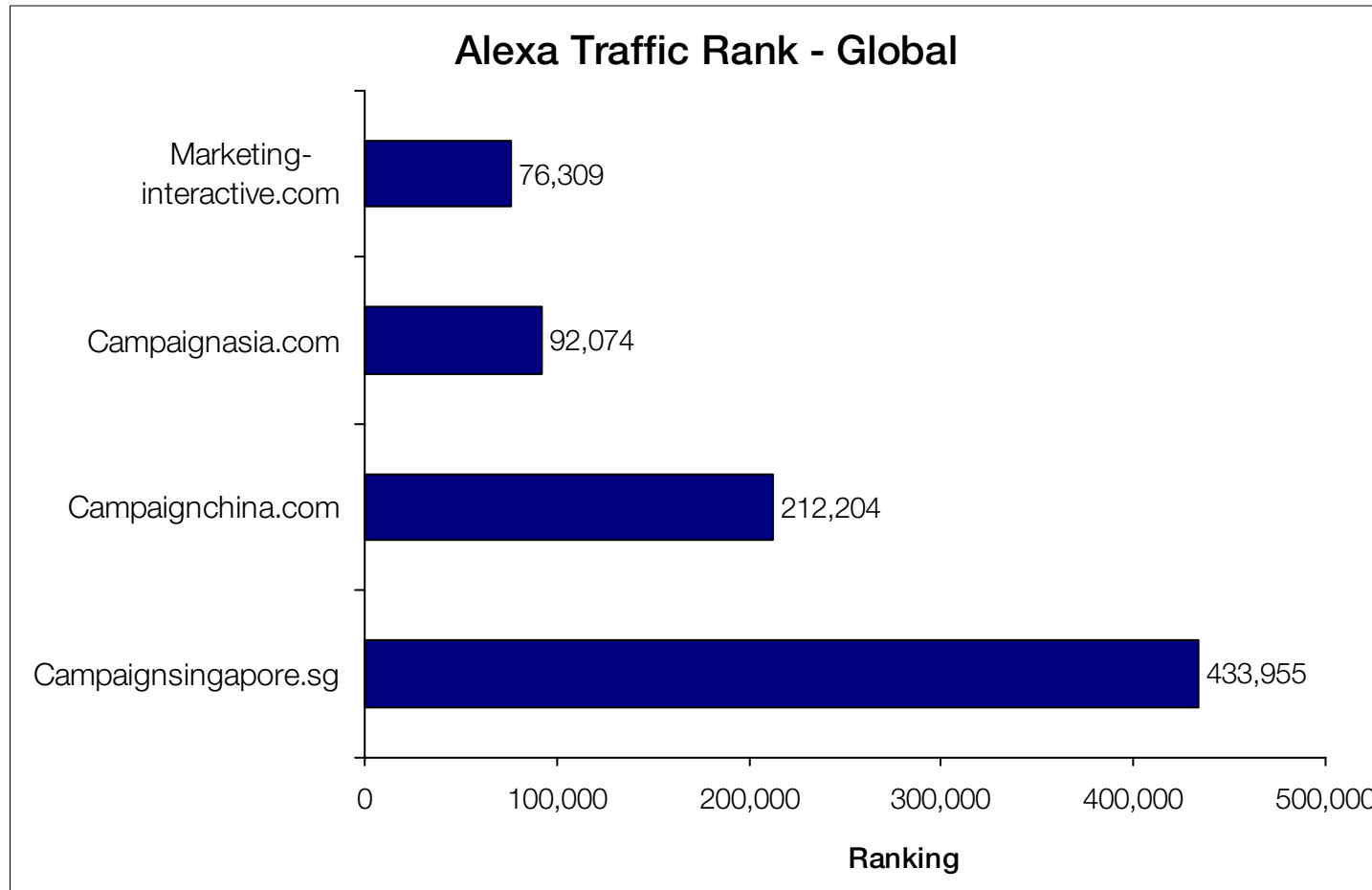
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Digital audience - online



