

AsiaBulk Systems

Reporting on Dry Bulk Processing, Handling and Transport in Asia and Australasia

2020 Editorial and Advertising Data

A POWERFUL MEDIUM TO REACH YOUR TARGET MARKET

Filling a major information gap

Until very recently countries in Asia – including those in the Middle East and Australasia – have not been able to benefit from a single source of current in-depth news and information relating to handling, processing, storage and transport of premium bulk products. All this has now changed with the launch in late 2018 of **AsiaBulkSystems**.

Read by Decision-Makers

Circulated to 25,000 readers - primarily users of bulk processing systems - throughout the Asian region, **AsiaBulkSystems** reaches your target market directly, powerfully and cost-effectively.

The vast majority of its target readership works in the chemical, food, animal feed, pharmaceutical, plastics and high-grade industrial mineral industries, all of which share a need to handle and process valuable and often 'difficult' materials with care, precision and often under carefully monitored hygiene conditions.

Quality Editorial

AsiaBulkSystems attaches high priority to accurate and objective reporting; and to researching and compiling articles. Its experienced editorial team writes with discernment and clarity on a wide range of subjects dealing with bulk handling, processing and transport; and related measurement, control and safety issues.

Dynamic Website + Latest News = Unique Branding

Advertisers in **AsiaBulkSystems** can also benefit from headline exposure on the www.asiabulksystems.com website. Logos, weblinks and banner advertisements are prominently displayed – an unrivalled chance to boost your company's brand. Sponsorship opportunities are also available. The website is updated regularly with latest news items, thereby ensuring high levels of regular web traffic. (Further details on p4 of this document).

The **AsiaBulkSystems** "Added Bonus" Distribution

Advertisers can maximise their profile in the market by making use of **AsiaBulkSystems**' bonus distribution at major international trade shows throughout the Asian region.

AsiaBulkSystems will be promoted vigorously at these shows – and advertisers can benefit from this level of international exposure.

CONTACT US



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ASIA REPRESENTATIVES

In the near future we shall be appointing agents in various Asian countries, as well as opening several strategically located offices. *Further information to follow soon.*

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AsiaBulkSystems: Editorial Schedule (June – December 2020)

	HANDLING, PROCESSING & STORAGE	MEASUREMENT & CONTROL/ BAGGING	REGIONAL FOCUS/ EXHIBITION PREVIEW	BONUS DISTRIBUTION & SUPPLEMENTS
2020/1 <i>Copy deadline: 5 June</i>	<ul style="list-style-type: none"> Dosing & feeding Mixing 	<ul style="list-style-type: none"> Dust control Bag palletising 	<ul style="list-style-type: none"> <i>Focus:</i> Japan & Taiwan <i>Preview:</i> Korea Chem <i>Preview:</i> IPB, Shanghai 	<ul style="list-style-type: none"> <i>Supplement:</i> FIBCs Korea Chem IPB
2020/2 <i>Copy deadline: 24 July</i>	<ul style="list-style-type: none"> Bucket elevators & components Screening & sieving 	<ul style="list-style-type: none"> Valves for powders Particle characterisation 	<ul style="list-style-type: none"> <i>Focus:</i> Middle East & South Korea 	<ul style="list-style-type: none"> <i>Supplement:</i> Rigid IBCs
2020/3 <i>Copy deadline: 21 August</i>	<ul style="list-style-type: none"> Bins & silos Bin/hopper discharge 	<ul style="list-style-type: none"> FFS bagging Weighing & load cells 	<ul style="list-style-type: none"> <i>Preview:</i> POWTECH, Nuremberg <i>Preview:</i> POWDER TECH, Istanbul 	<ul style="list-style-type: none"> POWTECH POWDER TECH <i>Supplement:</i> Dry bulk container liners
2020/4 <i>Copy deadline: 6 November</i>	<ul style="list-style-type: none"> Pneumatic conveying Milling/fine grinding 	<ul style="list-style-type: none"> Level & inventory measurement Magnetic separation/metal detection 	<ul style="list-style-type: none"> <i>Focus:</i> China <i>Preview:</i> Powtex, Japan 	<ul style="list-style-type: none"> Powtex <i>Supplement:</i> Dust explosion protection

Quality Editorial, News & Features – in every issue

In every issue, *AsiaBulkSystems*' highly experienced editorial team reports on the latest industry developments, covering handling, processing, transport, storage, safety, measurement and control systems – and much more. Regular editorial sections include:

