

Driving the Global Rubber Industry



RubberAsia
DRIVING THE GLOBAL RUBBER INDUSTRY

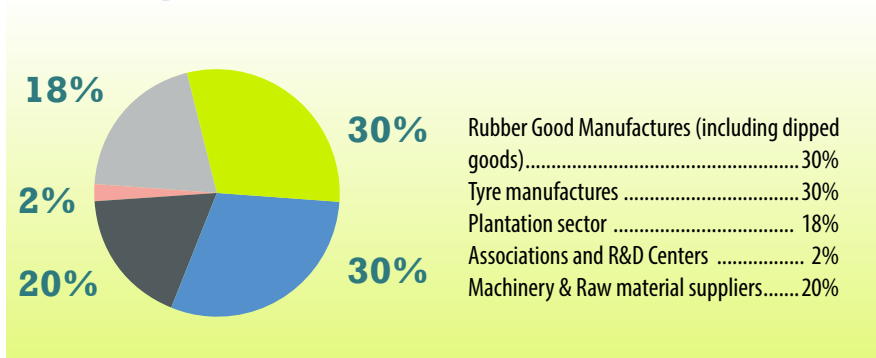
www.rubberasia.com

Magazine

Rubber Asia, the flagship publication of Asian Business Media (ABM), is Asia's pioneering and largest selling rubber magazine with a glorious legacy of over 30 years. It is a medium to connect you with global rubber manufacturers, supplies, vendors and end users.

Rubber Asia brings you from different parts of world in-depth interviews, special reports, news on technology, innovations and market scenarios, expert columns, economic and rubber trends and corporate affairs thereby creating gateway to the rubber industry world.

Industry Profile



ABM Events



Asian Retread Conference



Asian Powertrain Conference



Asian Tyre & Rubber Conference

Digital

Rubberasia.com is active in its pursuit of new readers on digital platforms, keeping its readers updated with the latest news and happenings in the rubber industry across the world.

Newsletter/ Social Media

Rubber Asia has a vibrant presence on various social media platforms Interacting with who's who of the industry to go along with its weekly newsletters.



/rubberasia /RubberAsia /rubberasia /AsianBusinessMedia

Read the latest edition of Rubber Asia via Magzter (available on Apple & Android), even before the issue is printed.

Readers Profile

| | |
|---------------------------------|------------|
| Chairman / President / MD | 30% |
| CEO / CTO / CMO / CFO / COO | 20% |
| Plant Head / Supply Chain Heads | 20% |
| Purchase Heads | 16% |
| Technical / R&D Heads | 11% |
| Marketing Personnel | 3% |

Circulation Details

| | |
|-------------------|--------------|
| China | 630 |
| France | 145 |
| Germany | 225 |
| India | 28706 |
| Malaysia | 1103 |
| Rest of the world | 500 |
| Singapore | 602 |
| South Korea | 205 |
| Sri Lanka | 750 |
| Taiwan | 201 |
| Thailand | 583 |
| UAE | 88 |
| UK | 400 |
| USA | 598 |
| Total | 34736 |

7,000



Scan code



Ad Tariff

Print Ad Rates

| Position | USD Rate |
|------------------------|-----------|
| Back cover | USD 4,000 |
| Inside covers | USD 3,000 |
| Special position | USD 2,500 |
| Full page | USD 2,000 |
| Half page | USD 1,000 |
| Double-spread pull out | USD 3,000 |
| Front cover gatefold | USD 6,000 |
| Back cover gatefold | USD 5,000 |



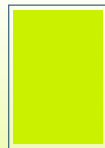



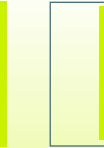
Print Subscription Rates

| | | |
|--------------|---------|-----------|
| Single Issue | USD 20 | |
| Two Years | USD 200 | 12 issues |
| Four Years | USD 400 | 24 issues |

Attractive combo and bulk subscription offers available !

Contact:
mail@abm.net.in

Print Ad Specifications

| | | | | | | |
|---|---|---|---|---|---|--|
|  |  |  |  |  |  |  |
| Double-spread Pull Out Bleed 420 x 297 mm (+5mm extra 4 sides) | Full Page Bleed 210 x 297 mm (+5mm extra 4 sides) | Full Page Print Area 180 x 265 mm | Half Page Bleed 210 x 148 mm + 5 mm bleed on 3 sides | Half Page Print Area 180 x 135 mm | Half Page Vertical Bleed 110 x 297 + 5 mm bleed on 3 sides | Half Page Vertical Print Area 90 x 265 mm |

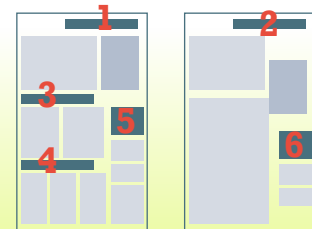
Dimension
Overall size: 210 x 297 mm + 5mm bleed on all sides
Print area: 180 mm x 265 mm

Material Format
PDF, TIFF, EPS or JPEG file , Colour mode - CMYK, Resolution - 300 dpi