Source: Respective publishers' media kits and/or their representatives

Digital audience - online



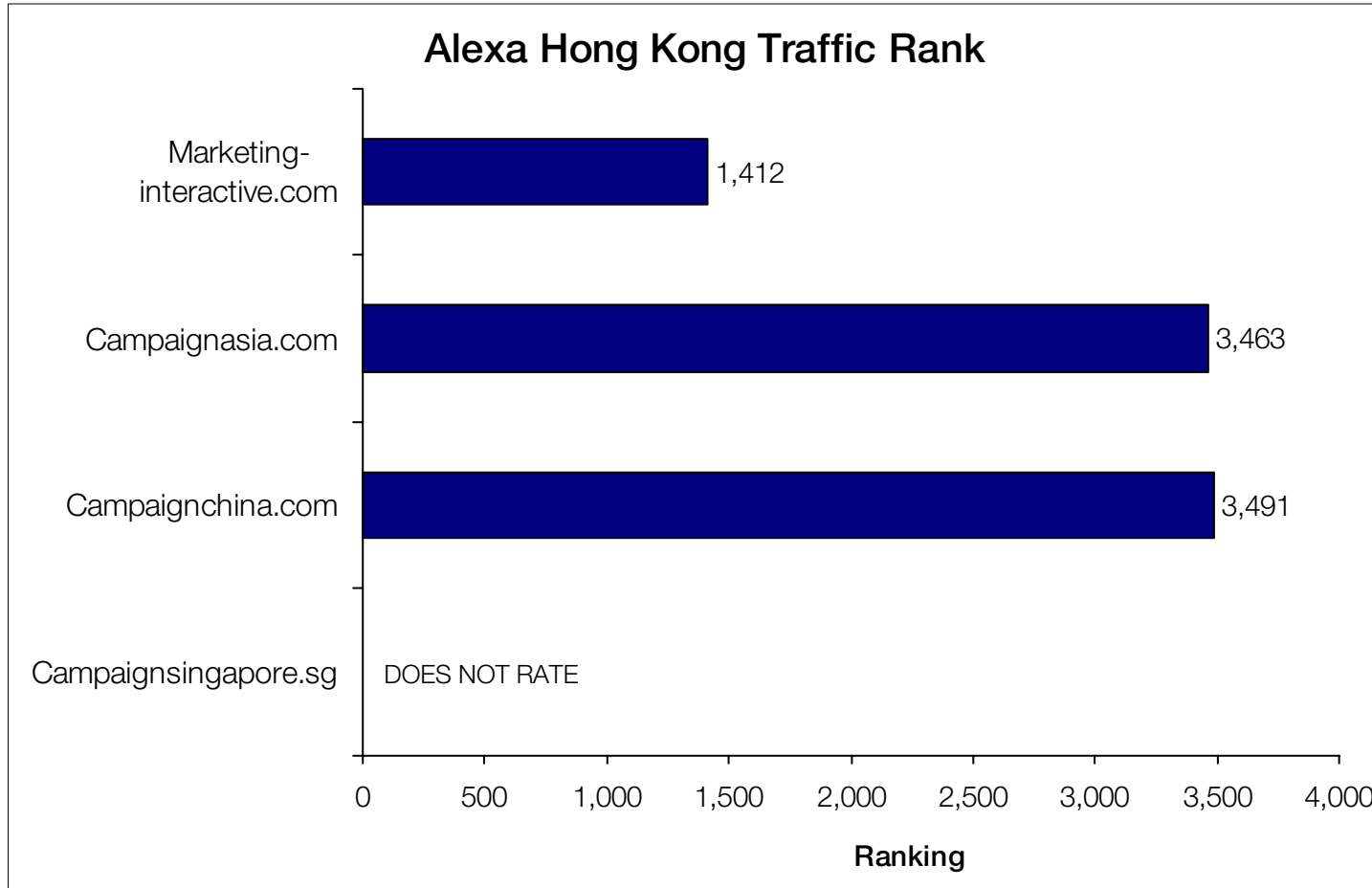
Source: Alexa.com

Digital audience - online in HK



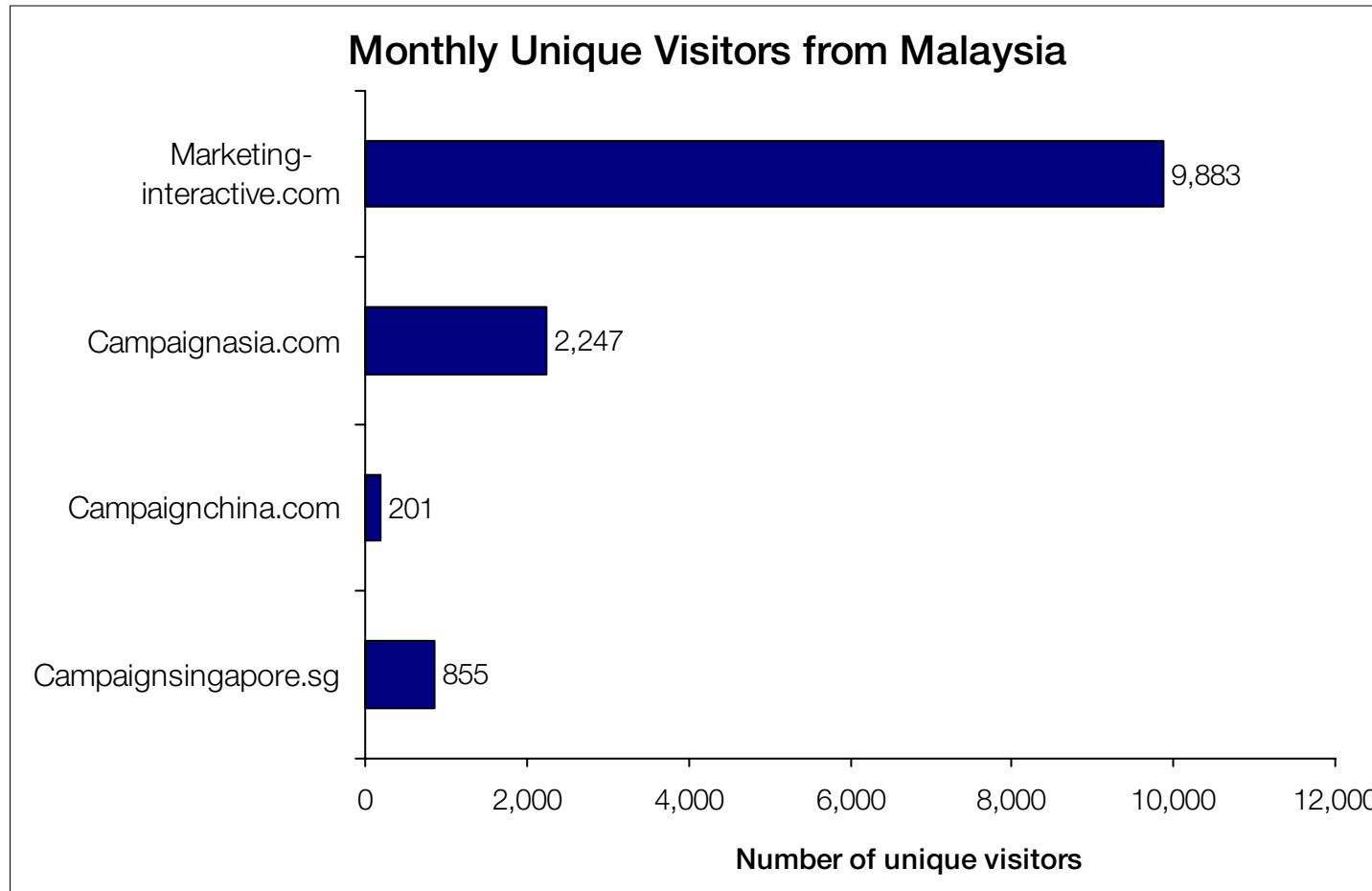
Source: Respective publishers' media kits and/or their representatives

