



AsiaIP

INFORMED ANALYSIS

2020 MEDIA KIT

IN PRINT • ONLINE • IN PERSON

Helping Companies Protect their Intellectual Assets

Helping Law Firms Reach Their Market

Editorial Sections

Asia IP combines the very best of up to the minute coverage of issues and events, with indepth articles covering some of the most important areas of IP law and their developments, and interviews with Asia's IP decision-makers. You should take part covering Indian issues.

Regular sections of the magazine can include:

COVER STORY

An indepth look at some of the most prominent issues affecting IP owners around the region, written by our team of in-house journalists



SPECIAL FEATURES

Analysis of the latest trends that are impacting intellectual asset owners across Asia and the Pacific, and from further afield.



EXPERT STRATEGIES

In-depth, insightful analysis of the latest issues, in a country by country format, and written by some of the leading IP lawyers in each jurisdiction. Essential information for in-house counsel looking to protect their IP



IN PRACTICE

Leading lawyers share their experience and expertise on the key topics of the day.



CASENOTES

Indepth reports from the courts of the latest ground-breaking cases that will impact IP jurisprudence in the region, with analysis of what it means for companies.



CORPORATE INSIGHT

The view from inside. Commentary from some of Asia's leading in-house counsel on the issues they face when trying to protect their IP.



NEWS ANALYSIS

Concise and authoritative coverage of the latest news and views from around the region.



PEOPLE & PLACES

All the latest office and personal news from around the region, including mergers, new hirings, promotions, and office relocations



COUNTRY CORRESPONDENT

Regular columns from Asia's leading IP experts, covering essential analysis of the latest developments in IP.

Editorial Calendar

Some of the topics planned for 2020 include:

ISSUE	TOPICS	EVENTS
Dec 2019 / Jan 2020	<ul style="list-style-type: none"> • 2019 Asia IP Awards: The Winners • Special Feature: What Makes a Great Law Firm? • Special Focus: Hong Kong • IP Experts: Hong Kong 	8-10 Jan – GIPC, New Delhi, India
Feb-20	<ul style="list-style-type: none"> • Asia IP Survey – Copyright • Country Focus: Japan • IP Experts: Japan • Special Feature: Asia's Leading IP Owners 	21 Feb – 2020 Asia IP China Awards, Beijing, China
Mar-20	<ul style="list-style-type: none"> • 2020 China Awards: The Winners • Country Focus: Philippines • IP Experts: Philippines • Country Focus: Malaysia • IP Experts: Malaysia 	23-25 March – World IP Forum, Mumbai, India
Apr-20	<ul style="list-style-type: none"> • Expert Strategies: Trademark Strategies • Special Feature: Enforcement • Country Focus: India • Country Focus: Singapore • IP Experts: Singapore 	25-29 April – INTA Annual Meeting, Singapore
May-20	<ul style="list-style-type: none"> • Asia IP Survey – Trademarks • Expert Strategies: Licensing Strategies • IP Experts: Australia & New Zealand • Special Feature: Protecting Designs 	17-19 May – LESI Annual Conference, Berlin, Germany
June/July 2020	<ul style="list-style-type: none"> • 2020 India Awards: The Shortlist • Country Focus: Korea • IP Experts: Korea • Special Focus: Taiwan • IP Experts: Taiwan 	3 July – 2020 Asia IP India Awards
Aug-20	<ul style="list-style-type: none"> • 2020 India Awards: The Winners • Country Feature: Myanmar • Special Feature: Trade Secrets 	Aug – IP Week @ SG 2020, Singapore
Sep-20	<ul style="list-style-type: none"> • Asia IP Survey – Patents • Expert Strategies: Patent Strategies • Country Focus: China 	
Oct-20	<ul style="list-style-type: none"> • 2020 Asia IP Awards: The Shortlist • IP Experts: India • IP Experts: China • Special Feature: IP Financing 	11-14 Oct – AIPPI World IP Congress, Hangzhou, China
Nov-20	<ul style="list-style-type: none"> • Expert Strategies: Litigation Strategies • Country Feature: Vietnam • Country Feature: Thailand • IP Experts: Thailand • IP Experts: Vietnam 	<ul style="list-style-type: none"> • 13 Nov – 2020 Asia IP Awards, Gold Coast, Australia • 13-17 Nov – APAA Annual Meeting, Gold Coast, Australia
Dec 2020 / Jan 2021	<ul style="list-style-type: none"> • Special Feature: Pharma & Biotech • Country Focus: Indonesia • IP Experts: Indonesia 	Dec – BIP Asia Forum 2020, Hong Kong



