

THE ART & SCIENCE OF CONNECTING WITH CONSUMERS

# MARKETING

MARKETING: MAGAZINE WEBSITE e-NEWSLETTERS ANNUAL DIRECTORIES EVENTS

## Audience update

March 2011

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Marketing: Magazine Website e-Newsletters Annual Directories Events

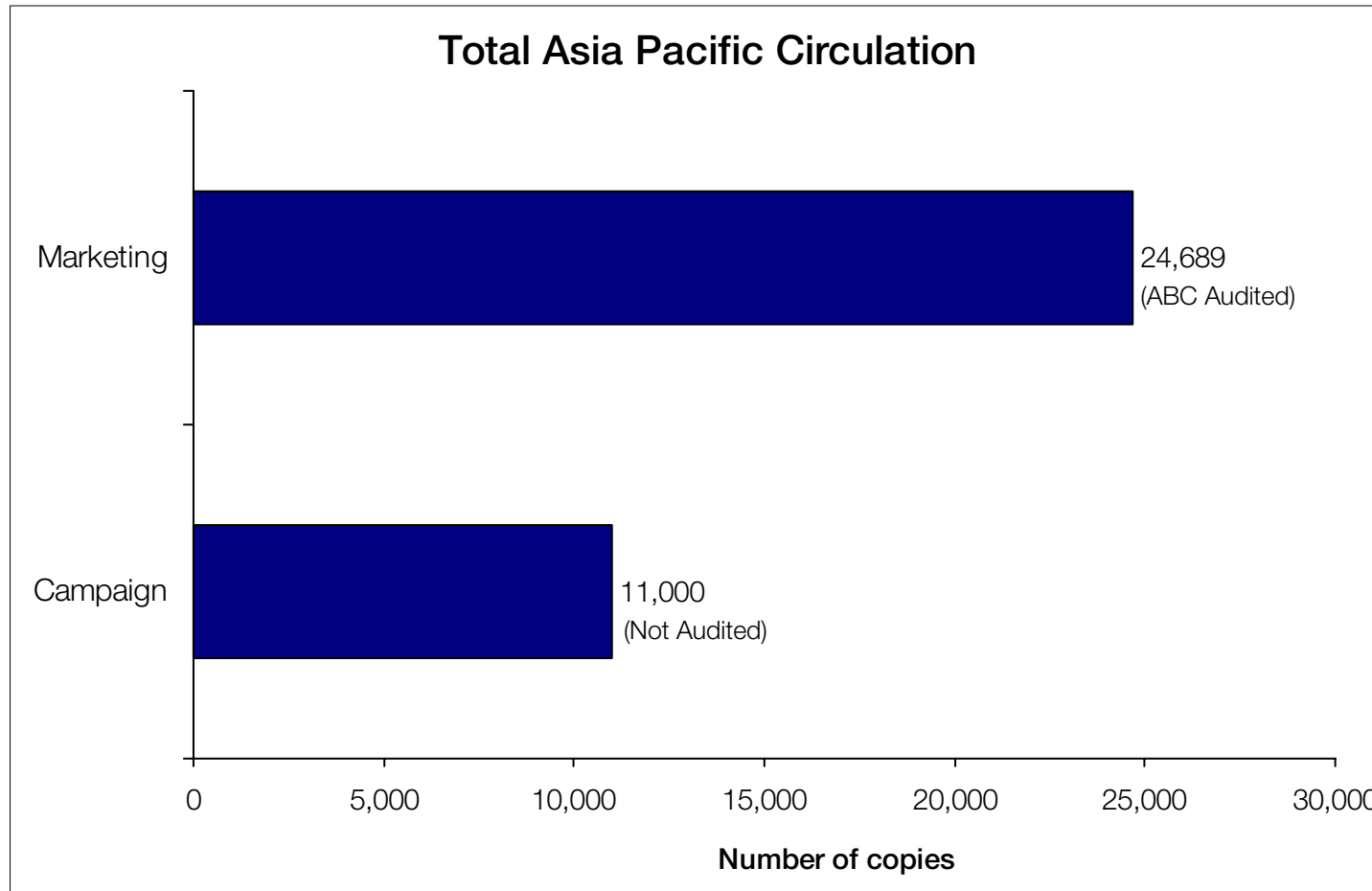
# Print Circulation

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MARKETING: Magazine Website e-Newsletters Directories Events

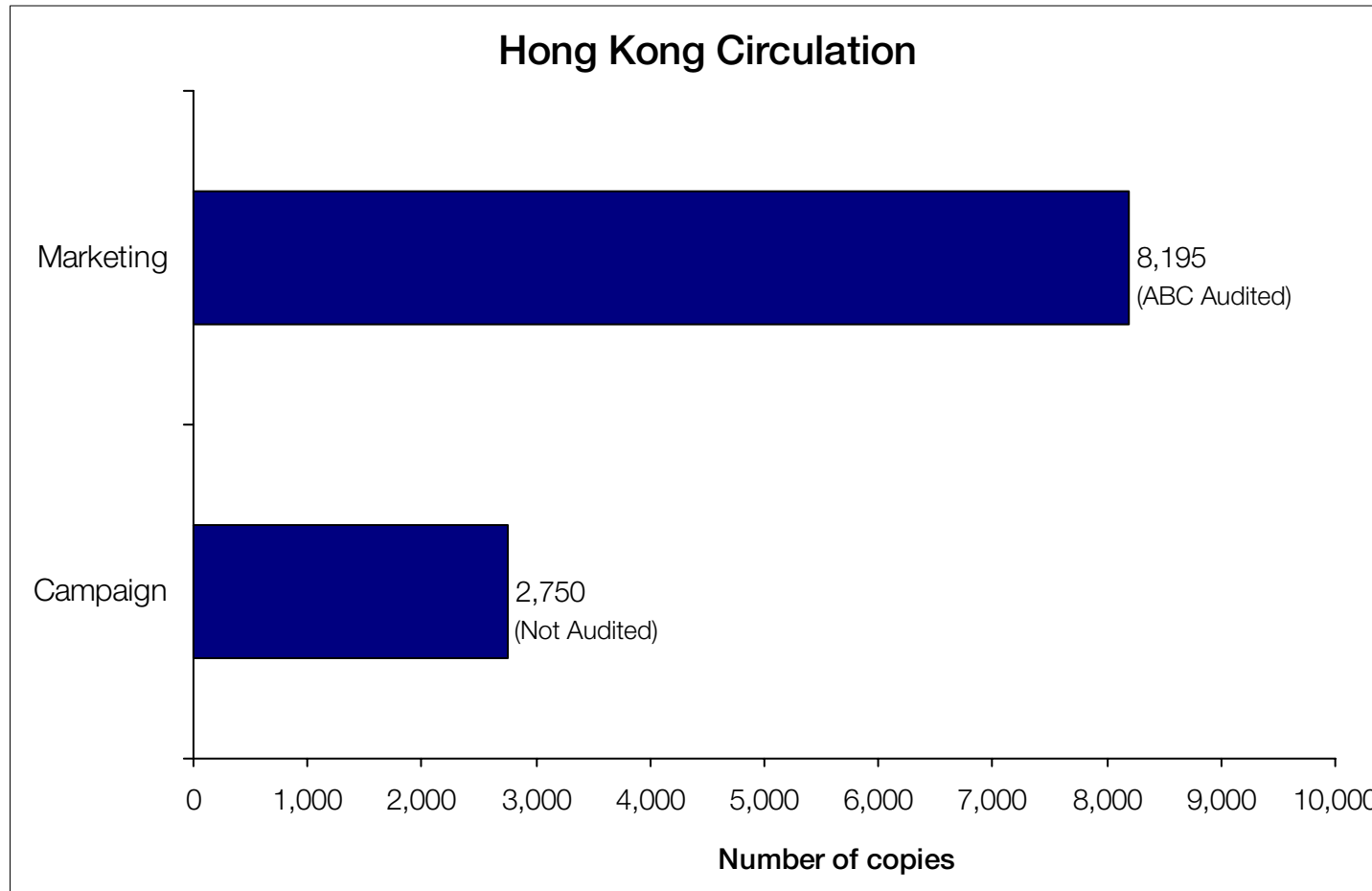
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# Print circulation - all readers



