

If you were a ceramics manufacturer in Asia, which magazine would YOU read?

dear colleague,

YOU like a magazine or a newspaper because of the information it includes, the leads it generates and the insight and research it gives you.

**Your customers are the same.
That is why they read Asian Ceramics.**

Many other magazines have a mailing list that can be easy to get onto in order to receive free copies. How many editions of other titles do you regularly receive, for example? If YOU are getting these copies free of charge, then you can be sure that other suppliers are getting them too.

**Do you really want to spend
your advertising budget to reach people who are
your competitors, not your customers?**

YOUR customers, both now and in the future, **READ** and **KEEP** Asian Ceramics.

**Simply ask your contacts in the region
which magazine they know and trust.**

Of course, we understand that in a successful and busy company like yours it is not always easy to find the time to **REVIEW WHERE** your marketing budget is **GOING**, **WHO** it is **REACHING**, and what **YOU** are getting in **RETURN**.

This is where Asian Ceramics can help. Our copies are sent **FREE** to your **CUSTOMERS**, not your competitors. Up to 5,000 copies (with extras for exhibition distributions) of every issue are mailed to **TILE, TABLEWARE, PORCELAIN, SANITARY WARE, FINE CERAMICS AND REFRACTORY MANUFACTURERS** across the Asian continent, thereby putting **YOUR MESSAGE** in exactly the right place.

We know we can have a **POSITIVE** impact on your business. You sell quality, so why not associate your advertisements with a market-leading brand?

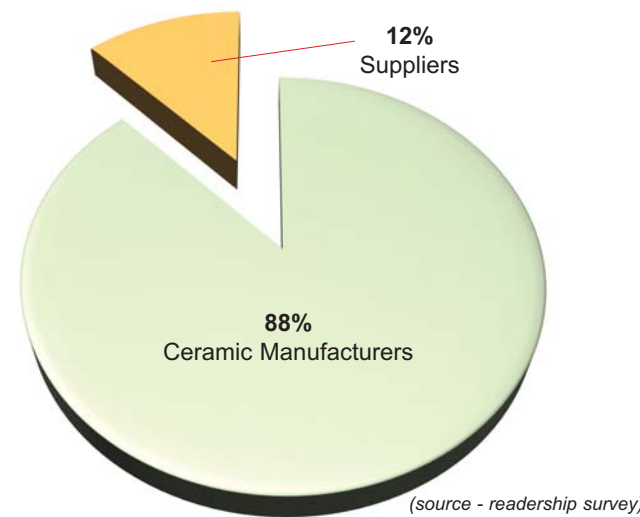
We look forward to hearing from you.