News Section: The latest industry developments

People: New staff appointments, promotions and retirement announcements

New equipment: Innovations from Asian equipment manufacturers, as well as from other manufacturers – based mainly in North America and Europe – which are actively involved in Asian market

Area reviews: In-depth focus on individual Asian countries

2020 Display (Print) Advertising Rates

ADVERTISEMENT SIZE (A3 Format)	DIMENSIONS (height x width)	1-2* Insertions	3-4* Insertions	5-10** Insertions
Semi-display Classified at top of Front Page	60mm x 110mm	See page 7 for further details		
Full Page	396mm x 273mm	£3660	£3200	£2700
Junior Page	263mm x 179mm	£2150	£1850	£1600
Half Page – Horizontal	196mm x 273mm	£2150	£1850	£1600
Half Page – Vertical	396mm x 134mm	£2150	£1850	£1600
Quarter Page – Standard	196mm x 134mm	£1450	£1250	£1050
Quarter Page - Horizontal (A4 Half Page Size)	128mm x 179mm	£1450	£1250	£1050
Quarter Page - Vertical (A4 Half Page Size)	263mm x 88mm	£1450	£1250	£1050
Quarter Page - Strip	97mm x 273mm	£1450	£1250	£1050
Eighth Page - Vertical (A4 Quarter Page Size)	128mm x 88mm	£800	£650	£550
Eighth Page - Horizontal	95mm x 134mm	£800	£650	£550

COVER AND SPECIAL POSITIONS

FRONT COVER†	OUTSIDE BACK††	INSIDE FRONT††	RIGHT HAND PAGE
25% extra	20% extra	15% extra	10% extra

Readership†††

INDUSTRY SECTOR		GEOGRAPHICAL	
Chemicals and pharmaceuticals	5850	Australia and New Zealand	4%
Industrial minerals	4540	China	14%
Foodstuffs	4410	India	18%
Animal feeds	4350	Indonesia and Malaysia	10%
Plastics and rubber	2440	Japan	11%
Cement	1230	Middle East (inc. Turkey and Egypt)	10%
Equipment suppliers	740	Philippines and Thailand	13%
Ceramics and building materials	510	Russian Federation	5%
Engineering firms and consultancies	460	South Korea and Taiwan	10%
Tea and coffee	290	Other Asian countries	3%
Other organisations	180	Outside Asia	2%
TOTAL	25,000	TOTAL	100%

*NB: All companies which book Print Advertising in *AsiaBulkSystems* are offered free Banner Advertising on the asiabulksystems.com website – See page 4 for details.

** Companies which additionally wish to advertise in our European sister publication *EuroBulkSystems* (see page 7) – which comes out six times a year, and where exactly the same advertisement rates and sizes apply – can take advantage of the extra discount provided by the 5 – 10 Insertions tariff. For example, if you decide to place 3 advertisement insertions in *AsiaBulkSystems* plus 4 in *EuroBulkSystems* (making a total of 7) you qualify for the discounted 5-10 Insertions tariff.

† Quarter Page Only. †† Full Page Only. ††† Because the readership of *AsiaBulkSystems* will be expanding and changing, the breakdown by Industry Sector can only be approximate (though accurate during the year to within a margin of 100 either way of the totals shown).

A Free 'Thank You' to all Display Advertisers

When you place Display Advertisements in *AsiaBulkSystems* (see previous page for rates & sizes), your company will automatically enjoy the benefits of becoming a Current *AsiaBulkSystems* Sponsor.

This means that your company logo will be placed – *absolutely free of charge* – on the homepage at www.asiabulksystems.com (immediately below *ABS Bulletin*, our informative online newsletter which is updated weekly). It will remain there for a minimum period of 3 months from the publication date of the issue of *AsiaBulkSystems* which contains your Display Advertisement.

Throughout this time your logo will be hyperlinked to your company's website - or to a specific section of your choice.

Banner Advertising Rates for www.asiabulksystems.com

Companies wishing to maximise their profile can benefit from promotional opportunities offered by the www.asiabulksystems.com website.

The website is regularly visited by key purchasers and users of bulk processing and handling equipment.

Banners are positioned on the right-hand side of all pages.

Size: 258 pixels x 114 pixels

Rate:

1 month on website:	£ 525
3 months on website:	£ 415 per month
6 months on website:	£ 350 per month
12 months on website:	£ 260 per month

For the above rates Banners will be displayed on all seven pages of the website.