Website Ad Rates & Specifications

| | Standard | Mobile | |
|-------------------------------|--------------|-----------|-----------|
| 1. Head Banner | 728 x 90 px | 320 x 100 | USD 1,000 |
| 2. Head Banner (Article Page) | 728 x 90 px | 320 x 100 | USD 850 |
| 3. Body Long Banner I | 728 x 90 px | 320 x 100 | USD 800 |
| 4. Body Long Banner II | 728 x 90 | 320 x 100 | USD 500 |
| 5. Side Banner | 300 x 250 px | 300 X 250 | USD 250 |
| 6. Side Banner (Article Page) | 300 x 250 px | 300 X 250 | USD 150 |

* Web banner rates per month

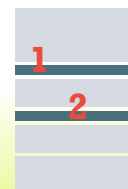


Web banner format: JPEG, PNG or GIF Resolution 72 dpi

Newsletter Ad Rates & Specifications

| | | |
|-------------------------|-------------|---------|
| 1. Newsletter First Ad | 600 x 70 px | USD 150 |
| 2. Newsletter Second Ad | 600 x 70 px | USD 100 |

* Newsletter ad rates per release



* All rates are subject to applicable taxes

For marketing queries

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Editorial Calendar

November-December 2018

Rubber Chemicals

Latest industry scenario, major players, expansion plans, speciality chemicals, company profiles, market trends, carbon black manufacturers etc.

Ad Close: Oct 25

Release Date: Oct 30, 2018

March-April 2019

Reclaim Rubber

Challenges & prospects of the reclaim rubber industry and the way forward, new technologies for recycling waste products, eco-friendly operation, impact of radialisation, company profiles.

Ad Close: Feb 25

Release Date: Mar 01, 2019

September-October 2019

US Rubber industry

Current status of the US rubber industry, challenges & opportunities, interviews, impact of tariff dispute between the US and China etc. Brought out in cooperation with Rubber Division ACS, hits the International Elastomer Conference & Int'l Rubber Expo organised by Rubber Division in 2019.

Ad Close: Sep 16

Release Date: Sep 20, 2019

January-February 2019

Synthetic rubber industry

A comprehensive update on the booming SR industry and industry trends, interviews with top SR leaders, expansion plans of leading companies, SR vs NR, company profiles, future scenario etc.

Ad Close: Dec 15

Release Date: Dec 20, 2018

May-June 2019

Rubber trading / Futures trading

Latest trends in rubber trading and forecasting, evolution of new trading platforms, futures trading & its impact on physical market, interviews with leading traders on how to extract value from rubber trading platforms, company profiles

Ad Close: May 15

Release Date: May 25, 2019

November-December 2019

Rubber components in mobility

Spotlight on the rapidly growing auto rubber components industry, profile of major players, interviews industry leaders, expansion plans, rising competition, market trends, component design challenges to cope with increasing sophistication of vehicle.

Ad Close: Oct 25

Release Date: Oct 30, 2019

IRE ISSUE 2019

IRE 2019-Asia's largest rubber exhibition . A focussed edition comprising interviews with top industry players, in-depth articles by experts, features on topical issues, company profiles etc. It will be widely circulated at IRE 2019 and regular subscribers.

Ad Close: Dec 20, 2018

Release Date: Jan 5, 2019

July-August 2019

Highly specialised rubber products & Rubber Technology

New uses of rubber in the manufacture of highly specialised products for the Defence, Railways, sports, healthcare etc., interviews on new trends in rubber technology, profile of leading industry players & rubber technology institutions.

Ad Close: Jul 15, 2018

Release Date: Jul 25, 2019

January-February 2020

Rubber /Tyre Machinery

Latest trends including Industry 4.0 in machinery manufacturing, profiles of major players, interviews, market trends etc.

Ad Close: Dec 15

Release Date: Dec 20, 2019

Events Calendar

Mar-Apr 2019

Tire Technology Expo 2018, March 5-7, 2019 Deutsche Messe Hannover
Tyrexpo Asia 2019 / Garagexpo Asia 2019, March 19-21, 2019, Singapore.
World Rubber Summit 2019, March 18-19, 2019 Singapore.
World Elastomer Summit 2019, March 27-29, 2019, Germany
Automechanika KL 2019, March 21-23, 2019 KLCC, Malaysia.
INAPA 2019, March 20-22, 2019, Indonesia.

May-Jun 2019

Automechanika Dubai 2019 June 10-12, 2019, Dubai UAE.
Asian Tyre & Rubber Conference 2019, June 13-14, 2019, Hyatt Regency, Chennai

Jul-Aug 2019

Citexpo 2019, August 19-21, 2019, Shanghai, China

Sep-Oct 2019

IRC 2019, September 3-5, 2019, London, UK.
RubberTech China 2019, September 18-20, 2019, Shanghai, China.
International Elastomer ACS 2019, October 7-10, 2019, Cleveland, USA.
AAPEX & SEMA 2019, November 5-8, 2019, Las Vegas, USA.
Automotive Testing Expo 2019 USA, October 22-24, 2019, USA

Nov-Dec 2019

National Rubber Conference – NRC 2019
Automechanika Shanghai, 3-6, December 2019, Shanghai, China.



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