



LAUNCHED SEPTEMBER 2002

# 2010 SOUTHEAST ASIA

## DEMOGRAPHIC SNAPSHOT

**AGE 18-49** (82%)

**AVERAGE** HHI \$150,000 USD

**97% TRAVEL IN SOUTHEAST ASIA FOR LEISURE**

**63% TRAVEL IN SOUTHEAST ASIA FOR BUSINESS**

## 2010 ORDER + MATERIAL CLOSE DATES

ISSUE	ORDER CLOSING	MATERIALS DUE
JAN	December 9, 2009	December 9, 2009
FEB	January 8, 2010	January 8, 2010
MAR	February 9, 2010	February 9, 2010
APR	March 9, 2010	March 9, 2010
MAY	April 9, 2010	April 9, 2010
JUN	May 7, 2010	May 7, 2010
JUL	June 9, 2010	June 9, 2010
AUG	July 9, 2010	July 9, 2010
SEP	August 7, 2010	August 7, 2010
OCT	September 9, 2010	September 9, 2010
NOV	October 8, 2010	October 8, 2010
DEC	November 9, 2010	November 9, 2010

## SPECIFICATIONS & REQUIREMENTS

**LANGUAGE** English  
**FREQUENCY** Monthly  
**CIRCULATION** 60,000  
 • **Newsstand** 60%  
 • **Subscription** 40%

**2010 RATES**  
**DPS** \$12,590 USD  
**FULL PG** \$6,930 USD

### FREQUENCY DISCOUNTS

**3x** 5% discount  
**6x** 10% discount  
**9x** 15% discount  
**12x** 20% discount

### MAGAZINE SPECS

**MAGAZINE TRIM SIZE** 203.2 x 266.7 mm  
**BLEED** 209.55 mm x 273.05

### MARKETS

**MAIN MARKETS** Singapore, Hong Kong, Thailand, Indonesia  
**SECONDARY MARKETS** Malaysia, Philippines, Indochina

### SEND MATERIALS

**FILE FORMAT** High Resolution  
 PDF or JPEG

### FTP SITE (PDF)

[ftp://advert\\_tlsea@mediatransasia.com](ftp://advert_tlsea@mediatransasia.com)

### USER NAME

[advert\\_tlsea@mediatransasia.com](mailto:advert_tlsea@mediatransasia.com)

### PASSWORD

**PASSWORD** adver  
**NOTIFY** wasinee@mediatransasia.com  
 (and cc your account manager)

### MAILING ADDRESS

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