Digital audience - online in HK



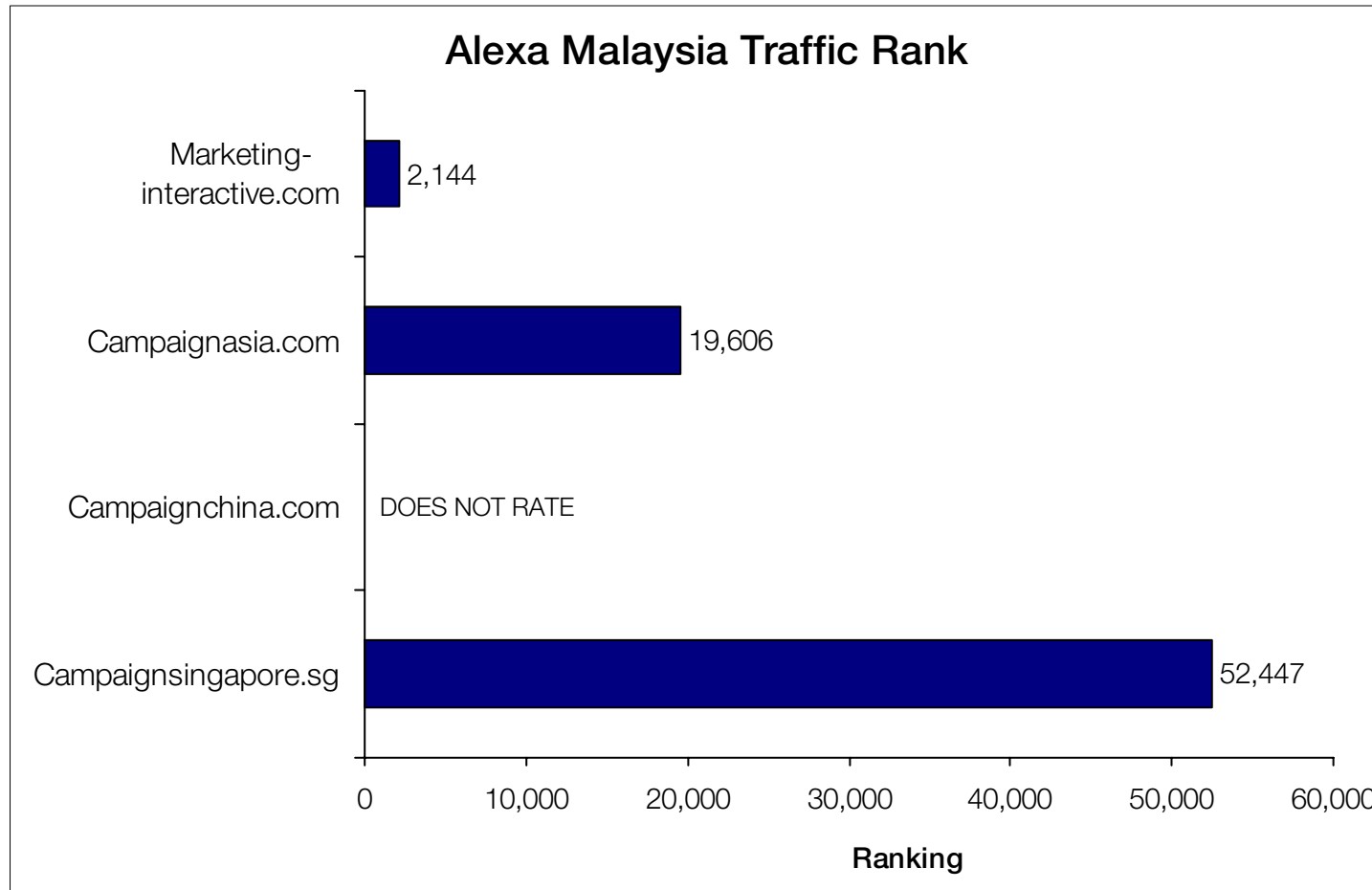
Source: Alexa.com

Digital audience - online in MY



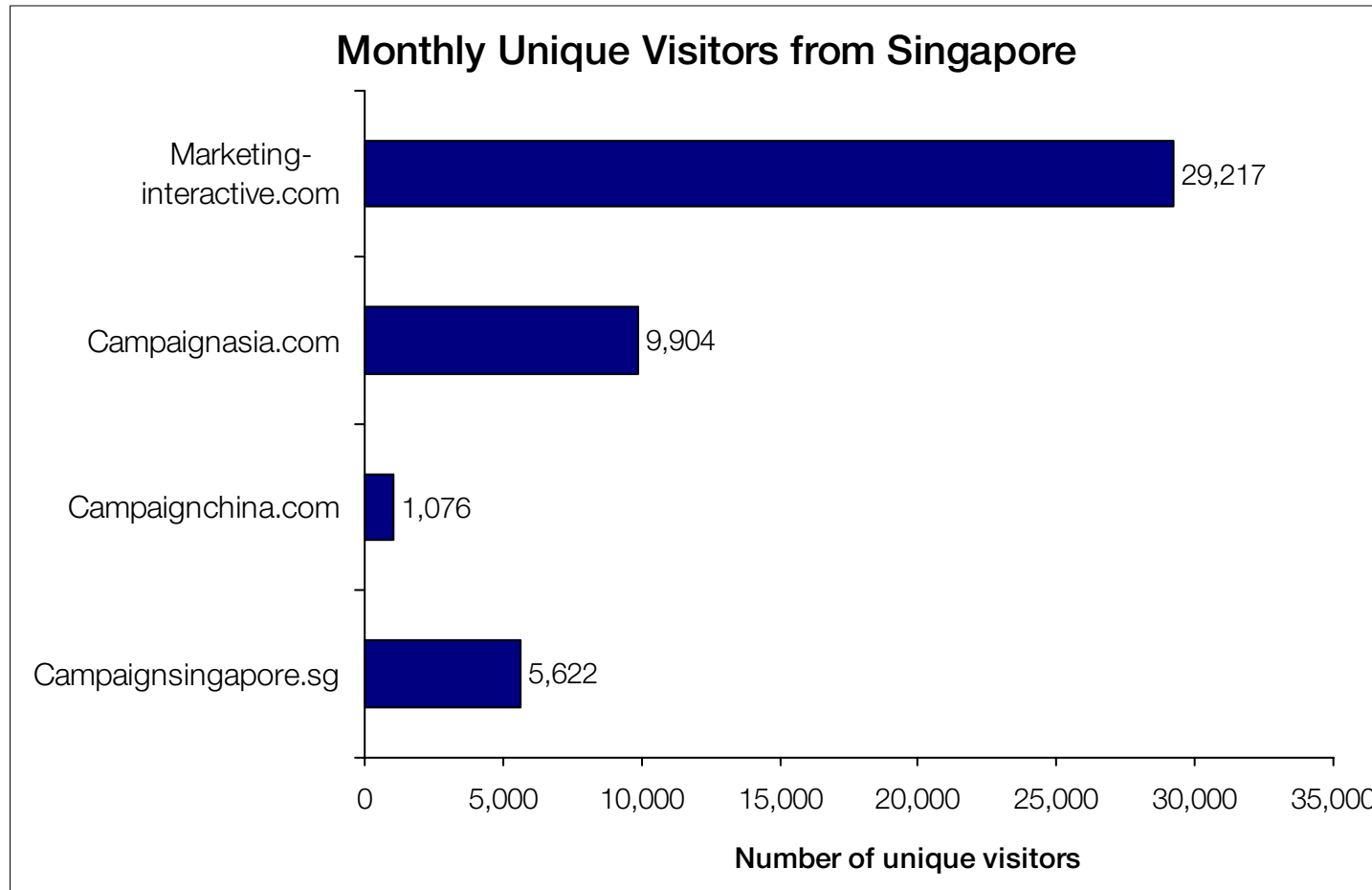
Source: Respective publishers' media kits and/or their representatives