Reaching Your Potential Clients

Asia's leading IP resource is your gateway to key IP owners, brand managers and in-house counsel, all with an interest in Asia

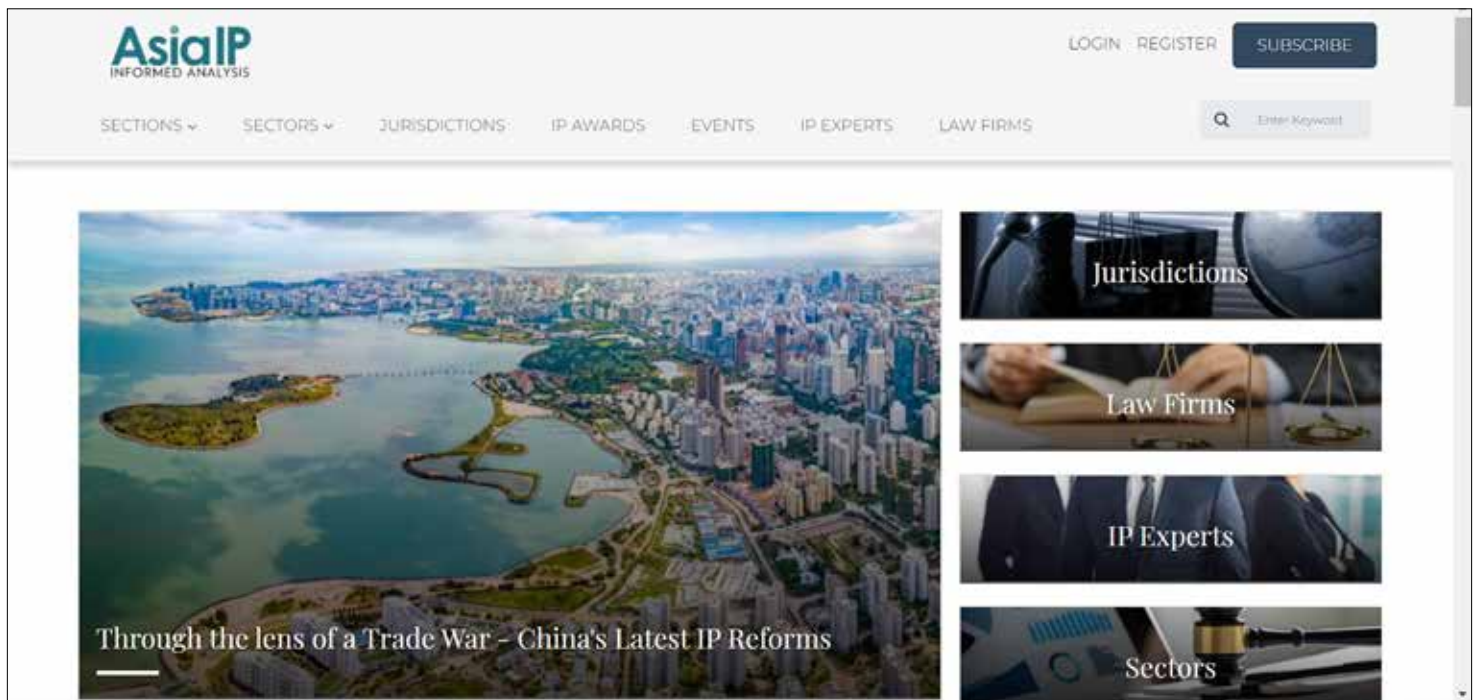
Since 2006, Asia IP has been the go-to source for information on the issues behind the headlines.

Helping companies manage and protect their intellectual assets, Asia IP explains recent legislative changes, speaks with leading advisers, and highlights the strategies companies should be using to secure their IP rights in Asia.

From digital media to the printed word, from trademark enforcement to patent protection, the demands of Asia's IP owners are changing, and our team of journalists based in Hong Kong, Manila and Washington DC ensure that Asia IP stays ahead of the game in Asia, and on top of global issues.

Sent to key delegates from major conferences including the BIP Asia Forum, INTA and AIPPI Annual Meetings, Asia IP has an unprecedented reach. Working with Asia IP is your opportunity to reach and influence potential clients worldwide.





Asiaiplaw.com brings together law firms and their clients.

Asiaiplaw.com is a unique blend of open-access news and articles, and subscriber-only content, updated on a daily basis.

All sponsored articles and Analyst Columns are open access, ensuring your articles are accessible to thousands of unique visitors.

