

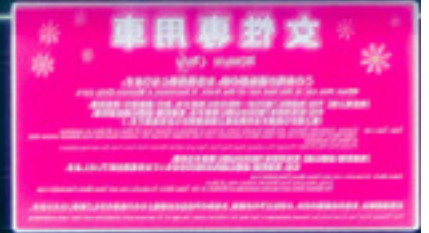


AGI BUSINESS | AGI INTELLECT | AGI LOUNGE

agi

Asian Global Impact

UK EDITION



Media Pack 2013

PAN-ASIAN BUSINESS AND LIFESTYLE MAGAZINE

AGI LIMITED PUBLICATION

PRINT



DIGITAL



Download ASIAN GLOBAL IMPACT APP today on your Ipad, Iphone, Android and Window8

AGI is a bi-monthly pan-Asian business and lifestyle magazine available in print and digital formats.

AGI collaborates with relevant brands and individuals from diverse sectors across Asia, providing a premium medium to reach target audiences in the UK and beyond; allowing companies maximum market visibility and unparalleled reach.

AGI INTELLECT

LEADERSHIP
PERSPECTIVE
BUSINESS PROFILES
ECONOMY
Insight & Opinions
Investment
EDUCATION
Sport
Briefings

AGI LOUNGE

FASHION
STYLE
Beauty
ARTS & Culture
Gastro
WELL-BEING
Relationships
DESTINATIONS
EVENTS

Onboard



CATHAY PACIFIC



KUWAIT AIRWAYS
خطوط الكويتية



BRITISH AIRWAYS



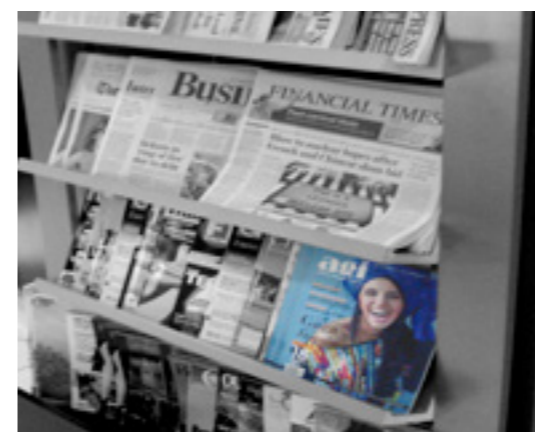
Distribution

PRINT CIRCULATION

10,000

ESTIMATED READERSHIP

100,000



EXCLUSIVE DISTRIBUTION

Business Centres and Corporate Lounges
Executive Airport/Rail Lounges
Top Business Schools

Onboard:

First & Business class
Private Charter jets & VIP flights

Exclusive Promotion:

Live Events

AVAILABLE FOR SALE

WHSmith Premier

WHSmith High Street Stores
Independent Newsagents in Major City Centres all over UK

News on the Wharf

DIRECT TO CONSUMER

Subscriptions

DIGITAL



ONLINE STATISTICS:

Average visit duration – 02:25 (04:19 in UK)
Average number of pages views per visit – 4.33

Unique visitors – 72.38 %
Number of page views – 60,818 and growing
Visitors from 108 countries globally

Market Segmentation



WOMEN 48% MEN 52%

SOCIO-ECONOMIC GROUPS:

ABC1 (upper-middle class to the elite)
highly educated & ambitious individuals.

REACH:

AGI is a multi-platform medium accessible to Asians and non-Asians to engage with Asian businesses and cultural life in the UK.

QUICK FACTS:



Top 20 richest Asians in Britain worth **£35.6bn**
Source: The Sunday Times Rich List 2012



10% of UK GDP generated by Asian businesses
Source: Asian business association 2008



Annual Asian economy accounts for c. **£60bn** in London
Source: London Chamber of Commerce Asian Business Association 2010

Rate Card: Print

FULL PAGE	218 X 281 MM	£ 1,500
HALF PAGE	106 X 281 MM	£ 750
QUARTER PAGE	87 X 115 MM	£ 500
STANDARD DOUBLE PAGE SPREAD ...	436 X 281 MM	£ 2,000
PREMIUM DOUBLE PAGE SPREAD	436 X 281 MM	£ 3,500
INSIDE COVERS	218 X 281 MM	£ 5,000
BACK COVER	218 X 281 MM	£ 6,000

Resolution: 300 dpi
Format: .PDF or .EPS
Color: CMYK

Bleed of 3 mm are included
Please do not place important information within 15 mm of cutline.