Asian Ceramics: helping you spend your money as wisely as your time,

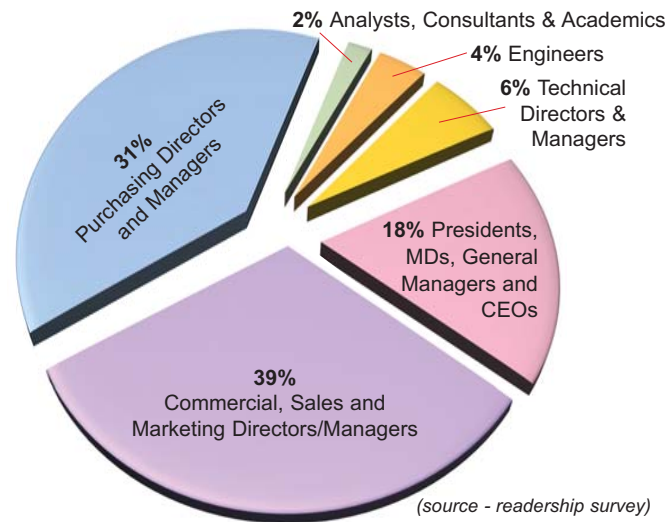
Kind regards

The Advertising Team
Asian Ceramics

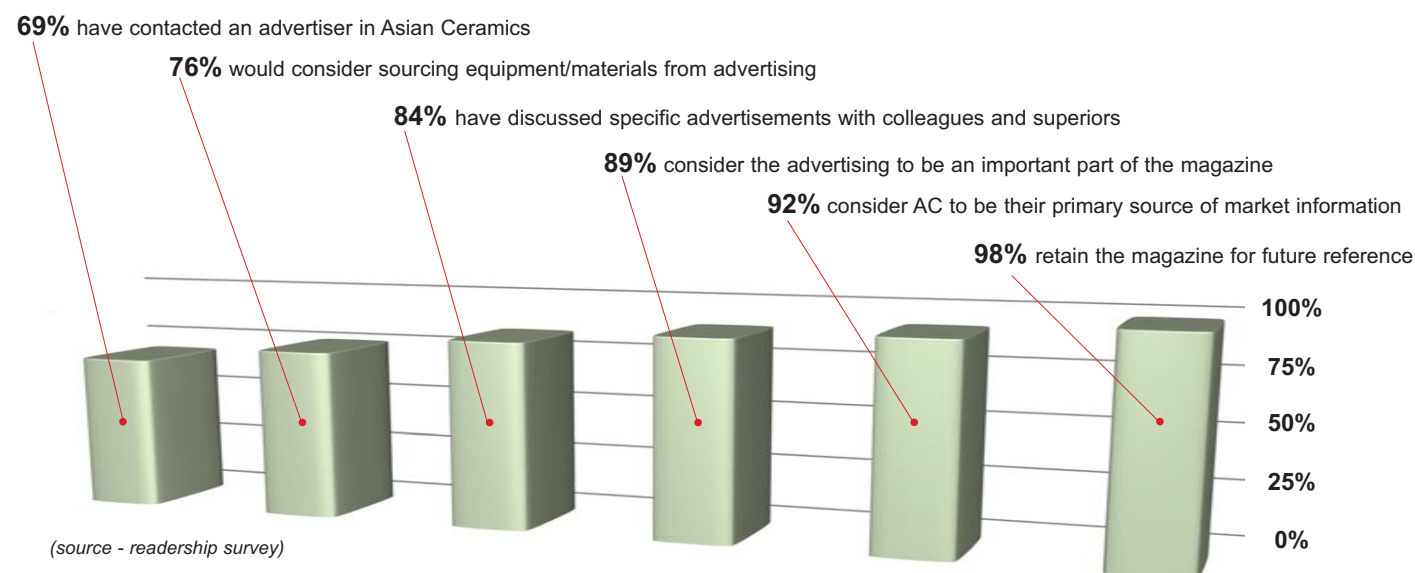
our readers are ...



our readership profile is ...



what our readers say ...



targeted readership ...

Our penetration into Asia cannot possibly be matched by other ceramics magazines who distribute "Worldwide". Instead of just scratching the surface of the whole World, AC goes **DEEP** into the heart of the most dynamic ceramics marketplace on Earth.

Asian Ceramics is the only way to be sure your advertising reaches all your customers in Asia.

Asian Ceramics writes about ceramic manufacturers, not suppliers which means you can be 100% certain that your **CUSTOMERS** are reading the magazine.

Asian Ceramics is compelling reading for the continent's manufacturers.

98% of our readers **RETAIN** their copies of Asian Ceramics for future reference. What other magazine gets valued so highly?

Asian Ceramics: the renowned brand that keeps on working.

Asia is without doubt the future. Can you afford not to be in the ONLY dedicated ASIAN CERAMICS magazine? . . . our name says it all.

our strengths ...

What makes Asian Ceramics so different?

Our journalists ...

Virtually all our features are written by our own journalists, which means Asian Ceramics is not the mouthpiece of any industry association, but a **SERIOUS RESEARCH AND NEWS ORGANISATION**. Companies read Asian Ceramics for the independent information it contains . . . objective information that they know they can trust.

NO-ONE ELSE MATCHES OUR JOURNALISTIC REACH, COVERAGE OR BUDGET.

Brand awareness ...

Asian Ceramics is both a powerful **BRAND** and a leading source of information for the ceramics industry. By associating your company with this leading brand, your message gets delivered to your current and future customers' desks across the continent. It is no surprise that Asian Ceramics continues to be the **OFFICIAL MAGAZINE** at all the region's leading events and exhibitions.

Our coverage ...

Asian Ceramics is the **ONLY** market-focused journal reporting to a worldwide audience the trends and developments from right across the Asian continent.

Our frequency ...

Is there any other title that is seen by so many Asian ceramic manufacturers at exhibitions Worldwide, or indeed in their own premises?

Great value for advertisers ...

Not only do we **GUARANTEE** that every advertisement will be opposite a page of our own, high quality editorial, but our regular clients also benefit from free web-based advertising, free advertising on our annual wallplanner and our new "virtual" exhibition service.

THERE ARE MANY MAGAZINES, BUT THERE IS ONLY ONE ASIAN CERAMICS.