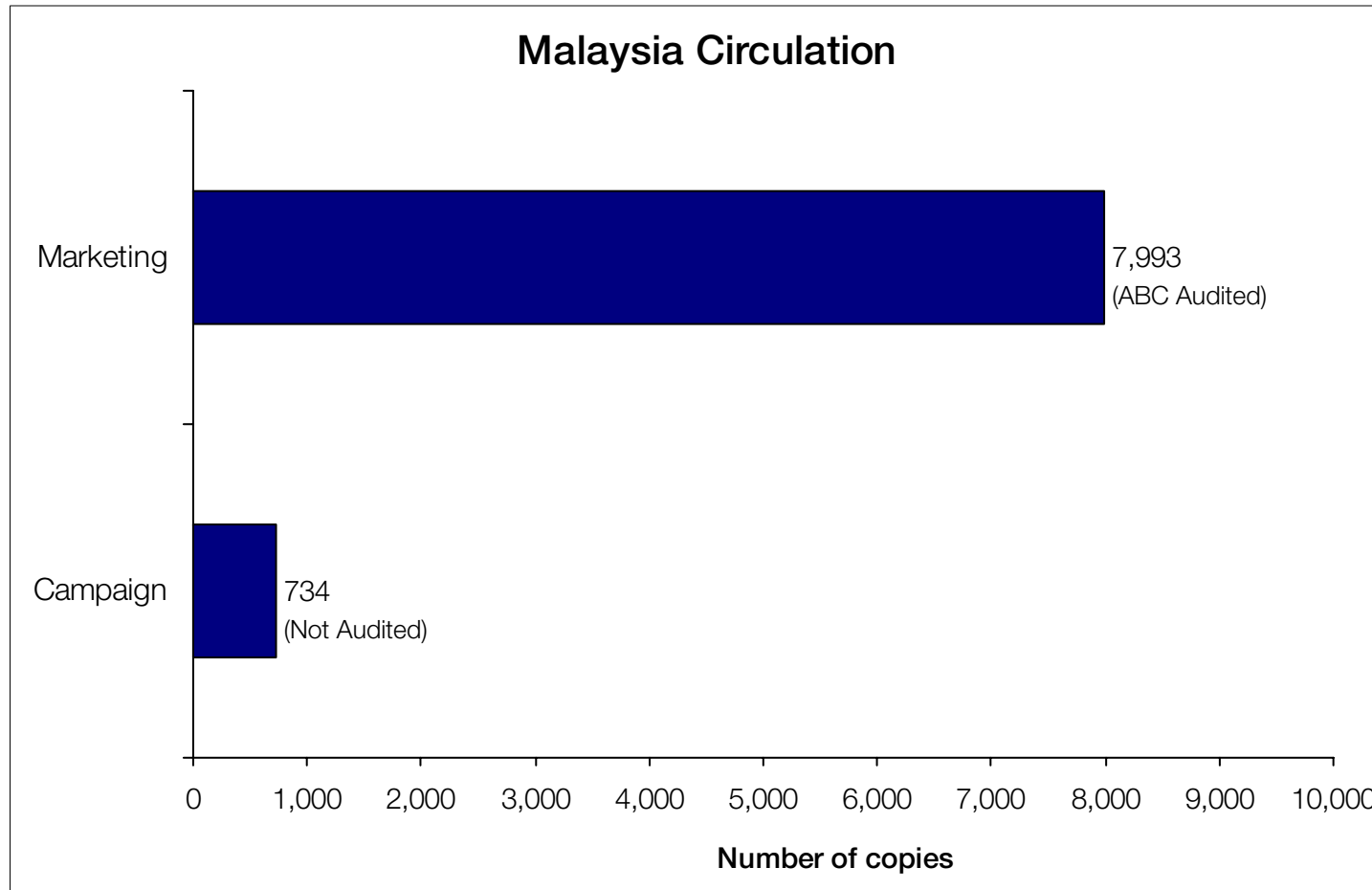
Source: Respective magazine media kits

# Print circulation - all readers in HK



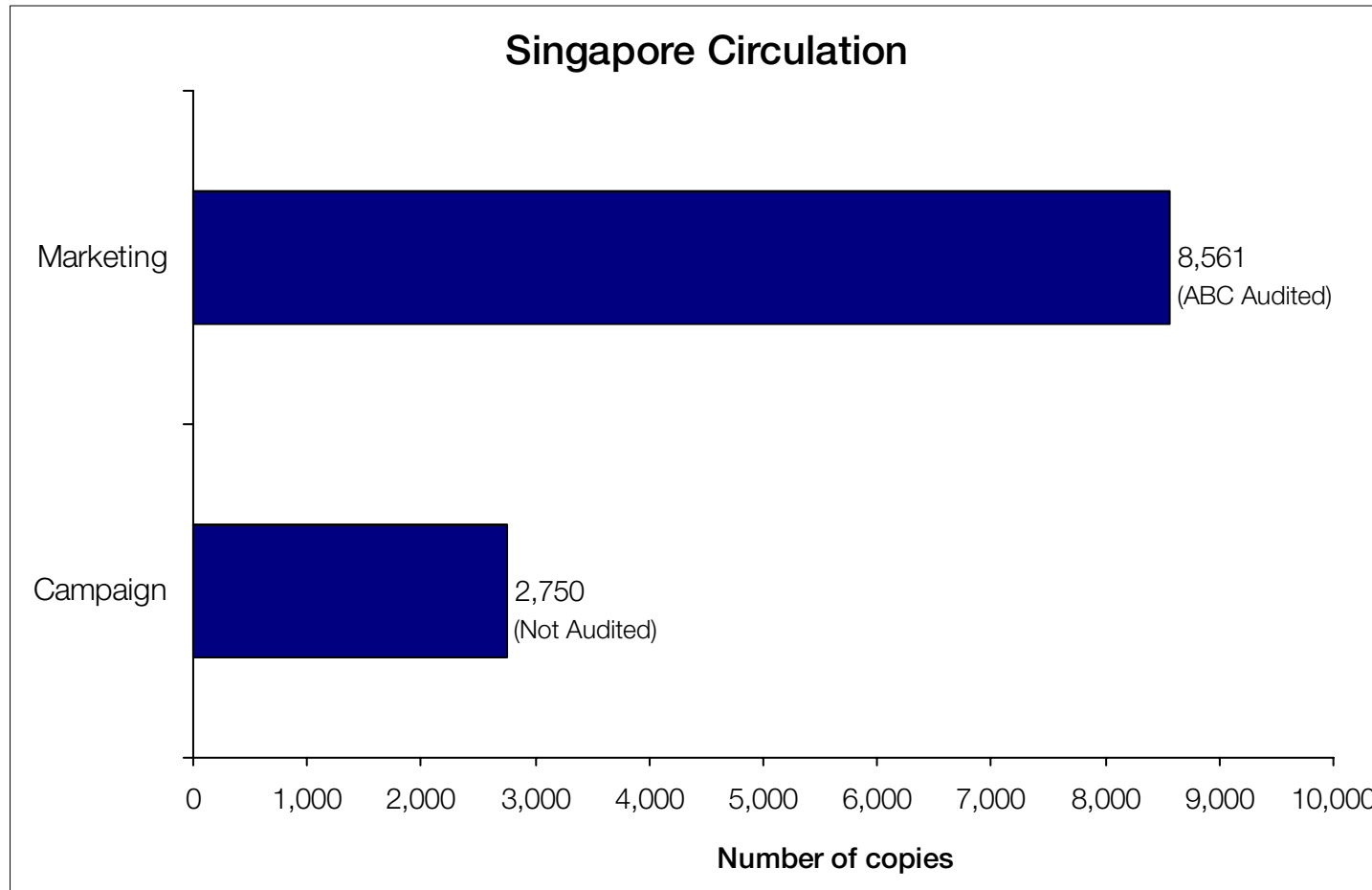
Source: Respective magazine media kits

# Print circulation - all readers in MY



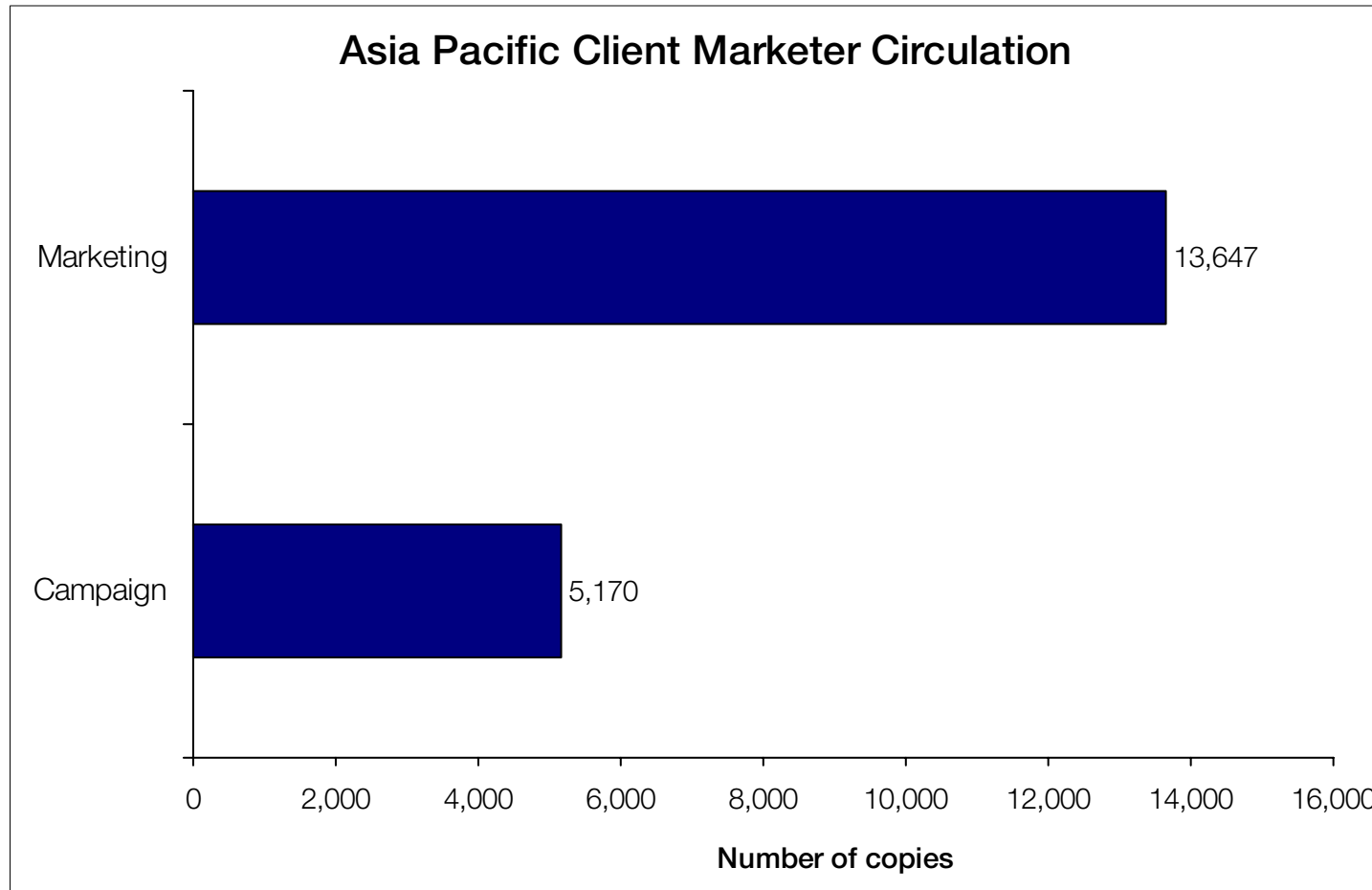
Source: Respective magazine media kits

# Print circulation - all readers in SG



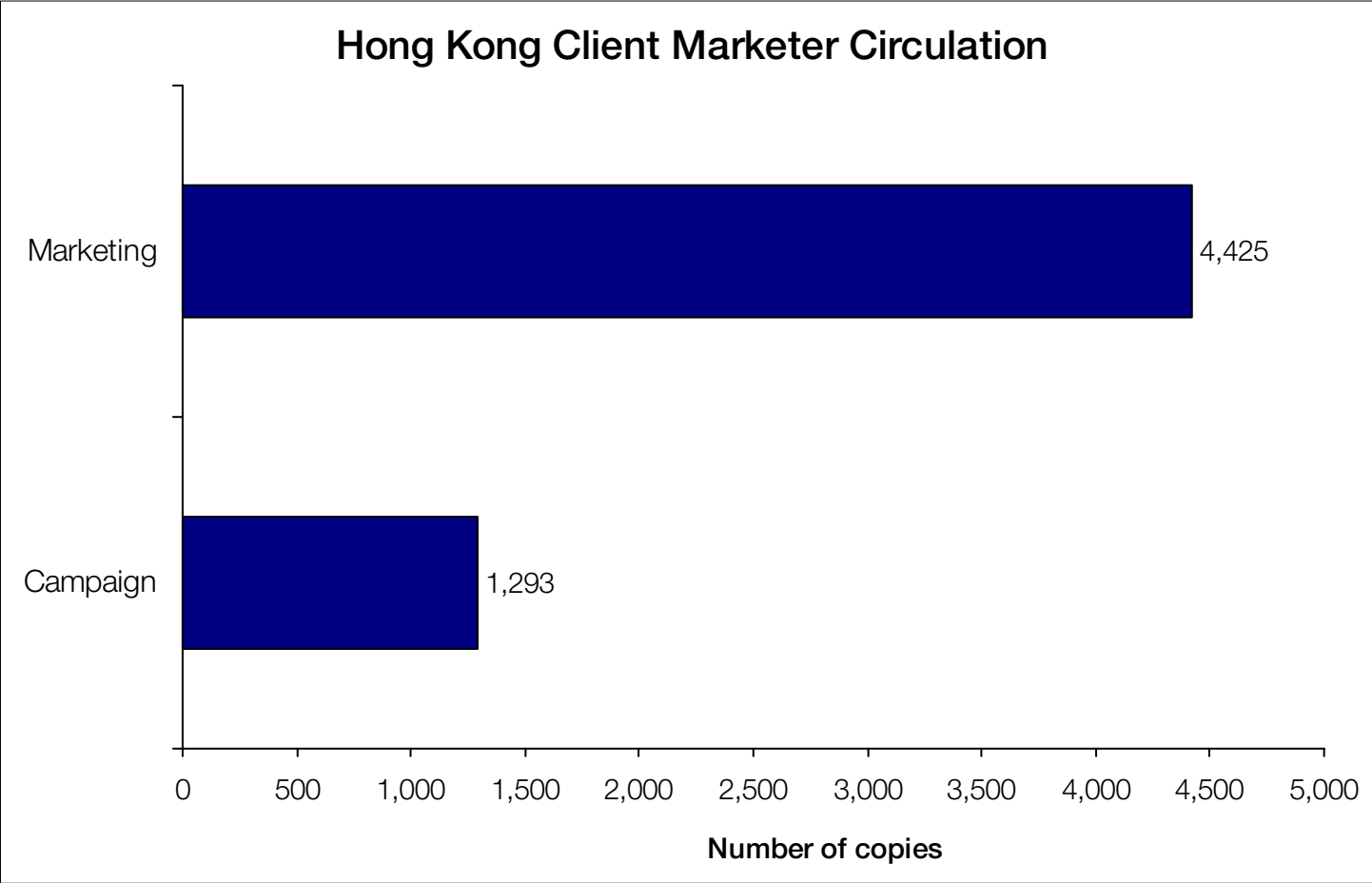
