

The magazine for investing institutions in Asia Pacific



MEDIA PACK 2009

Investment & Pensions Asia is a quarterly magazine from the publishers of Investment & Pensions Europe. IPA is written for the buy-side of Asia's investment community – pension funds, endowments, family offices, central banks and other institutional buyers.

IPE is recognized in Europe as the leading source of quality information on the pension and investment markets. Its success has been derived from **three basic trends** identified as the forces that would drive change in the global financial marketplace. These same trends are now driving Asia's markets:

GLOBAL AGEING - In the Asian region, average old age dependency is expected to treble from 10% today to 27% by 2050. In some countries, like Japan, the situation is already alarming.

PUBLIC PENSION REFORM - Faced with dramatic demographic challenges, the whole of the Asia-Pacific region is shaping the future landscape of its pension systems.

THE RISE OF CROSS-BORDER INVESTING - Intra-regional investment is already increasing and institutions are looking for quality information on global investment opportunities and how they can be applied within their portfolios.

Readership

Investment & Pensions Asia retains the same commitment to quality and a focus on the issues that are most relevant to pension investors in Asia. It has been designed to be the platform for institutional readers to be fully briefed on opportunities occurring within strategic investment and within national pension systems. Our readership reflects this, with the majority of recipients representing pension funds / institutional investors and their advisers.

IPA provides an extremely efficient medium for the asset management community to reach these buy-side customers effectively. We have created a database of pension funds, corporates, consultants, country-by-country. We continue to develop and refine this to ensure **IPA** has the most appropriate and well-targeted readership.

The overwhelmingly positive response we have had to IPA tells us we are filling an information gap among pension executives and other institutional investors.



Editorial Overview

Each issue of **Investment & Pensions Asia** will contain

- ▶ Practical guidance on the application of different investment approaches
- ▶ Examples of how the leading pension funds invest their money
- ▶ Country profiles examining investment prospects and local pension system developments
- ▶ Industry expert columnists providing insightful comment on investment opportunities in Asia
- ▶ Market performance reviews, using the best industry data
- ▶ Regular coverage of corporate governance and regulatory issues
- ▶ A round-up of all the best Asian investment research

Editorial Schedule 2009

Edition	Country Focus	Investing in...	Specialist sector review	Special report	Extra
Quarter 1 January 2009	India Australia	Japan	Strategies for tough times	Corporate Governance	Transition Management
Quarter 2 April 2009	Korea China	Global Equity	Asian bond markets	Risk management tools	Index products
Quarter 3 June 2009	Thailand Japan	Real Estate	Private Equity	Socially Responsible Investing	Insurance Funds
Quarter 4 October 2009	Singapore Hong Kong	Emerging Asia	Hedge Funds Survey	Exchange Traded Funds	Cash Management

Publishing Schedule 2008

Issue	Copy date IPA	Mailing Date
Quarter 1 2009	December 10 2008	December 30 2008
Quarter 2 2009	March 7 2009	March 25
Quarter 3 2009	June 6	July 1
Quarter 4 2009	September 5	September 30

ASIA Circulation 2009

IPA is distributed to qualifying readers FREE. The circulation is on a controlled-basis to a database of 4,000+ Asian readers. In addition, many of IPE's European readers are invested in Asia or are interested in the region. So, IPA is also sent out as a supplement to IPE's core readership of 11,000 European pension funds and buy-side investment professionals.

To define our Asian target circulation audience accurately, we have identified the key investing institutions across the region; state-controlled and private pension funds; sovereign wealth funds; major Asia-Pacific companies and multi-nationals with annual sales of over \$500 million and more than 500 employees; and selected companies with less than \$500 million annual sales quoted on their local stock market.

The readership is spread evenly across the Asia Pacific region. The table below gives a breakdown by country and whilst the exact numbers are always changing, it gives you an idea of the breadth of readership.

COUNTRY MATRIX	2008
Australia	411
China	446
Hong Kong	631
India	289
Indonesia	115
Japan	445
Malaysia	428
Singapore	452
South Korea	420
Taiwan	480
Thailand	242
Pacific & Rest of Asia	112
TOTAL	4,471

Circulation breakdown

The primary readers of Investment & Pensions Asia – the **Buy Side** – will include:

- ▶ Chief Executives and Chief Financial Officers
- ▶ Corporate, Municipal and other Treasurers
- ▶ Human Resources managers
- ▶ Pensions directors and managers
- ▶ Investment managers within life, general and re-insurance companies
- ▶ Family Office portfolio managers

KEY TARGET READERS BUY SIDE	
<p><u>Asian Corporates, Pension Funds and public sector employers</u> <i>Pension Directors, Managers</i> <i>Chief Financial Officers</i> <i>Heads of HR / personnel</i></p>	2,059
<p><u>Asian Financial Institutions & Capital Owners:</u></p> <p>Banks Commercial, Regional, Private</p>	416
<p>Investment Managers Insurance Companies</p> <p><i>Chief Investment Officers</i> <i>Heads of Asset Management</i> <i>Heads of Asset Allocation</i> <i>Investment Managers</i></p>	237 1,091
<p>Consultants <i>Actuarial, benefits, investment</i> <i>Academics, regulators</i> <i>Associations</i></p>	175
TOTAL BUY SIDE	3,990

KEY TARGET READERS SUPPLY SIDE

Institutional Asset Managers <i>Managing Directors</i> <i>Sales & Marketing Directors</i> <i>Heads of Product Development</i>	448
Custodian Banks & Administration <i>Directors, Sales & Marketing</i>	21
Other Vendors & Service Providers <i>Derivative sales</i> <i>Investment banking</i> <i>Exchanges</i> <i>Information services</i> <i>Performance monitoring services</i> <i>Technology & software companies</i> <i>and others</i>	169
TOTAL SUPPLY SIDE	638
SUMMARY Total Buy Side Total Supply Side	3,978 638
ASIA CIRCULATION	4,628

Circulation in Asia and Europe

IPAsia is published quarterly and circulated to a database of relevant Asia-based readers. It will also be distributed once a quarter with the monthly IPE magazine. In addition, the magazine will be circulated at key asset management events around the Asian region.