Digital audience - online in MY



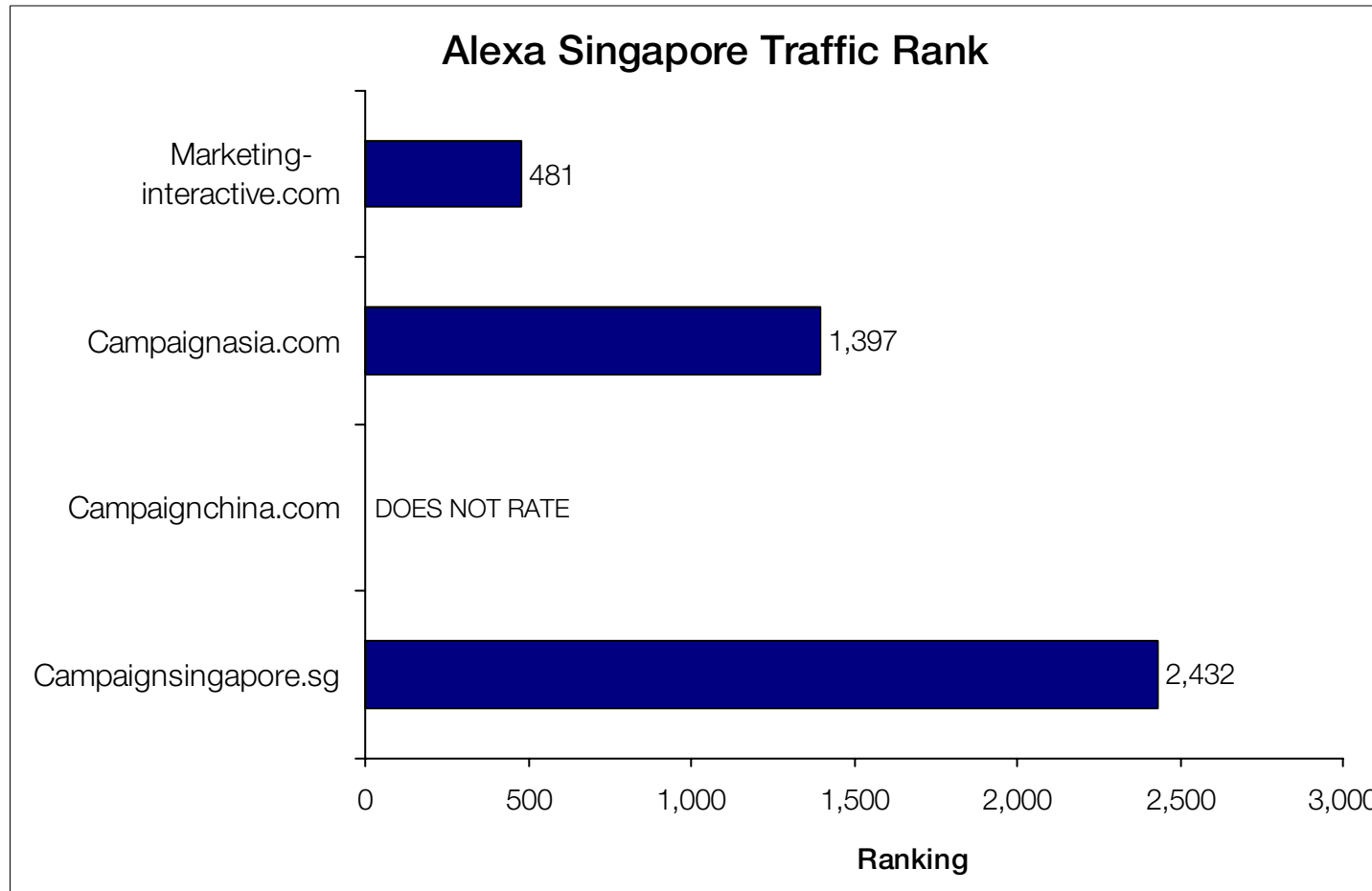
Source: Alexa.com

Digital audience - online in SG



Source: Respective publishers' media kits and/or their representatives

