

Asian Ceramics

Media Information

If you have not yet embraced the **Asian Ceramics** advantage...read on and find out what **YOU** have been missing...

Asian Ceramics: the industry's media partner of choice

Asian Ceramics has the perfect solution to your marketing and advertising needs and is the media partner of choice for the leading suppliers to the industry. Companies choose Asian Ceramics to help them:

- build brand awareness
- raise company profiles
- generate leads
- demonstrate thought leadership
- launch new products

The combination of our targeted circulation and quality independent editorial delivers the readers you need to reach.

Reaching the people you want to speak to...

Targeted: Qualified controlled circulation of ceramics manufacturers across Asia, and further afield.

Waste-free: Our approach provides advertisers an unique and far-reaching penetration across the breadth of Asia's dynamic ceramics industry, optimising YOUR marketing budget.

High Profile: With 6 issues per year, and additional global distribution at the industry's major exhibitions and conferences, we give you, the advertiser, a market-leading edge.

Standing out from the crowd...

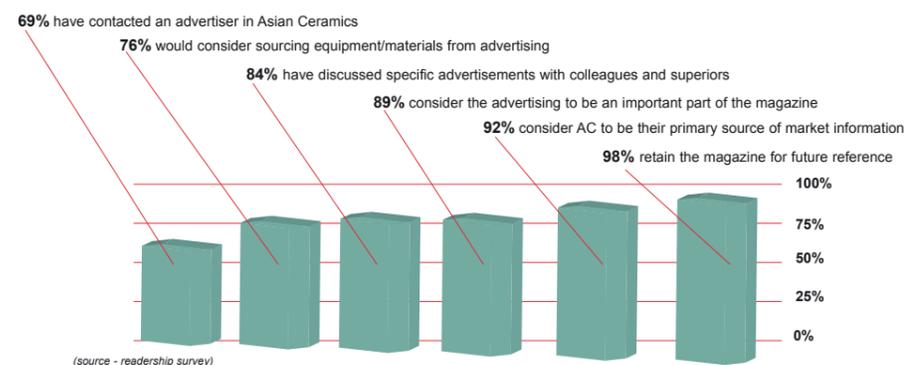
Independent: The only publication in our sector with a dedicated staff of expert journalists that provides our readers with up to date news, comment, analysis, and in-depth features on the key topics driving the industry across the Asian continent.

Informative: Our policy is to write about manufacturers and not suppliers. As a result, our readers trust and value the content they find each month in the magazine and rely on it to be kept informed on the very latest trends and developments.

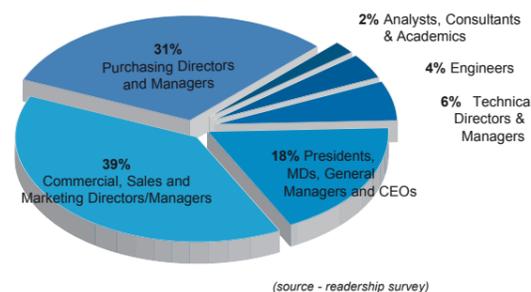
High quality: All advertising is positioned alongside editorial content and as a result, our advertisers can align themselves with a high quality and trusted environment bringing with it credibility and authority.

Asian Ceramics is the most editorially respected magazine on the market because it carries the latest independent, reliable news and intelligence. This means that your clients are able to make informed and accurate decisions. Your advertising message within this high quality editorial cannot fail to be noticed.

What our readers say ...



Our readership profile is ...



Print and digital: the complete package

Asian Ceramics is the only publication in the industry that offers the reader the full range of communication platforms to access the information contained in every issue. That means for advertisers and marketers, the magazine provides myriad opportunities for you to tailor your message accordingly. In addition to our considerable print and digital circulation, you will also enjoy the benefits of bonus distribution at leading ceramic industry events including: Tecnaargilla, Ceramitec, Cersaie, Ceramics China, Cevisama, ASEAN Ceramics, Bangladesh Ceramics, Indian Ceramics, Vietnam Ceramics, Ambiente... and more! ... all at no extra cost.

Online...

As soon as the printed version of Asian Ceramics is on the presses, we immediately release an e-mail link to up to 8,000 companies per issue. This is done on rotation, so that not everyone sees every issue, and as such creates that "must have" mentality that readers of Asian Ceramics possess in that they will be in constant contact for any copies they miss. By accessing the link, those in receipt can see the latest issue using full page-turning technology immediately, whilst waiting for the postal copy to arrive.



In-App...

Being a pioneer of course, it's not surprising to learn that Asian Ceramics was the first Ceramics magazine to have a fully functioning App in the Apple and Android stores, which is **FREE** to download. Once the App is installed, readers receive push notifications when an issue is published, and can download it free of charge.

Your benefits...

By advertising with the printed version of Asian Ceramics, you will not only obtain an excellent profile in the industry's most revered publication, you will also benefit from...

- An advert on the Asian Ceramics website
- Your advert in the on-line, page-turning digital edition of the magazine
- Your advert in the App version

.....all at **NO EXTRA COST TO YOU!**



No other magazine can offer such a complete package.

Of course, it does not end there! For supplementary charges, you can upgrade your App-based advert into a fully-functioning, streaming video! This could be a corporate presentation, interview or product demonstration. For more details, contact the team to see how they can enhance your in-App experience.



www.asianceramics.com