Source: Respective magazine media kits

# Print circulation - marketers only



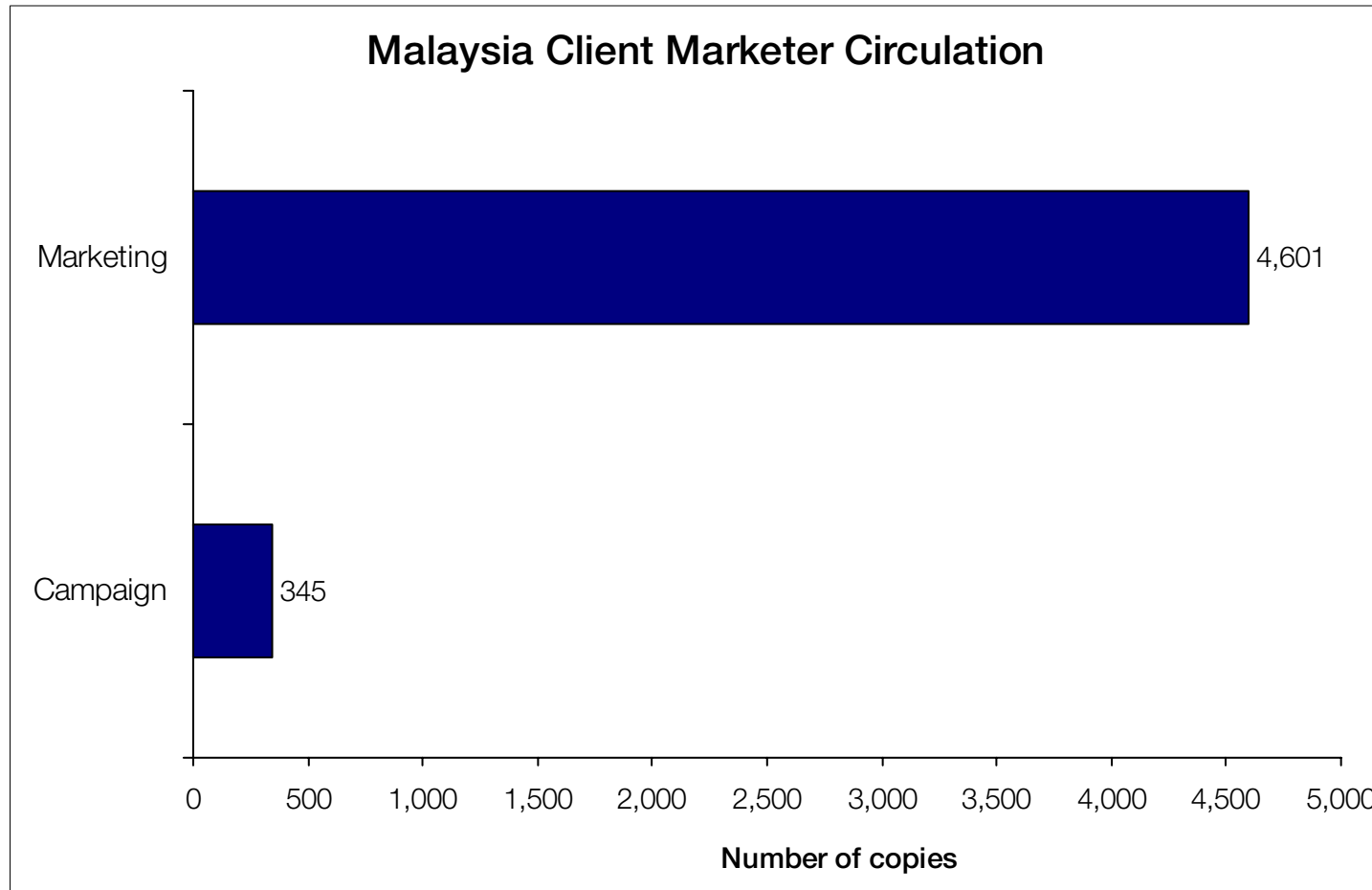
Source: Respective magazine media kits

# Print circulation - marketers in HK



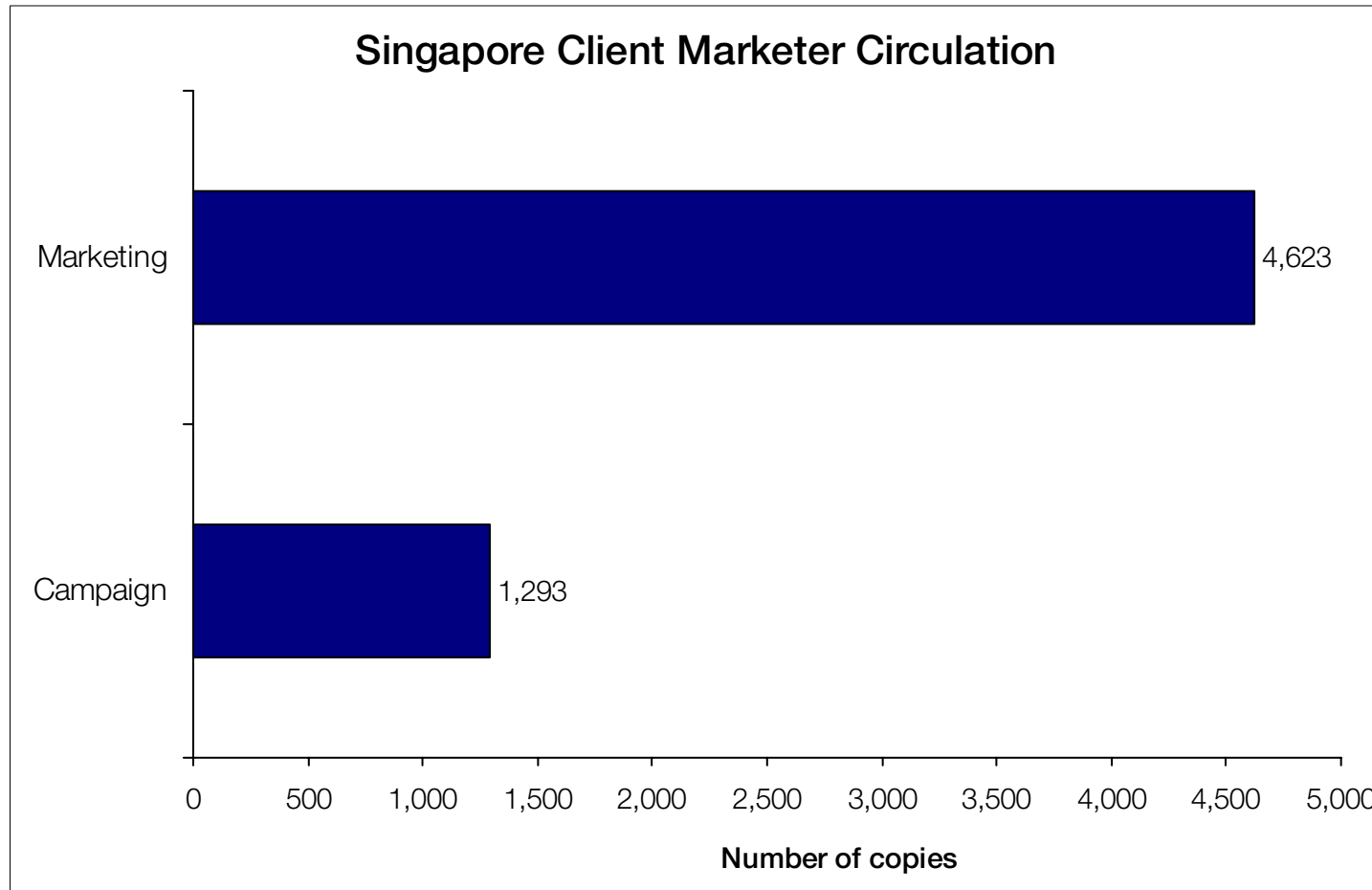
Source: Respective magazine media kits

# Print circulation - marketers in MY



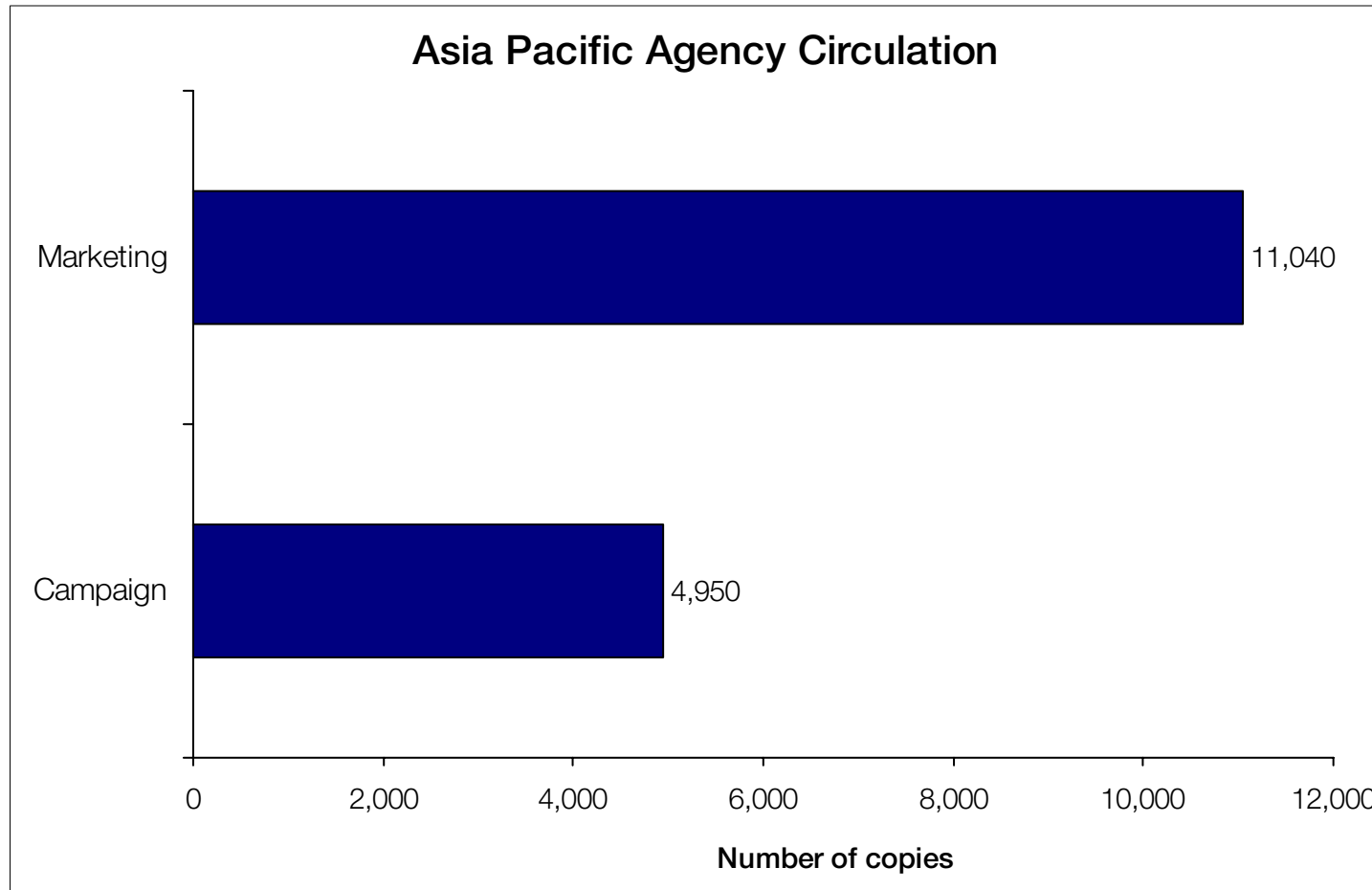
Source: Respective magazine media kits