Digital audience - online in SG



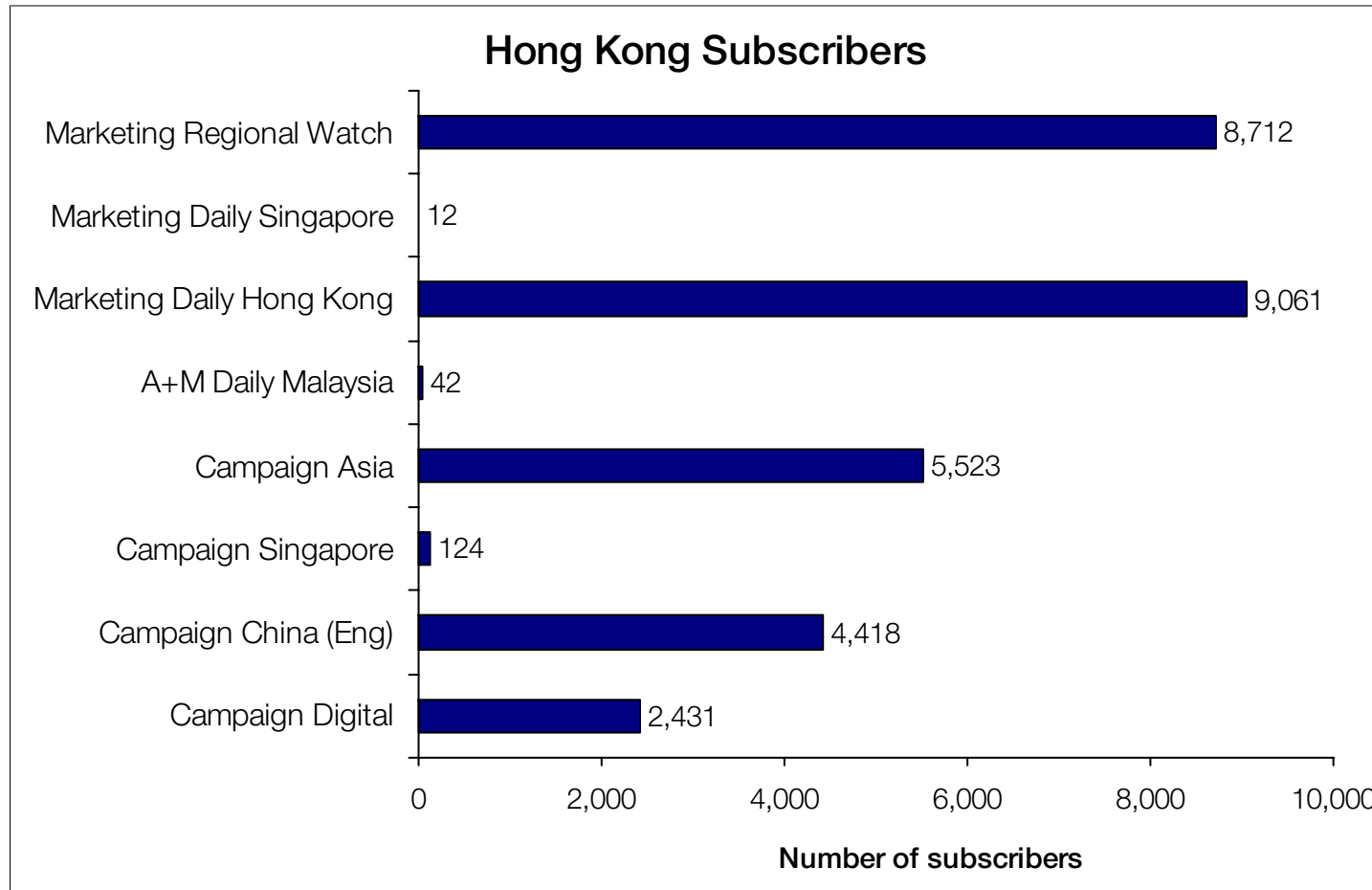
Source: Alexa.com

Digital Readership: Email Newsletters

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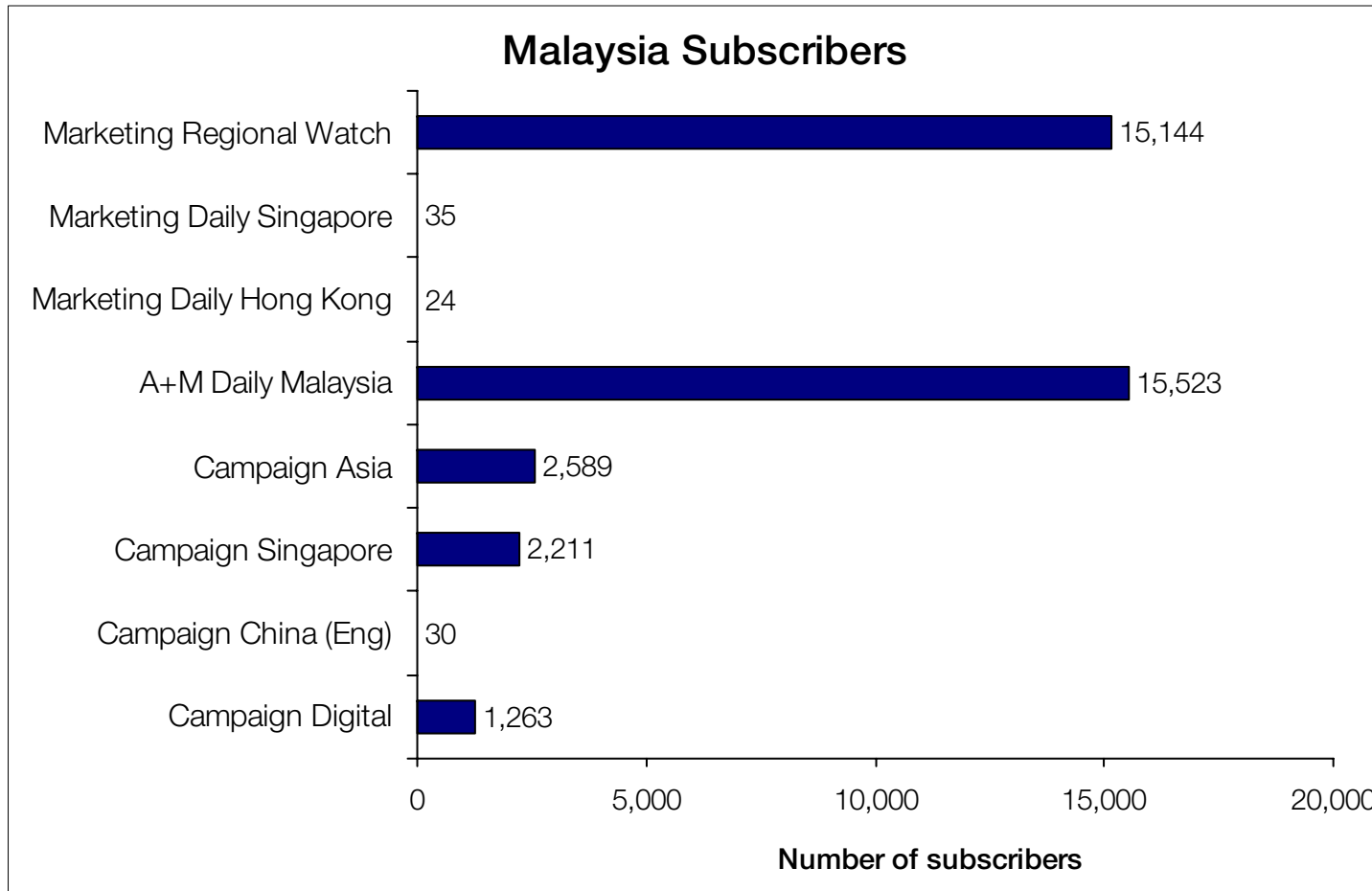