Free Banner Advertising

When you book one or more Print Advertisements (see page 3) in *AsiaBulkSystems* magazine, you qualify for a free-of-charge Banner Advertisement on the asiabulksystems.com website, as follows:

- *Semi-display Classified at top of Front Page, Full Page, Junior Page, or Half Page:* Your free Banner will be placed on the website for **two months** from the time the issue of *AsiaBulkSystems* containing your Print Advertisement is published.
- *Quarter Page or Eighth Page:* Your free Banner will be placed on the website for **one month** from the time the issue of *AsiaBulkSystems* containing your Print Advertisement is published.

If your company has already booked Banner Advertising during the 1-month or 2-month periods immediately after publication of your Print Advertisement, the duration of the time your Banner is displayed at asiabulksystems.com will be extended free of charge by one month or two months, respectively.

ABS Newsletter

Sponsorship Opportunities

A further effective and high-profile way for companies to promote their products and services is to become a Sponsor of the **AsiaBulkSystems** industry newsletter.

ABS Bulletin: the Industry Newsletter

ABS Bulletin is the newsletter, published by **AsiaBulkSystems** magazine. Sent out by email, it contains current information about latest industry developments.

ABS Bulletin is emailed to over 20,000 decision-makers every week.

Sponsorship Packages

ABS is offering key industry companies the opportunity to be a Newsletter Sponsor, enabling them to benefit from the well-researched and widely-read newsletter.

The Sponsorship Package comprises the company's logo, with Weblink. Two options:

Platinum Sponsorship: Logo and Weblink at the top of the Newsletter

Gold Sponsorship: Logo and Weblink at the base of the Newsletter.

Sponsorship Rates

Platinum Sponsorship: Logo and Weblink at Top of Newsletter £245 per week (A minimum booking of 4 consecutive Bulletins is required)

Gold Sponsorship: Logo and Weblink at Base of Newsletter £165 per week (A minimum booking of 4 consecutive Bulletins is required)

How Your Advert will appear

To view how the advertisement will appear, please contact us.

To Make a Booking

For further information and to check availability, please contact:

General Enquiries: Richard Miller – richard.miller@oakhillmedia.com

Technical Enquiries: James Hicks – james@oakhillmedia.com

PLATINUM SPONSORSHIP: LOGO AT TOP OF NEWSLETTER



ABS Bulletin – Week of 18 February 2019

This Week's Platinum Newsletter Sponsor:



SOUTH KOREA: SONGWON embraces sustainable packaging

Ulsan-based SONGWON Industrial Co., Ltd has become one of the first chemical companies in the world to package its products in 20kg PE-bags made with 50% recycled PE. [Read more.](#)



CHINA: Largest baby food plant to date

GEA, Germany, in September 2018 secured an order from China's Shijiazhuang Junlebao Dairy Co. Ltd to supply the country's largest spray dryer for the manufacture of infant milk

formula (IMF), with a planned production capacity of six tons per hour. [Read more.](#)

This Week's Gold Newsletter Sponsor:



GOLD SPONSORSHIP: LOGO AT BASE OF THE NEWSLETTER

Print Advertisement at Top of Front Cover

In the top right-hand corner of the Front Cover of every issue of *AsiaBulkSystems* we are able to make available a prime position for a Semi-display Classified Advertisement measuring no more than 60mm high x 110mm wide (see page 3).

This eye-catching advertisement position will be popular for announcing a company's presence at an important trade show, for promoting a new product, for bringing a company's website to the attention to our readers, or for referring to a larger Display Advertisement or an Editorial Feature appearing in the same issue of *AsiaBulkSystems*.

The rate for this sought-after position is £1100. Since *AsiaBulkSystems* is published four times annually, there are only four opportunities during 2020 to secure this key promotional position. To avoid disappointment, early booking is strongly recommended.



AsiaBulkSystems has a well-established sister publication, *EuroBulkSystems*, which was launched in 2008 and is published six times a year. It is widely recognised as Europe's foremost information source on all subjects relating to handling, processing, storage and transport of premium bulk products. A digital version can be viewed at www.eurobulksystems.com.

This website provides full media information about *EuroBulkSystems*. There is also an online newsletter, *EBS News* – which is updated weekly – reporting latest European industry developments.