# Print circulation - marketers in SG



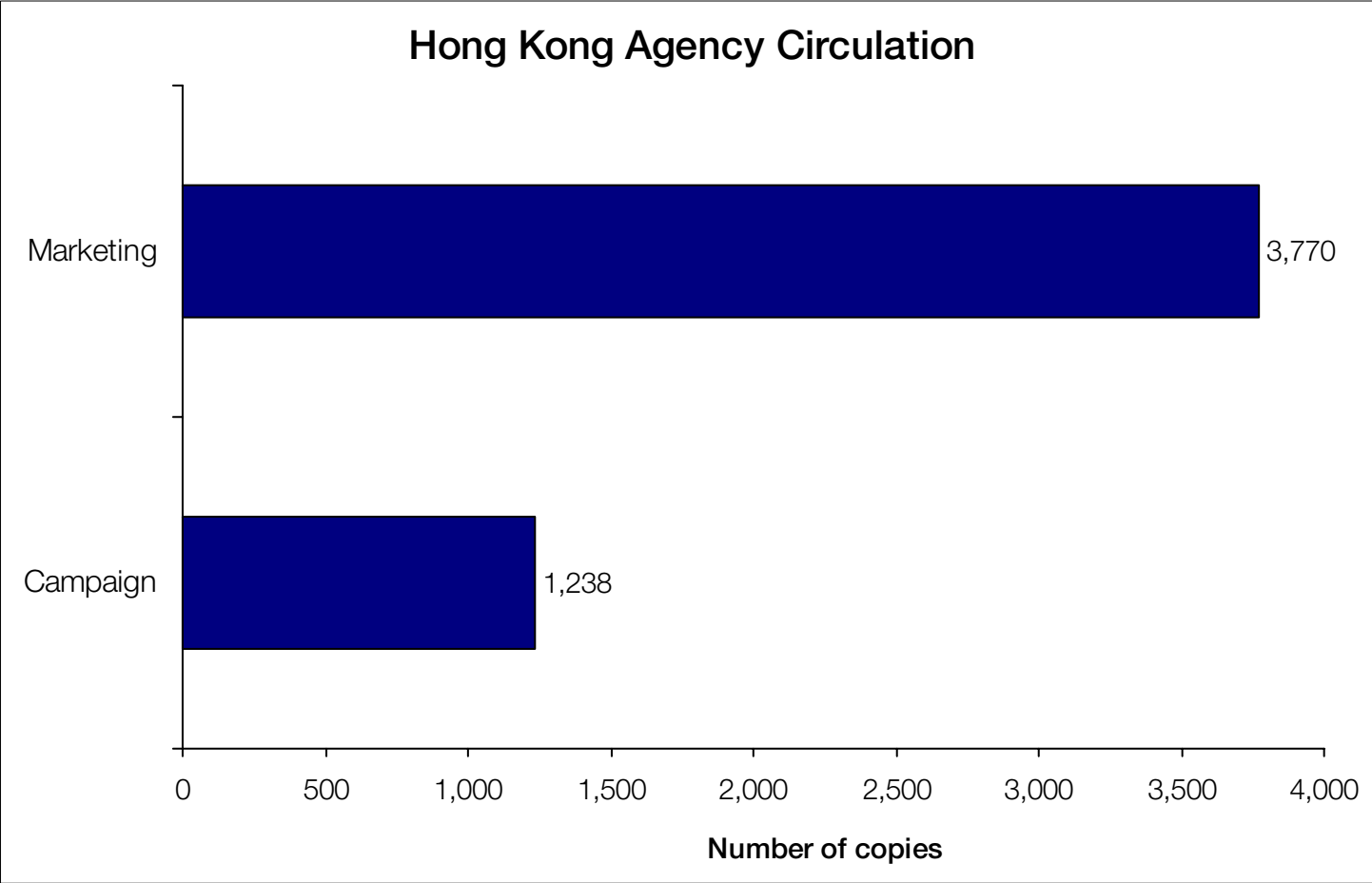
Source: Respective magazine media kits

# Print circulation - agencies only



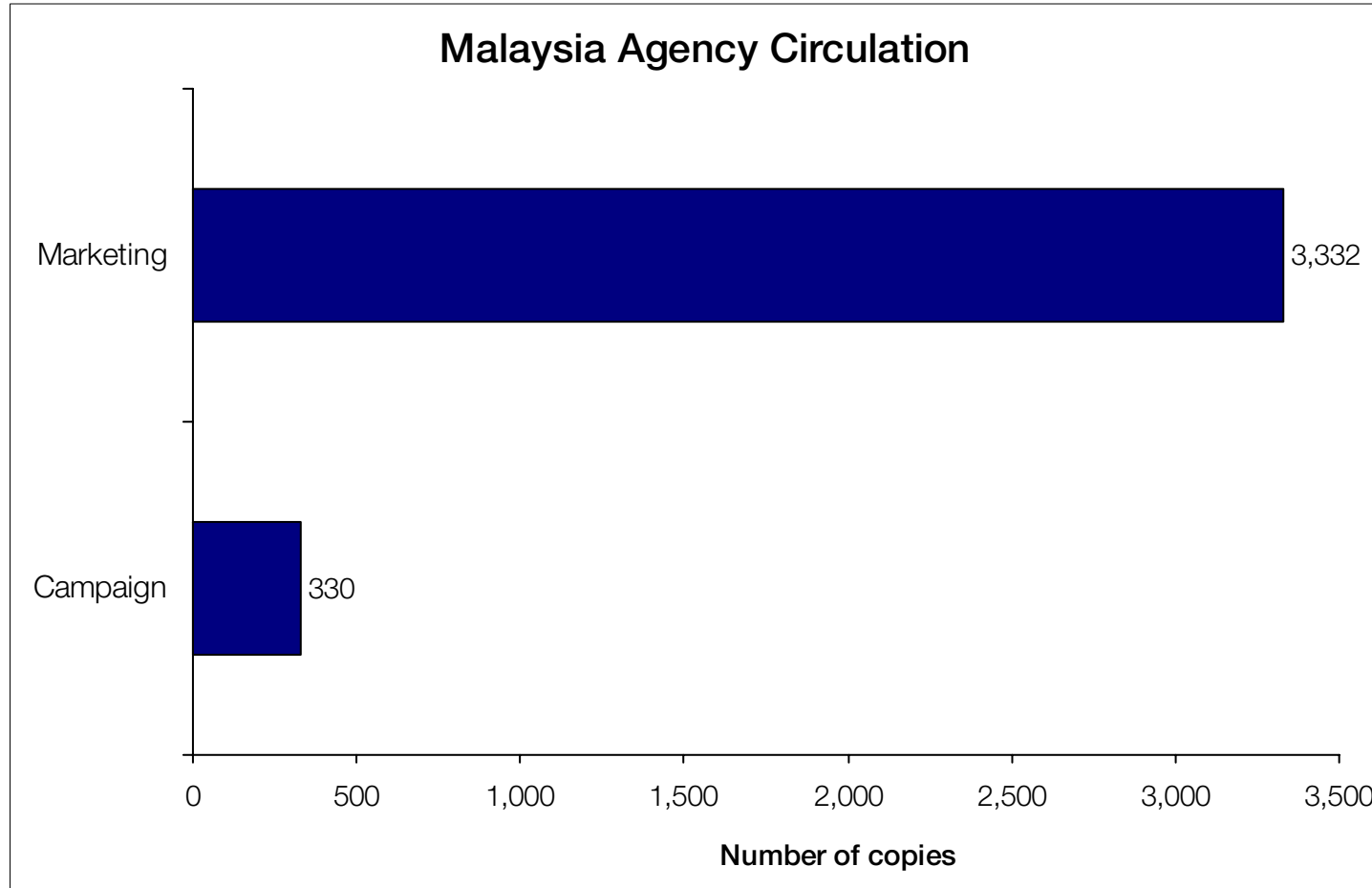
Source: Respective magazine media kits

# Print circulation - agencies in HK



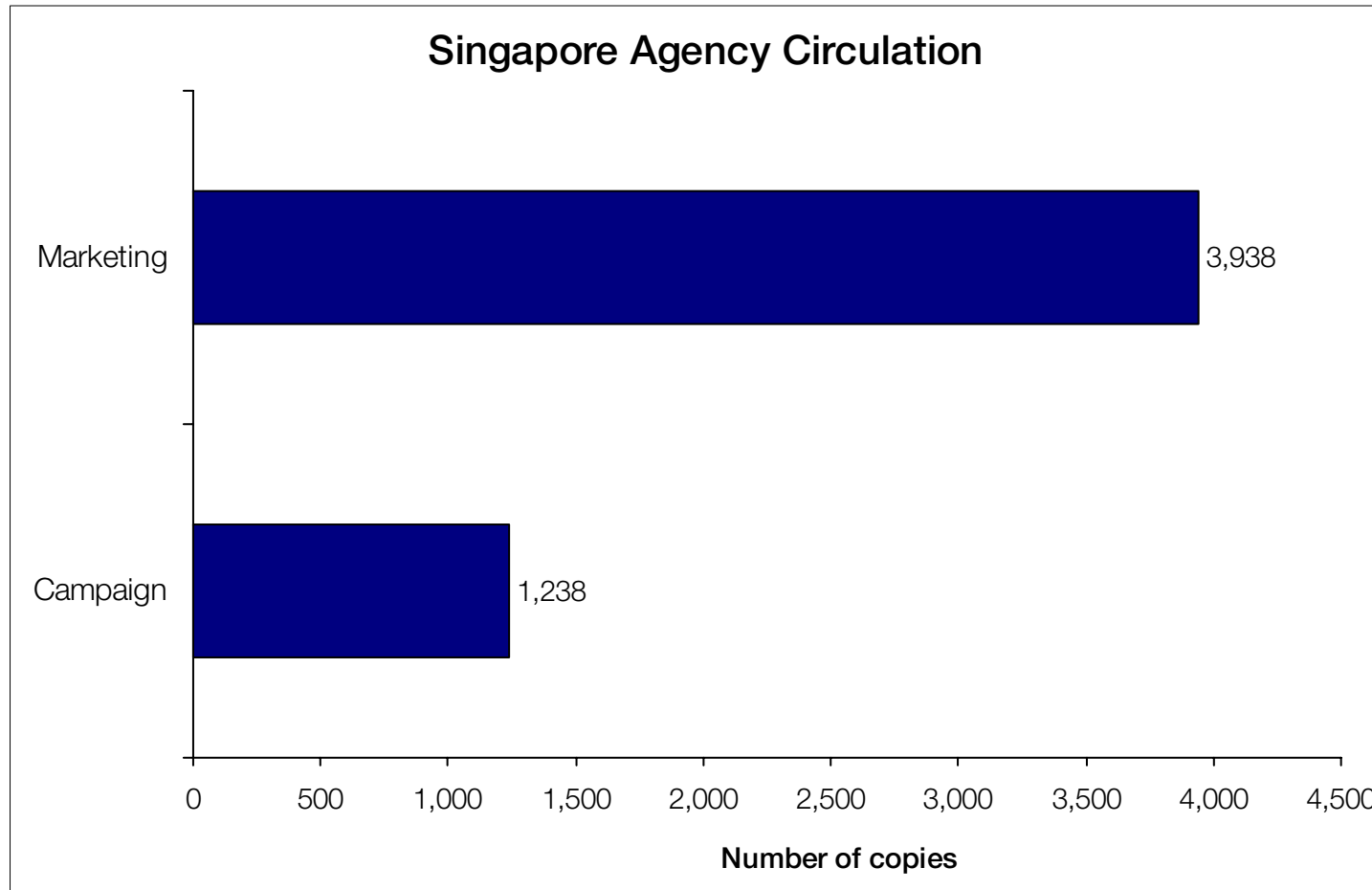
Source: Respective magazine media kits

# Print circulation - agencies in MY



Source: Respective magazine media kits