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Digital audience - email newsletters



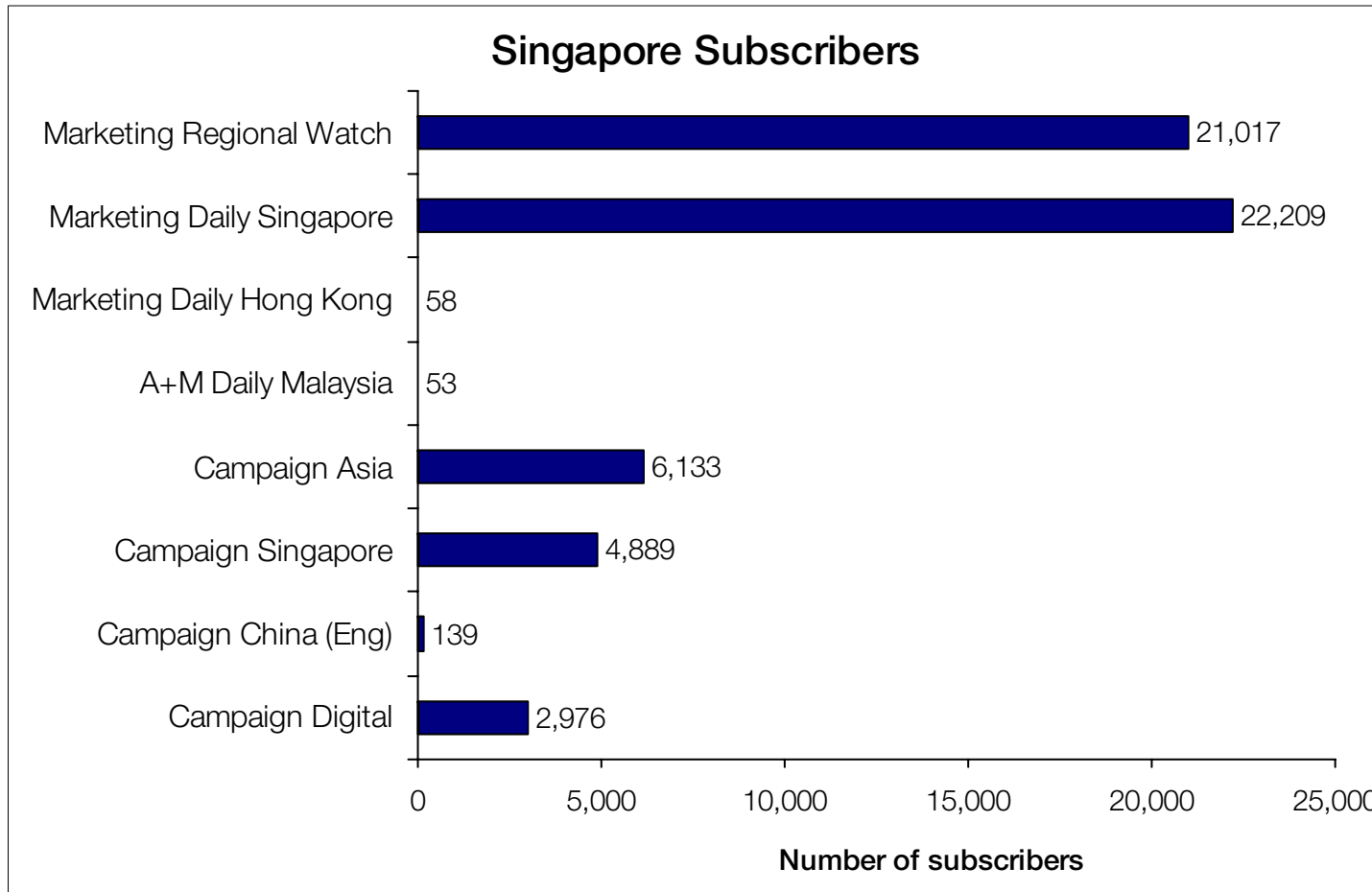
Source: Respective publishers' media kits and/or their representatives