DISCOUNTS:

TWO ISSUES	15%
FOUR ISSUES	25%
SIX ISSUES	40%

WELCOME DISCOUNT 10%
(to a new client for the first contract placement in AGI magazine)

Inserts and advertorials rates are available on request.

Rate Card: Digital

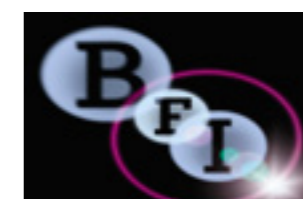
TOP BANNER	£200 per month
LEADERBOARD	£300 per month
SIDE BANNER	£300 per month
POST-BANNER	£50 per month
BACKGROUND IMAGE	£500 per month

25% prepayment is due before each publication date to secure the ad space.
All premium positions have to be confirmed 10 days prior to the booking deadline.

Low cost combinations available to try out marketing opportunities without breaking your budget.

COLLABORATIONS

AGI has collaborated with a wide range of partners across various sectors





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Asian Global Impact

www.agimag.co.uk

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t: 020 8691 7489

advertising@agimag.co.uk

AGI Advertising Terms and Conditions

1. Definitions and Acceptance of the Terms and Conditions
2. These Terms apply to advertisements in the Asian Global Impact print publication and advertisements on www.agimag.co.uk and inserts (together "Advertisements").
3. By placing an order, the Advertiser (which is the person placing the order for the Advertisement whether they are the advertiser of the product or service referred to in the Advertisement or the advertising agency or media buyer for such advertiser) accepts and agrees to be bound by these Terms in full.

Content and Delivery of Advertisements

4. Materials for an Advertisement must be provided no later than the deadline specified and technical specifications mentioned within the rate card.
5. AGI may, without any responsibility to the Advertiser, reject, cancel or require any Advertisement to be amended that it considers unsuitable or contrary to these Terms and remove, not print, suspend or change the position of any such Advertisement. AGI may refuse to publish any Advertisement for any Advertiser who has not paid any sums due for any advertising in the magazine or the Website. The Advertiser will remain responsible for all outstanding charges.
6. The publication of an Advertisement by AGI does not mean that AGI accepts the Advertisement has been provided in accordance with these Terms or that AGI has waived its rights under these Terms.
7. The Advertiser guarantees to AGI that:
 - (i) any information supplied in connection with the Advertisement is accurate, complete, true and not misleading;
 - (ii) it has obtained the consent of any living person whose name or image (in whole or in part) is contained in any Advertisement;
 - (iii) the Advertisements are legal, decent, honest and truthful, are not contrary to the provisions of any applicable law, regulation or code of practice (including the British Code of Advertising, Sales Promotion and Direct Marketing and all other codes under the general supervision of the Advertising Standards Authority – see www.asa.org.uk/asa/codes/cap_code are not libellous or obscene and do not infringe the rights of any person (including any person's intellectual property rights);
 - (iv) the Advertisement will not be prejudicial to the image or reputation of AGI or the Websites or Magazine.
 - (v) Advertisements submitted for publication online will be free of any viruses and no Advertisement will cause an adverse effect on the operation of the Website(s).
8. Where the Advertiser is an advertising agency or media buyer, the Advertiser guarantees that it is authorised by the advertiser of a product or service to place the Advertisement with AGI and the Advertiser will compensate AGI for any claim made by such advertiser against AGI.

Payment

9. All Advertisements are accepted on the basis that they will be paid for at the applicable rates set out in the applicable rate card on the date of publication. AGI may change its rates at any time by publishing the modified rates at www.agimag.co.uk/advertising; any changes to the rates will take effect immediately. However, any changes to the applicable rates will not apply to any orders made prior to the date of such change.
10. All sums payable to Asian Global Impact Ltd (AGI) should be made in accordance with AGI Financial Terms & Conditions which are: All new customers will be required to prepay unless credit terms have been approved following a satisfactory credit check. All print advertisements pay 25% down payment to secure place in the print magazine. AGI retains the right to stop the print if the payment is not made within the due date.

Digital Advertisements

11. AGI agrees that all Advertisements will be targeted at individuals in the UK unless otherwise stated at the time of booking.
12. Where non-UK targeting is required, AGI will endeavour to target the Advertisement at individuals in the country or countries specified at the time of booking.
13. AGI cannot guarantee the number of impressions. In the event the number of impressions during the campaign period is less than the impressions booked by the Advertiser, AGI shall continue to serve the Advertisements after the end of the campaign period until the number of booked impressions is reached.