# Print circulation - agencies in SG



Source: Respective magazine media kits

# Digital Readership: Online

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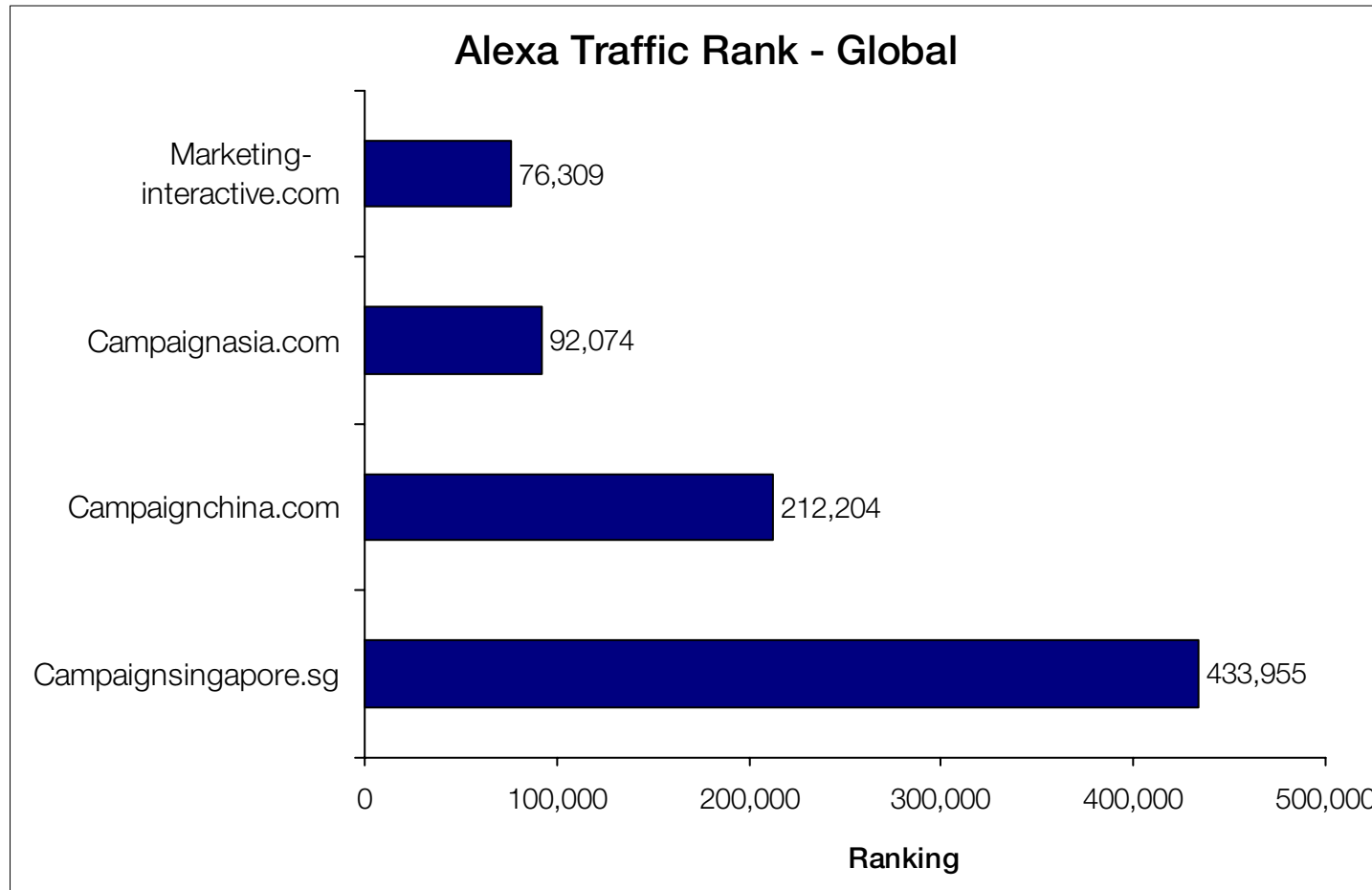
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# Digital audience - online



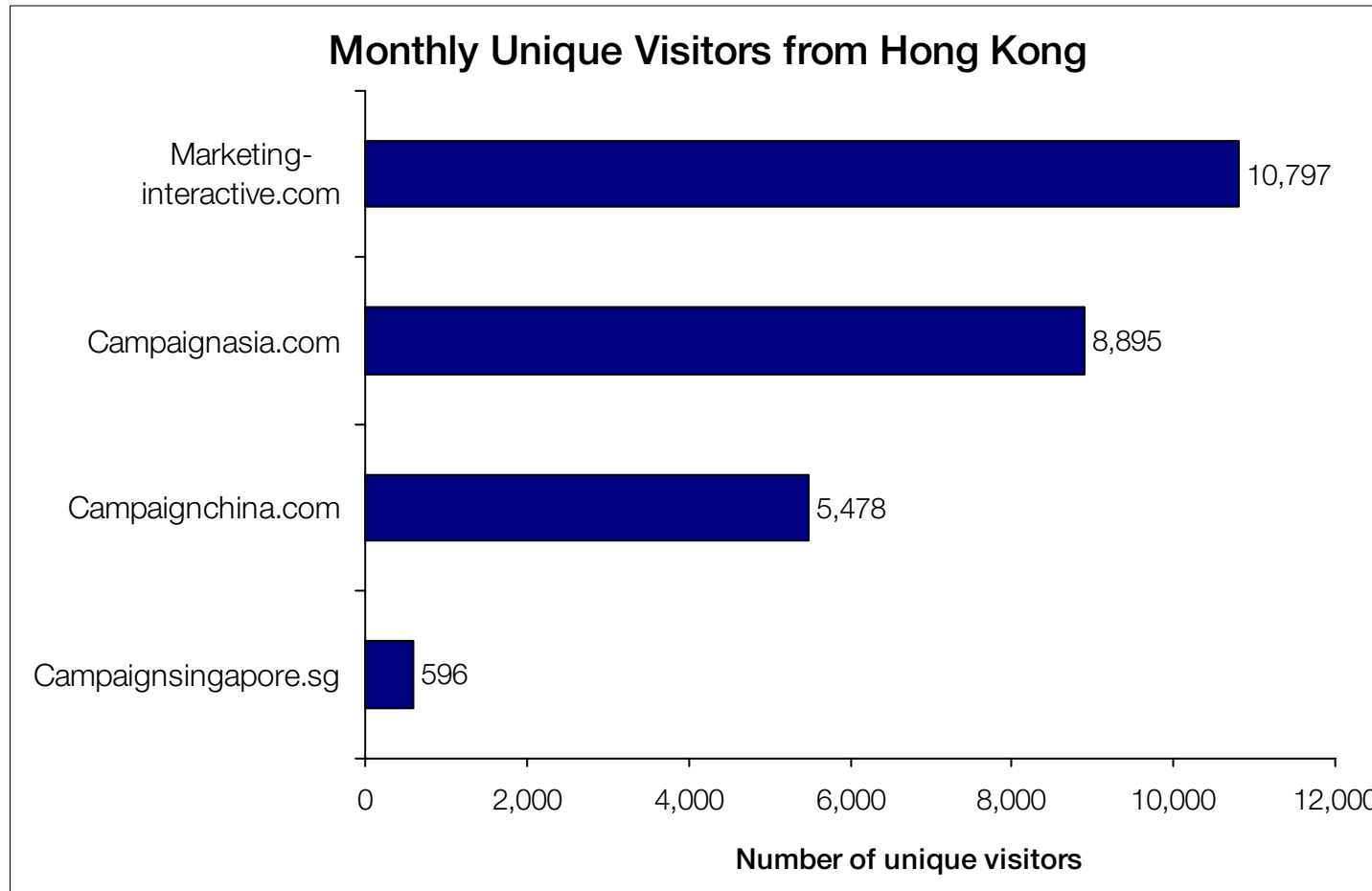
Source: Respective publishers' media kits and/or their representatives