Digital audience - email newsletters



Source: Respective publishers' media kits and/or their representatives

Digital audience - email newsletters



Source: Respective publishers' media kits and/or their representatives

“In my role across Asia it is critical for me to gain quick & clear insights on what is happening in consumer markets, product categories and media channels. Marketing acts as my single point of access to such regional and country insights as well as giving me a view on new marketing initiatives. Marketing Daily is a simple snapshot which takes just a minute to digest but provides my news for the day.”

Ray Bremner
Senior Vice President Marketing
Unilever Asia Pacific

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“Marketing provides a compact literature of case studies, industry leader opinion and special features which keeps me abreast of the latest media & consumer trends which could be trigger points for new marketing ideas which are important in a competitive industry such as the financial services sector where innovation is key to brand differentiation.”

Adeline Tiah

Senior Vice President Brand Communications & Sponsorship

HSBC

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“The articles in Marketing are topical and cover a broad range of subjects; I find them very relevant & informative and the magazine helps me keep abreast of developments in the industry. Marketing Daily is also a good information source, providing a snapshot of the latest marketing news from the region.”

Choi Fong Vallis
Communications Manager Asia Pacific
British Airways

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“With the overload of information especially on media and marketing topics these days, Marketing gives me a good overview of the key issues & latest trends within an Asian context.”

Ramesh Divyanathan
Marketing Director
BMW Group Asia

“Marketing is one of the few magazines I look forward to getting every month. It helps me keep up to date with what’s happening in the marketing world, inspires new ideas and provides insights that every marketing practitioner would find relevant & useful.”

Tan Wee Hoon
Regional Marketing Manager
Tourism Australia

“Marketing is a good all-round magazine for marketers. I get up to date information and breaking news about what’s happening in the industry, as well as interesting feature articles.”

Charlie Ong
Head of Sales & Marketing
Nippon Paint

“I rely heavily on Marketing and Marketing Daily to keep me up to date with what is going on in the world of communications. The online articles are concise, up to date, well written and the print magazine gives great analysis & insights into the challenges facing marketers.”

Emma Paris
PR & Communications Manager
VisitBritain

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“As part of the regional team, keeping a fresh perspective on regional industry news and trends is paramount to the delivery of our unique marketing programs. My team and I look to Marketing as a key resource to keep a finger on the pulse of the marketing industry.”

Ajay Mohan
Vice President, Marketing PSG
HP Asia Pacific & Japan

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“I’ve been taught to see through the customer’s lens, to understand, create, communicate and deliver value. Marketing filters the noise and distils stories into professional insights. It is my lens on the latest trends and heartbeat of the Asian market.”

Leonard Koh
Brand Manager
Toyota Motor Asia Pacific

“Marketing has been my staple reading since I graduated. Its content is highly relevant to marketers like me, especially the well-written consumer insights on different categories and marketing mix alternatives.”

Daphne Tan
Senior Brand Manager
Beiersdorf

“My role is a regional role in Asia. I have to be connected to what is going on in Asia as well as around the globe. Marketing gives me that connectivity as well as access to interesting topics which come in handy at CEO visits.”

Emre Olcer
Marketing Director
Procter & Gamble Asia Pacific

“Using the most effective ways to reach our target audience and stay ahead of the competition is indeed art and science. Marketing is an easy read with neatly presented news stories ranging from traditional to digital media which gives me an up to date and holistic view.”

Ivy Goh

Assistant General Manager Marketing

Sony Electronics Asia Pacific

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“Marketing is the key publication in Asia that keeps me up to date with the latest campaigns, people moves, new concepts and best practices in marketing. It also provides me with opportunities for learning and networking at their Roundtables and Peer Briefings.”

Natalie Bennett
Regional Head of Marketing Asia Pacific
HSBC

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“Marketing is the first place I turn to for regional advertising & marketing industry news as well as insights to new marketing initiatives. Marketing is informative, easy to read and timely; I look forward to my issue every month.”

Sara Chua
Director, Marketing - Far East Area
Ernst & Young

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“Marketing delivers relevant, timely case studies and insightful commentary using a regional lens. I value the fact that a lot of content is written by Asian marketers for Asian marketers. ‘Life’ is different here, Marketing recognises that.”

Elizabeth Armstrong
Global Head of Marketing
Standard Chartered Bank

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“My marketing team and I have found immense benefit from reading Marketing and Marketing Daily. The content of the magazine is well laid out and easily consumed. In particular, the Agency of the Year special edition helps me and my team to steer and determine how our business partnerships evolve.”

Timothy Liauw
Manager Marketing & Planning
General Motors

“I don’t have time to read a lot of magazines but Marketing is one of the few I don’t miss. It strikes a nice balance between marketing news that keeps me up-to-date, best practices that help me benchmark against the best and people updates that help me stay connected.”

Birte Sebastian

**Director Corporate Communications & PR
InterContinental Hotels Group Asia Pacific**

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“Marketing is a great snapshot of all the latest happenings in the marketing arena. It contains lots of learnings and insights from different markets in Asia making it a very good read.”

Jenny Loh
Head of Snackfood Marketing
Mars Foods Inc

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“Time is an important factor as I juggle roles across Asia. Marketing Daily is a must-read for anyone looking to get their quick dose of industry news. It’s the leader in providing news related to marketing, advertising and PR.”