Inserts

14. The Advertiser will be liable for the full cost of the Insert order. In no event will AGI be liable for loss arising from failure to insert or any errors in the insertion of Inserts

Liability of AGI

15. AGI accepts no responsibility for any interruption or delay the Advertiser experiences in delivering any Advertisement copy to AGI or any loss or damage to any Advertisement copy or any other materials. The Advertiser guarantees that it has retained sufficient quality and quantity of all materials supplied to AGI.

16. AGI shall use its reasonable endeavours to reproduce Advertisements as provided by the Advertiser but cannot guarantee that the Advertisement will be of the same quality.

17. AGI will not be responsible for any additions to, changes in, deletions from, delays in a publication or withdrawal of any Advertisements required by any authority having responsibility for the regulation of online or press advertising (including the Advertising Standards Authority).

18. AGI cannot guarantee the time; dates and/or position of Advertisements and all such decisions will be at the sole discretion of AGI. However, AGI will use reasonable efforts to comply with the wishes of the Advertiser.

19. If a booked Advertisement is not published at all solely due to a mistake on AGI's part, AGI will try to offer an alternative publication date(s). If the alternative date(s) is not accepted, the original booking will be cancelled and the Advertiser shall be entitled to a full refund if the Advertiser has paid in advance for the Advertisement. This shall be the Advertiser's sole remedy for failure to publish the advertisement.

20. If the Advertisement as reproduced by AGI contains a substantial error solely due to a mistake on AGI's part, AGI shall, on request, re-publish the Advertisement at no additional cost to the Advertiser. AGI shall not be responsible for repetition of errors and it is the Advertiser's responsibility to inform AGI of any errors and provide any necessary assistance to AGI to prevent a repeat of the error.

21. AGI shall not be responsible, under any circumstances, for any loss of profit, loss of opportunity, loss of goodwill, loss of anticipated saving, loss of revenue and/or any other loss which happens as a side effect of the main loss suffered by the Advertiser or any loss which could not be contemplated by AGI and the Advertiser.

22. In respect of Advertisements on the Websites, AGI does not guarantee continuous, uninterrupted access by users of the Websites but will use reasonable efforts. In addition, AGI will not be responsible for any failure or delay affecting production or publication of the magazine or transmission of Websites and any Advertisements contained in them, in any manner where such failure or delay results from any act, omission, interruption, fault or other condition beyond the reasonable control of AGI.

23. Nothing in these terms and conditions shall affect the statutory rights of an Advertiser who is a consumer.

Liability of the Advertiser

24. The Advertiser will fully reimburse AGI for all claims, losses or expenses arising as a result of any breach or failure to perform of any of these Terms and/or the use or publication of the Advertisement by AGI in accordance with these Terms.

25. AGI owns the copyright in all Advertisements written or designed by it or on its behalf.

26. The Advertiser grants AGI the right (free of charge) to:

- (i) use such of the Advertiser's names, trade marks and/or logos as AGI may consider necessary for the purposes of publishing the Advertisements;

- (ii) reproduce the Advertisement in any media at any time from the date the Advertisement was last published in the Magazine for promotional purposes. For the avoidance of doubt, the content, layout and format of any Website or Magazine, will be subject to variation at AGI's sole discretion.

Cancellation policy

27. The cancellation period for an Advertisement varies according to the publication. The Advertiser should refer to the relevant rate card at www.agimag.co.uk/advertising. The Advertiser may cancel an Advertisement provided that notice in writing is received by AGI within the relevant cancellation period. Please send notice of your intention to cancel to the person who made your booking or if that person is unavailable, by email to advertising@agimag.co.uk or by telephone 020 86917489. Cancellation will only be effective on confirmation of receipt of your notice.

28. If the Advertiser is insolvent or bankrupt or is otherwise in breach of these Terms, AGI may treat the order as cancelled.

General

29. A person who is not a party to these Terms has no rights to rely upon or enforce any of these Terms.

30. English law shall govern these Terms and the courts of England and Wales will have exclusive jurisdiction in relation to these Terms.

Company Registered in England & Wales Asian Global Impact (AGI) Limited
(No. 08077077) Deptford Bridge, Deptford SE8 4AD