# Digital audience - online



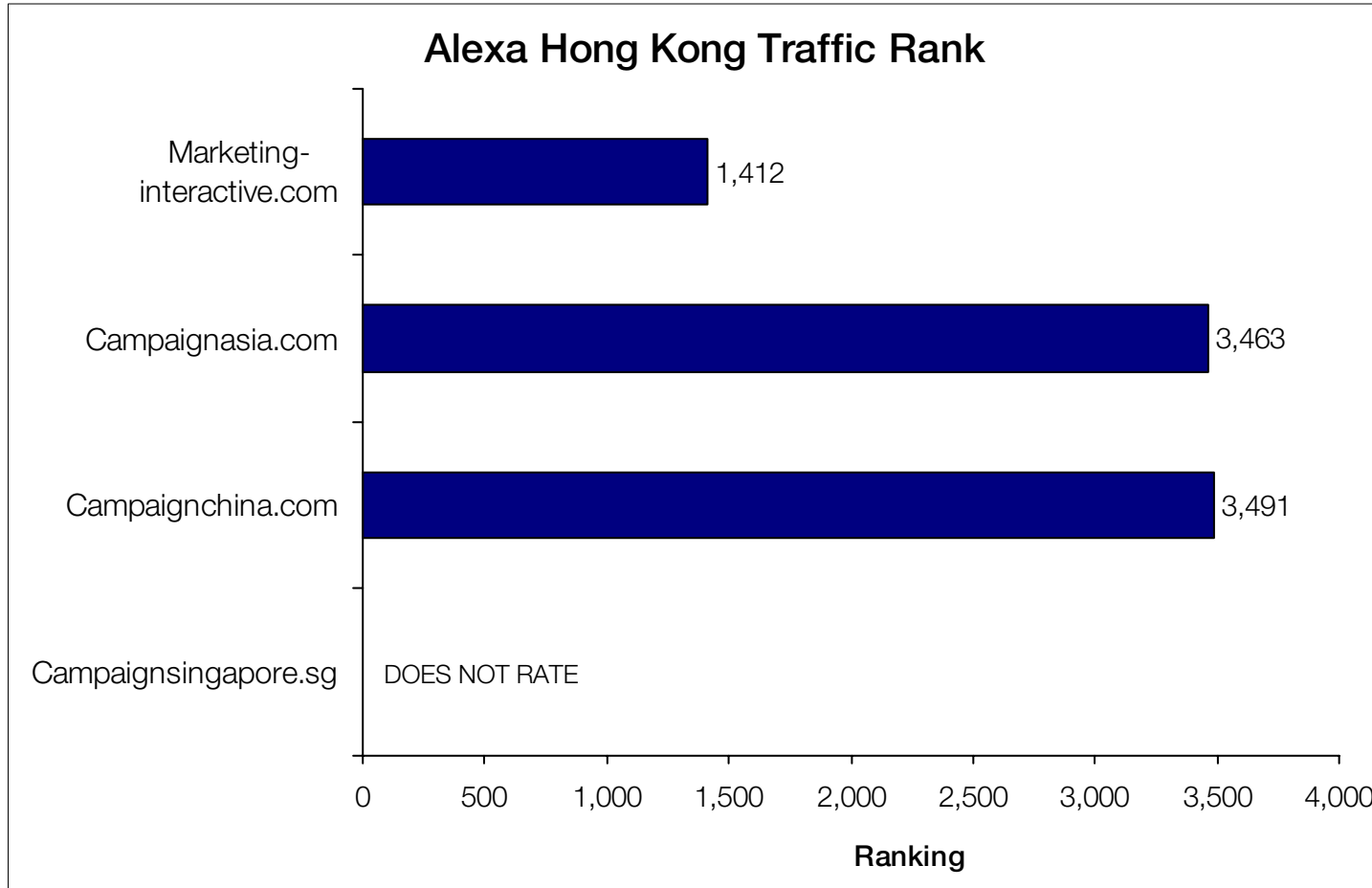
Source: Alexa.com

# Digital audience - online in HK



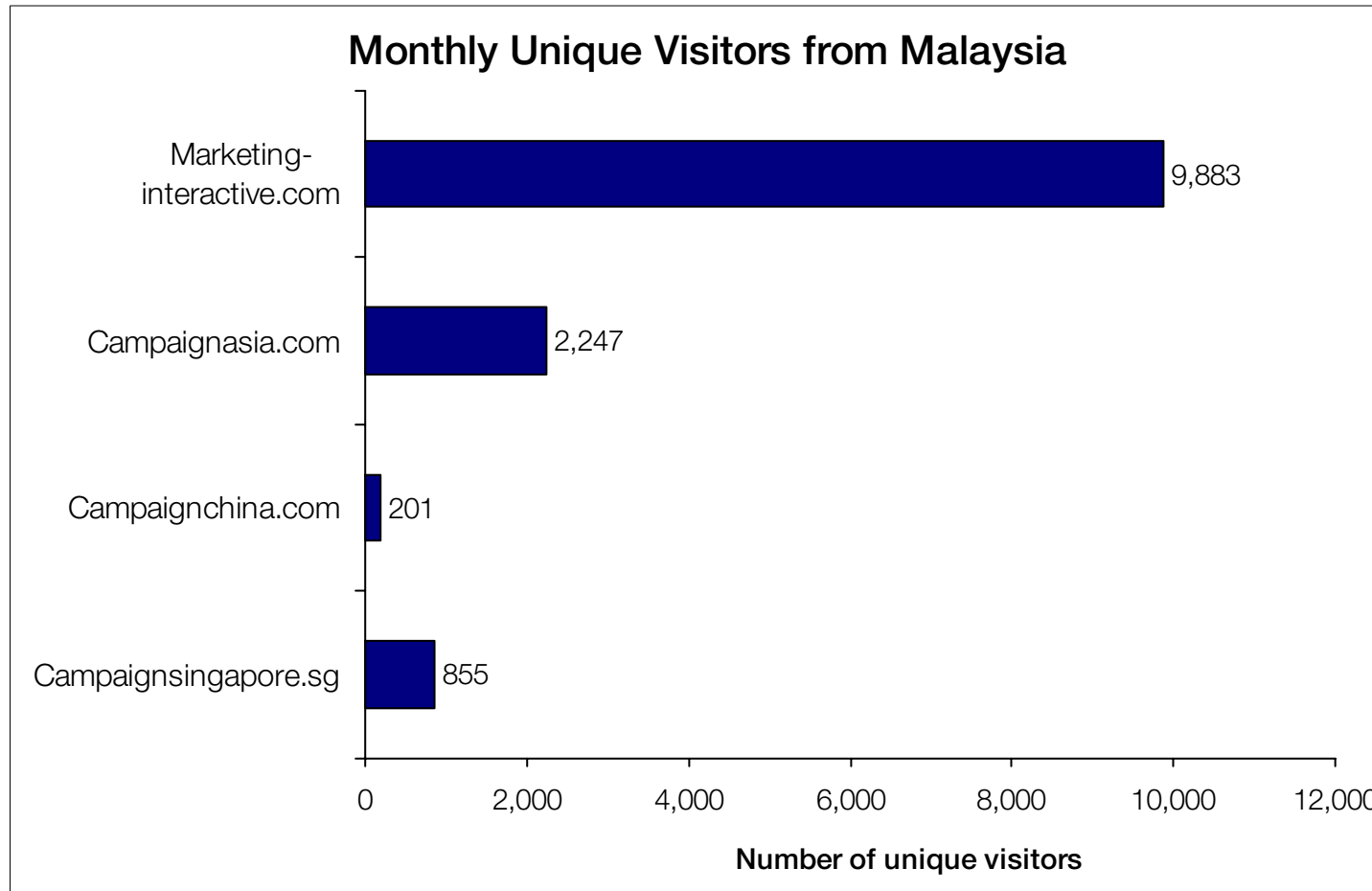
Source: Respective publishers' media kits and/or their representatives

# Digital audience - online in HK



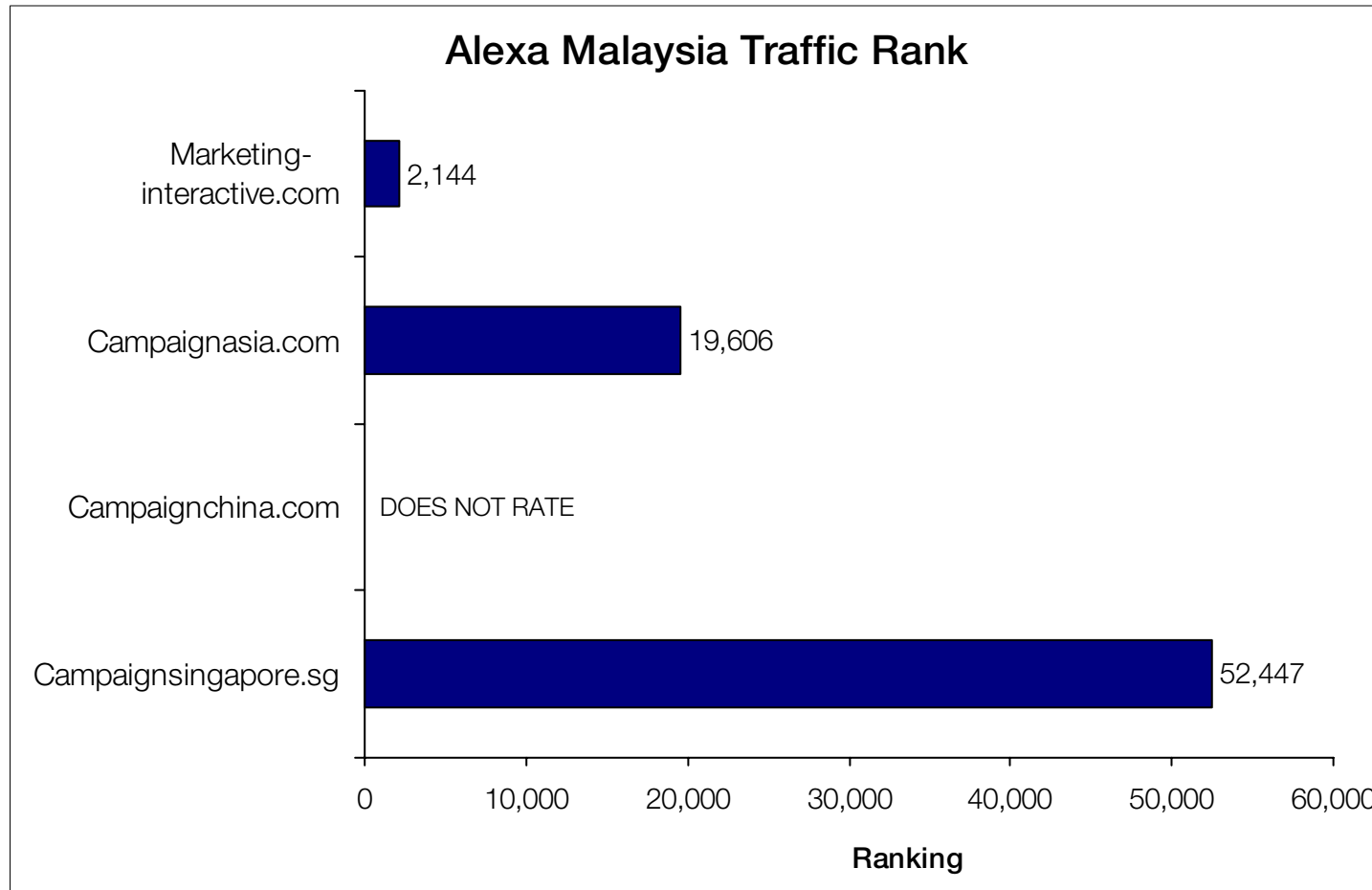
Source: Alexa.com

# Digital audience - online in MY



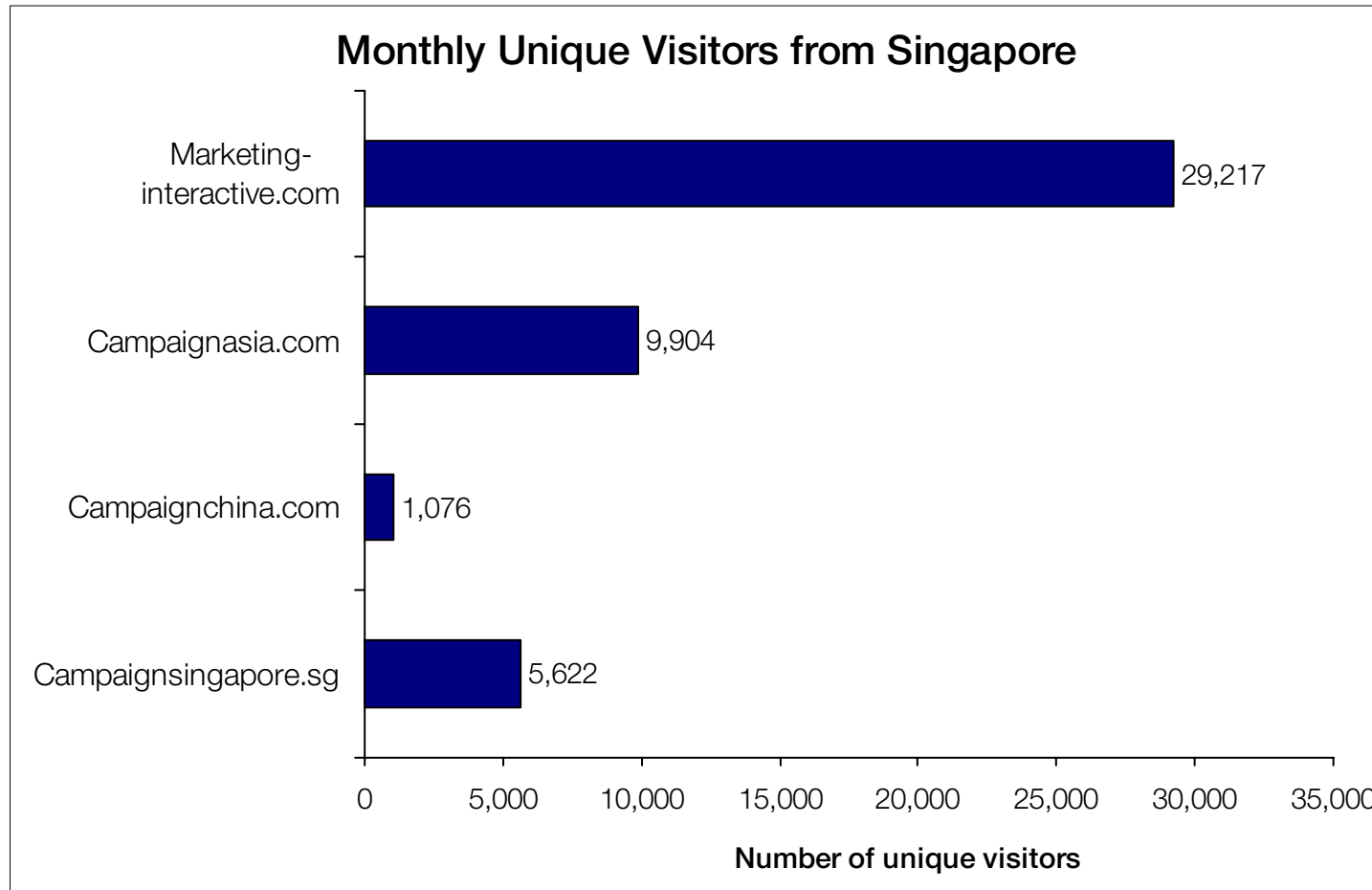
Source: Respective publishers' media kits and/or their representatives