Daniel Looi
Manager Asia CE Marketing Team
LG Electronics

“I rely on Marketing to give me an accurate roundup of developments in the marketing & media scene. It is one-up on its competition because it goes beyond reporting industry trends to help me see my customers’ point of view, inspiring creative yet practical campaign ideas to market 3Com’s networking solutions.”

Carolyn Henley
Marketing Director
3Com Asia Pacific

“I am a regular reader of Marketing. It provides marketing professionals with timely updates and easy-to-read articles on industry changes and trends.”

Walter Cheung
Head of Corporate Communications
Hang Seng Bank

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“As a marketer, Marketing is my key source for news, intelligence and conversation within the marketing and media communities. To me, Marketing really has a great resonance with what is happening in the realm of marketing- both locally and around the region.”

Eunice Frances Chan
Vice President Personal Cards Marketing
United Overseas Bank

“Web 2.0 has allowed marketers to be more creative & innovative than ever before. As marketing director for the MSN and Windows Live properties, I need to fully understand the pulse of the consumer, agencies & advertisers in the super charged online space. Marketing does that for me in a manner that is concise, yet comprehensive and very relevant.”

Craig Law-Smith
South East Asia Marketing Director
Microsoft

“As an executive overseeing marketing, advertising & promotions, Marketing is an excellent source of news, offering timely & useful insights into a complex industry. Its content is relevant while its features have provided me with ideas for my own marketing initiatives.”

Raymond Tan
Sales & Marketing Manager
Emirates

“Marketing is my link to the consumer markets. Whether it is reporting media buying trends, campaigns launched by leading brands, or management changes, Marketing keeps me up to date; it is an easy to read yet insightful source of information.”

Avis Lau
Fuels Brand Manager
Shell Hong Kong

“The great thing about Marketing is its ability to distil events to soundbites without resorting to spin. For those of us with responsibilities spanning multiple markets, the ability to access information quickly from a trusted source is invaluable.”

Marianne Thomson
Vice President Product Management
AIG Life

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“My job requires me to keep a finger on the marketing pulses of Asia. However, given my regional responsibilities, finding time to stay up to date by reading becomes a real challenge. Marketing keeps me updated and gives me inspiring marketing insights from across Asia. It is comprehensive, timely and filled with great news on ground-breaking happenings in Asia.”

Doy Teo
Regional Marketing Director
Triumph International

“Marketing keeps me updated on the latest industry news & trends.”

Alfred Goh
Brand Manager
Pernod Ricard

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“Since the beginning of my career, I have always relied on Marketing to provide me with critical insights into the broader PR, brand & consumer marketing environments. I find Marketing’s case studies a particularly useful way for me to learn from the best practices of my peers.”

Alfie Yee
Director of Marketing Asia Pacific
Hilton International

“As a marketer, it’s easy to get caught up in the daily comings and goings of campaign planning & execution. Marketing keeps my ear to the ground and provides me with the latest news pertinent to my community. Marketing takes me where the rubber meets the road and gives my radar a broader scope.”

Wilfrid Foo
Senior Brand Manager
Nestle

“In the mobile industry where new technologies & applications develop so quickly and competitor marketing activities evolve constantly, Marketing provides a source of prompt, clear and reliable information that keeps me abreast and informed. Reading Marketing has become a part of my routine.”

Augustine Lim
Regional Director Strategic Marketing
Samsung Asia

“As a discipline, marketing is ever evolving. Marketing, with Marketing Daily, is a good way to stay connected with what’s happening out there, points of views and who’s doing what.”

Azhar Azib

**Director Central Marketing Communications Group
Microsoft Asia Pacific**

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“Marketing is a reliable and up to date source of industry news & trends that my team and I find useful; Marketing Daily is especially valuable for breaking news.”

Becky DiSorbo

**Director of Corporate Communications Asia Pacific & Japan
EMC Corporation**

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“The world is ever-changing and we are constantly facing a barrage of new media channels. With limited time, there are only a few credible information sources we can rely on. Marketing’s winning formula is its interesting, up-to-date content that is simple to digest.”

Bernard Yeo
Marketing Director
Bacardi-Martini

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“In Marketing there’s a magazine which consistently provides quality analysis of local and regional marketing activities. I trust Marketing’s efforts online & offline are rewarded by attracting an ever-growing group of subscribers.”

Christabel Cheng
Marketing & Public Relations Manager
Johnson & Johnson

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“Marketing is essential for us, bearing in mind that we have to manage multiple agencies; the information provided helps us to be mindful of what’s going on and what’s likely to happen in the markets in which we operate.”

Howe Chin Phing
Regional Marketing Manager
Ferrosan Asia Pacific

“We all live in a volatile market. Consumers are constantly throwing surprises. You can’t do anything about these surprises unless you keep your eye on the market. That’s why you must read Marketing to ensure these surprises become predictable business problems.”

Raymond Ng
Director Commercial
Hong Kong Express Airways

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“One of my biggest challenges is reconciling the diversity of market demands and consumer perceptions in Asia with the increasing consumer appetite for access to brands through global/digital media channels. Marketing provides insight into how other brands are tackling this issue, along with a balanced view of what’s working with consumers.”

Steve Castledine
Vice President Levi’s Brand & Regional MD
Levi Strauss & Co Asia Pacific

“Marketing fully complements my role as a marketer by giving me fresh new perspectives on what appeals to our consumers today.”

Katherine Ang
Product Manager
Luxasia

“Marketing provides me with concise news stories of what is happening in market place.”

Tong Kai Loong
Head of Marketing Communications
Sony Ericsson Mobile Communications

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“As head of regional marketing for MasterCard, my portfolio covers the Asia/Pacific, Middle East & Africa region. Given the diversity of the region, it is crucial for me to keep abreast of the latest marketing trends & industry news. Marketing delivers the most up to date news, information & industry happenings, providing me what I need to stay informed.”

Natalie Lockwood
Group Head Regional Marketing AMEA
MasterCard Worldwide