In Europe, IPE's circulation is continuously monitored and updated, so that we offer advertisers the best possible readership within our target market. The circulation is independently audited by Audit Bureau of Circulations.

IPE's current circulation figure is 11,304 (average monthly distribution, July 2006-June 2007). The following statistics have been extracted from the May 2007 audited issue.

Region	Copies	Percentage
United Kingdom	2,233	20%
Continental Europe	8,473	75%
- Austria	200	
- Belgium	500	
- Denmark	286	
- Finland	308	
- France	679	
- Germany	1,358	
- Greece	28	
- Iceland	69	
- Ireland	385	
- Italy	683	
- Luxembourg	134	
- Netherlands	1,458	
- Norway	192	
- Portugal	174	
- Spain	271	
- Sweden	401	
- Switzerland	959	
- Other European countries	70	
- Central & Eastern Europe	318	
- North America	501	4%
- Rest of the World	97	1%
Total IPE circulation	11,304	
Total IPA circulation	15,932	

Advertisement Rate Card 2009

Display advertising rates remain unchanged from 2008.

	US\$
Full page. Run of magazine	9,950
Junior page	6,650
Half page	6,250
Quarter page	4,250
Double page spread	19,900
Half page spread	12,500
Guaranteed Position	+15%
Outside back cover	12,450
Inside front cover	12,000
Inside back cover	10,500

Note: IPE reserves the right to update the rate card in line with fluctuations in the international currency markets.

Multiple Insertion Discounts	3+	6+	9+	11+
Per Page Booked	5%	10%	15%	20%

Notice for cancellation not less than one month prior to copy date.

We reserve the right to invoice for insertions cancelled within this period

Mechanical Data

Dimensions	Height (mm)	Width (mm)
Double page spread – type area	290	440
Double page spread – bleed	345	500
Double page spread – trim	335	490
Full page – bleed	345	255
Full page – trim	335	245
Junior page (4 column format)	205	155
Half page – horizontal	140	210
Half page – vertical	290	100
Mini page – (5 column format)	180	125
Quarter page – horizontal	65	210
Quarter page – vertical	140	100
Eighth page – horizontal	30	210

Advertising Material – Press-optimized PDF

PLEASE NOTE: When supplying a PDF the OPI settings must be switched OFF



Company Information

IPE International Publishers is an independently owned company founded in 1996. IPE's key products include:

IPE – Investment & Pensions Europe - monthly magazine

- 11,304 circulation**: Europe ex-UK 75%, UK 20%, Other 5%
- 80% of the circulation is to pension funds, other capital owners & consultants. **ABC July 06 - June 07

IPE.com – daily web-based news service and comprehensive archive

- 16,227 registered users (as at October 2007)
- 2.5 million plus page impressions (ad views) monthly

IPE-Quest – web-based manager search service

- 660 asset managers registered globally have replied through the website
- 559 mandates valued at \$75 billion since launch in 1999

IPFA – International Pension Funds and their Advisors directory

- Listings for 3,400+ pension funds globally
- Listings for 3,000+ advisors globally

The IPE Awards – annual awards event for Europe's Pension Funds

- 350 senior pension fund executives representing funds worth more than \$1 trillion attended in November 2007 event in Vienna
- The IPE Awards 2008 will be held in Barcelona

IPE Real Estate – bi-monthly magazine

- IPE Real Estate presents international capital owners with objective editorial exploring the rapid development of this asset class

IPE 360°

- A new and unique venture enabling senior pension executives to meet with people in institutions facing similar opportunities and challenges. The “think-tank” approach provides members with the opportunity to build relationships and to discuss ideas and create solutions to the complex task of managing assets to meet long term liabilities.



Contact Information

Key Personnel

Richard Newell Office: +64 9529 1611 Mobile: +64 21 534 456	Managing Editor	richardnewell@extra.co.nz
Eric Davis +44 (0)207 261 4607	Advertisement Director	eric.davis@ipe.com
Piers Diacre	Publishing Director	piers.diacre@ipe.com
Fennell Betson	Editorial Director	fennell.betson@ipe.com

Advertisement Sales – USA & Canada

Karen Gleason	Karen Gleason & Associates	Tel: 312 993 4111 Fax: 312 494 7785 kgleason@karengleason.com
Shannon Calvin		Tel: 954 784 1290 Fax: 954 784 5658 scalvin@karengleason.com
Richard Marx		Tel: 610 649 0898 Fax: 253 276 3922 rmarx@karengleason.com

Advertisement Sales – Greater China and South East Asia

Jeremy Orritt	OMJ Media	Tel: +852 2375 2311 Fax: +852 2555 0841 jeremy@omjmedia.com
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Advertisement Sales – Japan

Simon Timmis Kimihiro Tsuyuki	MCI Japan	Tel: +81 3 3523 2600 Fax: +81 3 3523 2606 timmis@mcijapan.com
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