# Digital audience - online in MY



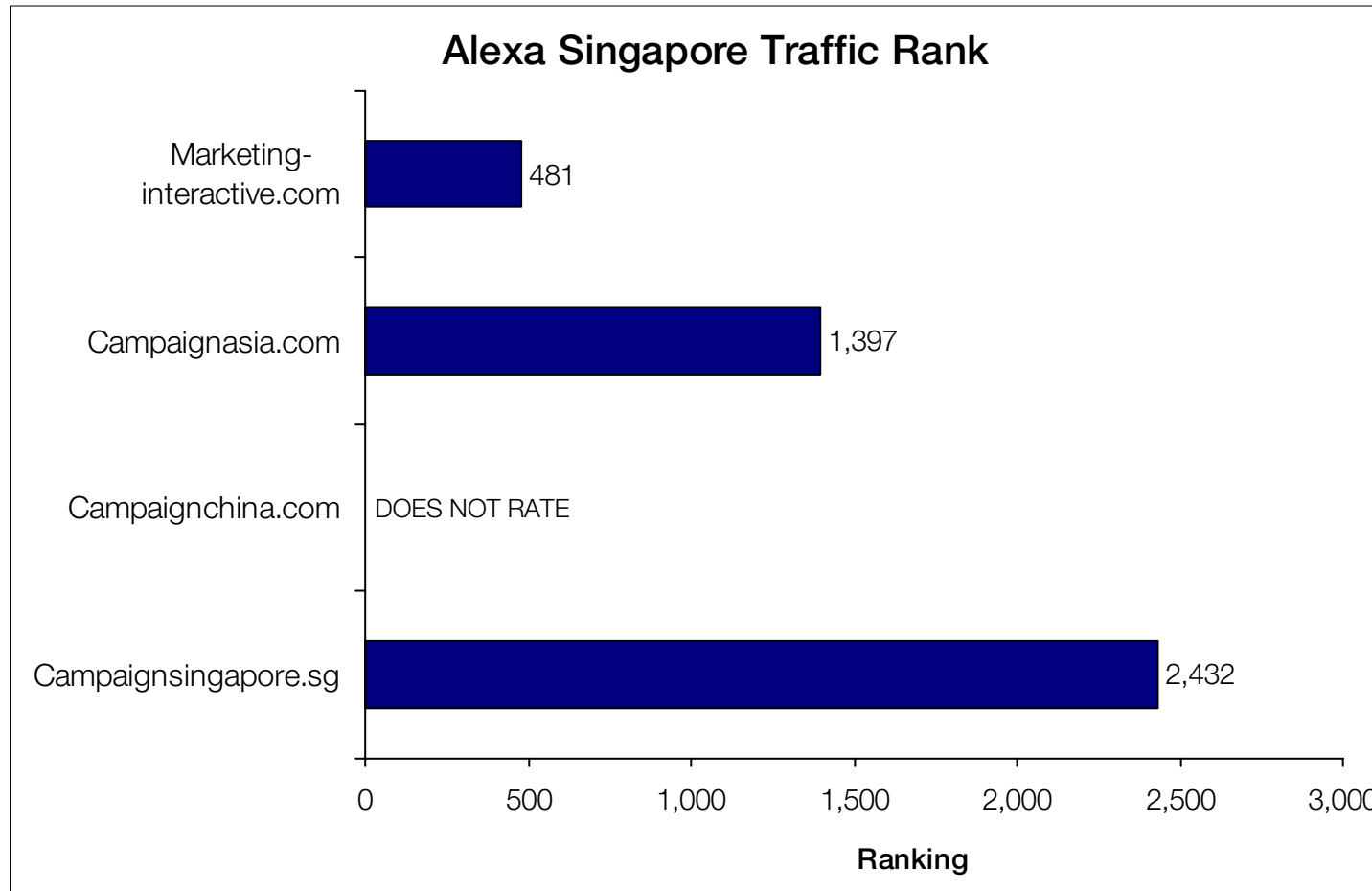
Source: Alexa.com

# Digital audience - online in SG



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

# Digital audience - online in SG



Source: Alexa.com

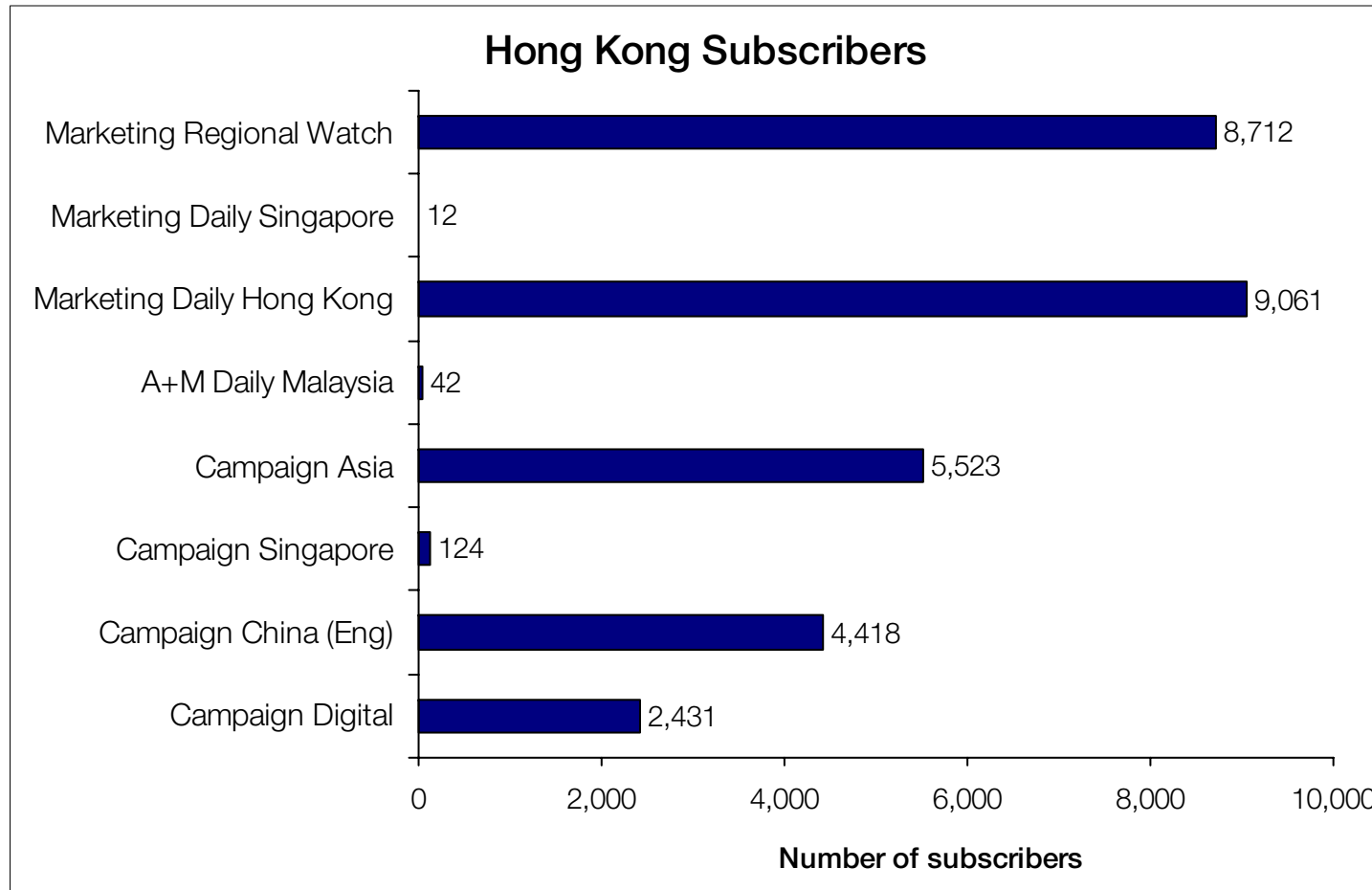
# Digital Readership: Email Newsletters

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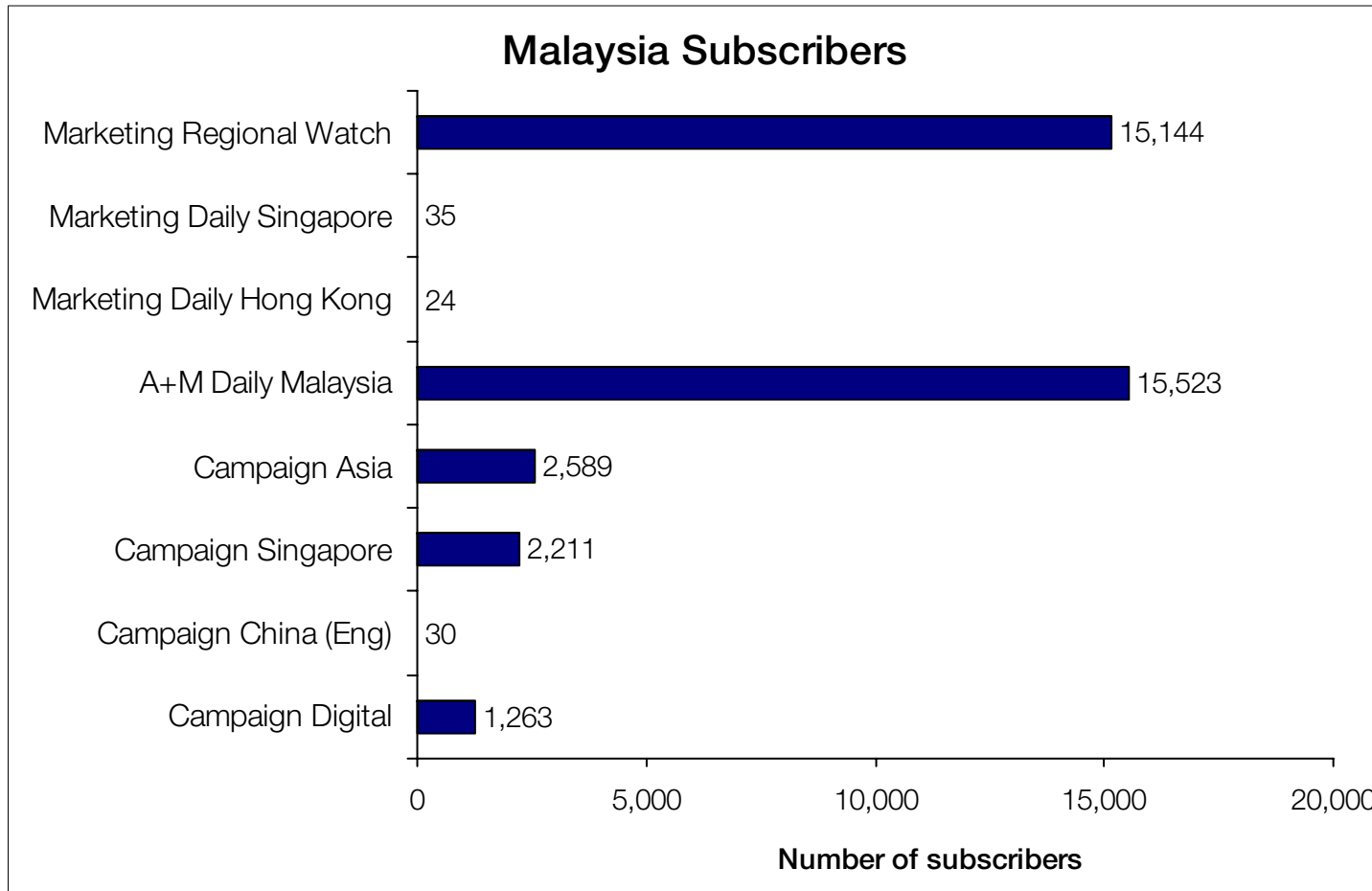
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# Digital audience - email newsletters



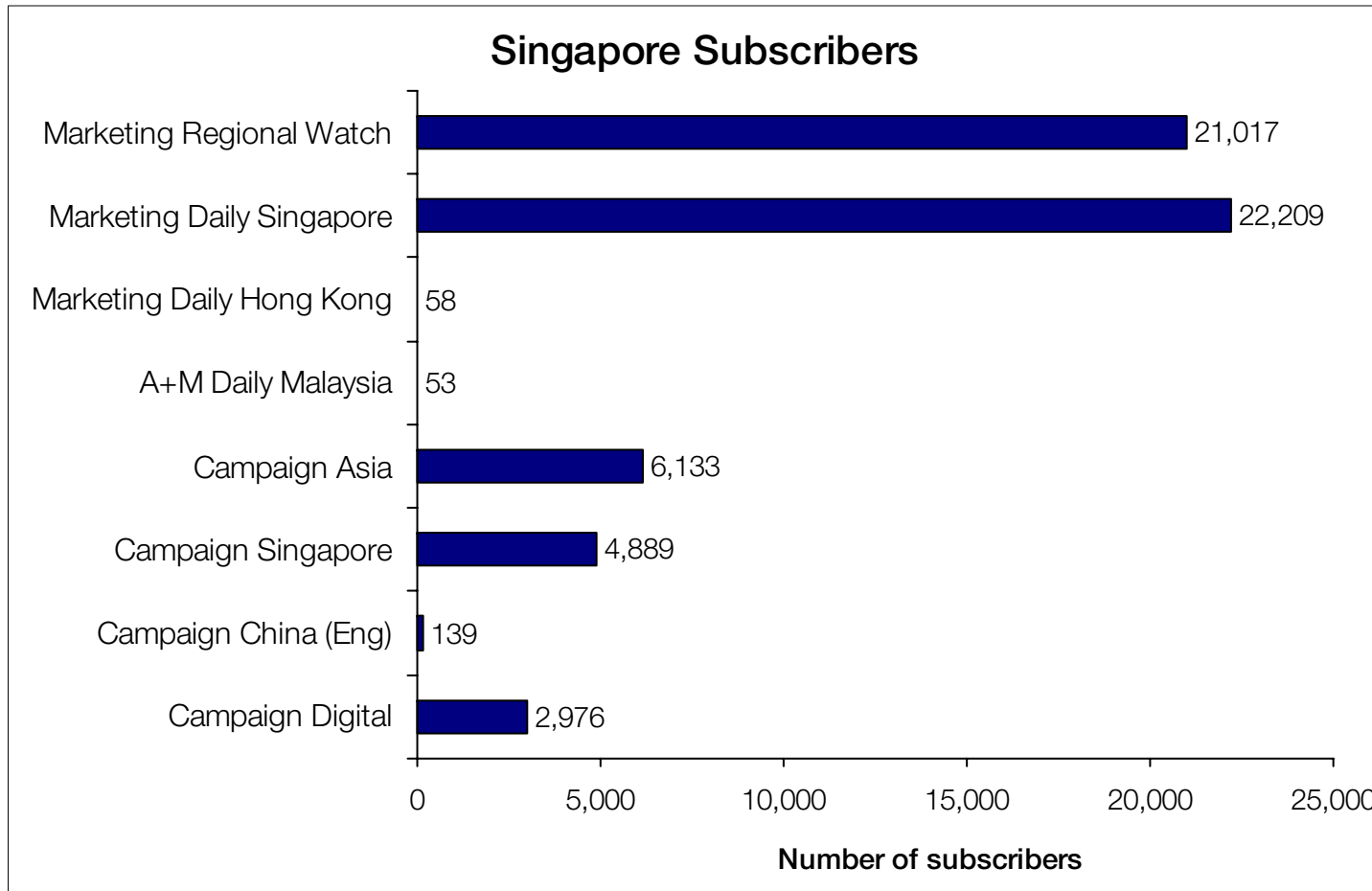
Source: Respective publishers' media kits and/or their representatives

# 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**

*“Managing a regional business in a digital world requires instant access to breaking news and market developments. Marketing Daily provides me with great insights and a head start on business developments. I highly recommend it.”*

**Alan VanderMolen**  
**Asia Pacific President**  
**Edelman Public Relations**

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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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*“Marketing is an essential part of my toolbox to ensure that I optimise the limited time I have for reading by gaining fast, concise and up to date information that impacts my day to day work.”*

**Barry Cupples**  
**Asia Pacific Chief Executive Officer**  
**Omnicom Media Group**

*“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**

*“Marketing is crisp, neat and covers topics that touch my heart. It is a magazine I trust - it provides some sanity in our insane world.”*

*Alice Lam  
Managing Director  
Universal McCann Hong Kong*

*“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**

*“In a world where we consume media in bite-sized chunks, Marketing gives me in-depth reports and articles that cover a breadth of issues which have an influence and impact over the Asian consumer market.”*

**Amanda King**  
**President & Managing Partner**  
**Tribal DDB Asia Pacific**

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*“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**

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*“The communications landscape in Asia is characterised by constant and rapid change. Marketing gives me a simple yet sophisticated overview of the industry; it provides me with up to date insights and a sound POV on industry trends & challenges. In conjunction with Marketing Daily, Marketing has proved to be a valuable tool for me and the agency.”*

**Anthony Plant**  
**Chief Executive Officer**  
**Saatchi & Saatchi Hong Kong**

*“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**

*“Marketing always travels with me →- it’s one of the few titles that I really take the time to read. I find that I get good, reliable information about what’s going on in the region plus some great insights into key issues confronting my industry and our clients’ businesses.”*

**Paul Maher**  
**Chief Executive Officer North Asia**  
**Starcom Media Group**

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*“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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*“Most creative directors have a wide range of creatively-driven publications to help them keep up to date with the latest bits of work floating around. But when it comes to regional industry news and the latest findings on consumer insights for example, it’s reassuring to have that copy of Marketing on the desk too.”*

**Chris Chiu**  
**Executive Creative Director**  
**Leo Burnett**

*“It is a godsend to have quality industry publications such as Marketing to keep us abreast of the latest news, appointments, business wins and gossip. Despite being time poor, it is publications such as Marketing that I count on to keep me in the know.”*

**Christina Cheang**  
**Regional Managing Director**  
**GolinHarris**

*“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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*“Marketing gives me a clear, well-informed, easy-to-read and sometimes entertaining view of what exactly is going on in our industry today.”*

**Jensen Tsoi**  
**Managing Director & Creative Director**  
**Bamboo Advertising Hong Kong**

*“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 developed dramatically in terms of content & quality and has become indispensable reading for clients and their agencies. Its analysis of industry issues is thorough and its breadth of coverage monitors most major developments in the region.”*

**Chris Jaques**  
**Chief Executive Officer Asia**  
**M&C Saatchi**

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*“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**

*“Marketing to me is a welcome fact and crib sheet in amongst an array of publications that seem to succumb too easily to client/agency hype and PR spin. It has its finger on the pulse without inserting its head up the rectum.”*

**Steve Elrick**  
**Regional Executive Creative Director**  
**BBH**

*“In my role of managing a marketing communications agency, there are few resources for staying on top of opinions & trends in Asia which makes Marketing valuable. The fact that it’s well put together is a great bonus.”*

**Patrick Ko**  
**Managing Director**  
**Profero Hong Kong**

*“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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*“In a world where I am bombarded by multiple sources of news about our clients and our industry, Marketing stands out as a monthly moment of clarity amongst the clutter. The news stories are clear & well informed and the layout is easy to manage.”*

**Chris Thomas**  
**Chairman & Chief Executive Officer Asia**  
**BBDO 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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THE ART & SCIENCE OF CONNECTING WITH COLLEAGUES  
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*“Marketing helps us get a good grip on the region’s marketing trends and the movements of key players. In a competitive environment where strategy and the latest technologies play fundamental roles in the creative process, we need the best perspective and market analysis we can get. Marketing gives us just that.”*

**Thierry Halbroth**  
**Senior Creative Director**  
**McCann Erickson**

*“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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*“In the fastest moving region in the world, Marketing provides the latest news & information with a clear point of view on the marketing stories that matter. Marketing Daily allows for a quick & nimble service for clients and agencies to keep abreast of news as it happens.”*

**William Swayne**  
**Managing Director**  
**Carat Singapore & Hong Kong**

*“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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*“They say knowledge is king and I never fail to read Marketing to help us stay relevant and closest to the needs of our clients. Marketing has done a tremendous job over the years as consistently being one of the most progressive and innovative industry publications.”*

**Paul Soon**  
**Managing Director**  
**XM Asia**

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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 need up-to-date, trustworthy newsfeeds and provocative, interesting editorial. Marketing and Marketing Daily provide these for me on a regular basis.”*

**John Hadfield**  
**Managing Director**  
**BBH Asia Pacific**

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*“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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*“In print and online, Marketing holds a mirror to the industry in Asia Pacific, reflecting a vivid view of the fast-evolving landscape, consumer trends, people & businesses shaping it. The colorful format and variety of articles make it a quick and fruitful read for staying up to speed and provoking creative ideas.”*

**Lynne Anne Davis**  
**Regional President & Senior Partner**  
**Fleishman-Hillard 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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*“To create ground-breaking work, clients rely on me to keep my ear to the ground. Marketing gives me an insight into another world, allowing me to understand what drives consumers and what keeps marketers up at night.”*

**Ruth Lee**  
**Chief Creative Officer**  
**DDB Worldwide**

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*“I don’t have much time or patience for ‘who did what to whom’ chatter in the industry. But Marketing normally delivers clarity, sanity and thought provoking stimulation - all of which are most welcome in a noisy world.”*

**Tim Sutton**  
**Chairman Asia Pacific**  
**Weber Shandwick**

*“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**

*“Heading an independent agency network, it is very important for me to stay abreast of the latest news. Marketing Daily gives me up-to-date information that is helpful and concise while the magazine offers insightful stories that are well researched and enjoyable to read. Marketing is one of my must reads.”*

**Viveca Chan**  
**Chairman & Chief Executive Officer**  
**WE Marketing Group**

*“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 read Marketing as a matter of routine to stay abreast of all relevant developments in the region. Marketing’s reporting is balanced and professional which adds to its appeal as a publication for both agencies and clients alike.”*

**Philip Brett**  
**Chairman**  
**TBWA\ Group South East Asia**

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*“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 regular reader of Marketing, I am pleased to see its recent improvements - it’s clarity and reliability helps keep me informed of what’s happening around the region. Marketing is a critical tool to keep me abreast of the news in Asian marketing.”*

**Antony Chow**

**Chief Executive & Executive Vice President  
Euro RSCG Hong Kong & Euro Grand China**

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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**

*“Marketing is the definitive source for all marketers & professionals in the marketing communications industry. Its content is insightful without being heavy and it captures the heart of what’s going on and what will happen in Asia’s dynamic markets.”*

**Theodore Choo**  
**Chief Executive Officer**  
**Gosh Advertising**

*“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**

*“Some people keep up with the market. Others stay a step ahead. The latter invariably read Marketing. Its news is current, the articles are insightful, the content, illuminating. The less time you have, the more time you should spend reading Marketing.”*

**Farrokh Madon**  
**Executive Creative Director**  
**McCann Erickson**

*“Marketing gives our Asia team a well-organized and concise perspective on the ever-changing consumer, and the products, services and brands she chooses.”*

**Craig Briggs**  
**Managing Director Asia**  
**Brandimage - Desgrippes & Laga**

*“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**

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THE ART & SCIENCE OF CONNECTING WITH CONSUMERS  
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*“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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*“Marketing has done a great job over the last year or so in making itself a more essential read among industry media. Interesting articles and viewpoints, and a look at what’s new creatively. It knows where it fits in, and delivers.”*

**Chris Kyme**  
**Managing Partner**  
**Eight Partnership**

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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**

*“In an age when social networking and new media are changing the game for PR practitioners, we have seen innovation coming from niche agencies scattered across Asia. I read Marketing because it gives time to these smaller agencies, unlike many trade publications that tend to focus on large networks.”*

**David Ko**  
**Executive Vice President Asia Pacific**  
**Waggener Edstrom Worldwide**

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

**Alfred Goh**  
**Brand Manager**  
**Pernod Ricard**

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*“Choice is quite possibly the most overrated and time-wasting characteristic of the information age. What I need is a smart, edited selection of information that is valuable to me. That is why I read what I read. And I read Marketing.”*

**Mark Ringer**  
**Executive Creative Director**  
**TBWA\ TEQUILA**

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*“Marketing is one of the few publications I read regularly. It provides a fresh, non-biased & accurate viewpoint and all agencies, regardless of size, are given fair emphasis. More importantly, Marketing allows me to cut to the chase, skip the gossip and get updated quickly.”*

**Carolyn Teo**  
**Managing Director**  
**Kinetic Interactive**

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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 today’s time poor but information rich environment, everyone wants relevant content that is quick to find. Marketing provides up to date and relevant news in a reader friendly format. It helps me quickly and easily get across what’s happening regionally in our dynamic industry.”*

**Cheuk Chiang**  
**Asia Pacific Chief Executive Officer**  
**PHD**

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*“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**

*“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 an essential part of my reading. I have found that Marketing distils the issues of relevance across our markets into a succinct and digestible format. It balances news and opinion well, making each issue substantial as well as readable.”*

**KT Sandip**  
**Executive Creative Director**  
**Publicis**

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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**

*“In today’s speed of light world of customer management, I find Marketing and Marketing Daily invaluable tools in helping to understand both the latest consumer trends and behaviour as well as up to the minute industry developments and updates.”*

**Stephen Hay**  
**Regional Director Asia Pacific**  
**ICLP**

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*“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 is mission critical information for anyone taking part in or dependent on the marketing mix, either on the client or agency side. Great information, respectable POVs, coverage of movers and shakers – Marketing has it all. And Marketing Daily? It’s my daily fix.”*

**Joan Deni**  
**Senior VP & Managing Director South Asia**  
**MRM Worldwide**

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*“As the communications business grows ever more complex and competitive, keeping up with the latest trends, tactics and trailblazing campaigns has never been tougher. Marketing is an invaluable resource which helps me to track what is going on in Asia and around the world and translate that insight into the work we do for our clients.”*

**Claudia Choi**  
**Group General Manager**  
**EBA Communications**

*“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**

*“Our industry today is moving at a faster pace than say 10-15 years ago especially with the revolution in digital media. In this respect, Marketing is a handy and useful tool to keep abreast of latest happenings and developments in our industry. The articles are newsy, topical and insightful.”*

**Anthony Kang**  
**President**  
**Dentsu Singapore**

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## Key contacts

Hong Kong: Josi Yan, [josiy@marketing-interactive.com](mailto:josiy@marketing-interactive.com)

Malaysia: Excell Chua, [excellc@marketing-interactive.com](mailto:excellc@marketing-interactive.com)

Singapore: Justin Randles, [jr@marketing-interactive.com](mailto:jr@marketing-interactive.com)

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