Monthly Online Data

Page Impressions	597,270
User Sessions	79,649
Hits	711,732

Based on August-October 2018 site statistics

Online Law-firm Directory

asiaiplaw.com also incorporates a powerful online directory of law firms. The online directory links relevant articles to your online profile. For example, if someone is reading an article about Malaysia, the articles lists all Malaysian law firms featured in the directory, at the end of the article.

And of course, these profiles link directly to your own site, making client contacts easier.



Targeted Readership

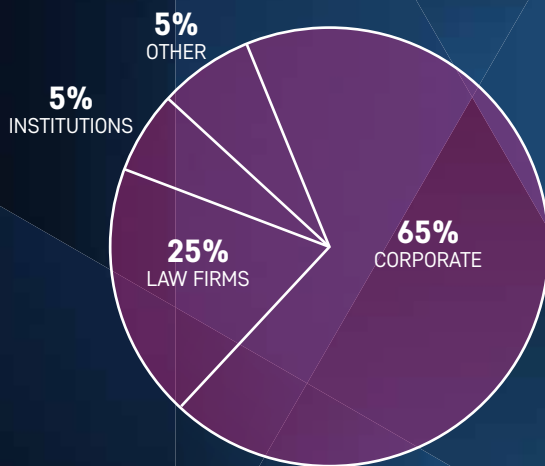
Asia IP's reaches the people that matter most – IP owners and decision-makers in companies with active IP portfolios, and the law firms they work with. Available to delegates at the INTA meeting, LESI Annual Meeting, BIP Asia Forum, and the AIPPI Annual Meeting, Asia IP reaches your potential clients.

Asia IP is your link to a global audience of IP decision-makers who all have an interest in Asia.

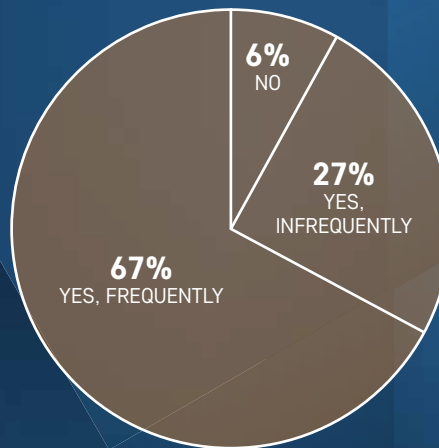
TOTAL READERSHIP

15,283

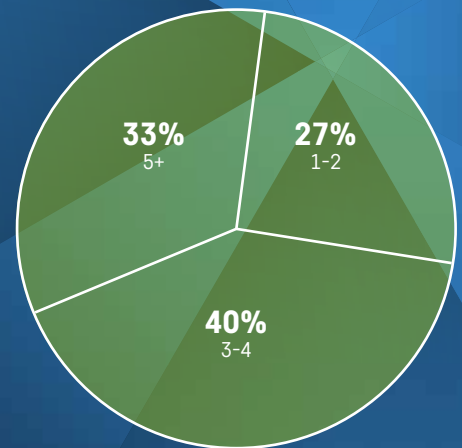
DISTRIBUTION BY COMPANY TYPE



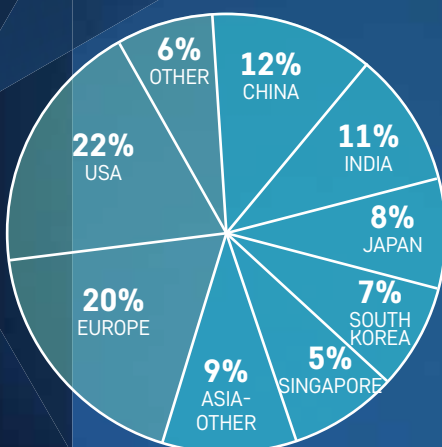
DO YOU REVIEW YOUR EXTERNAL IP COUNSEL?



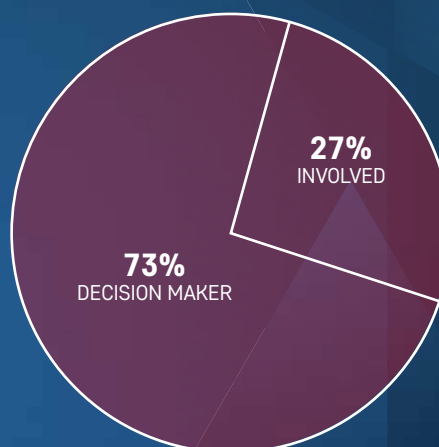
HOW MANY EXTERNAL COUNSEL DO YOU HAVE IN A COUNTRY?



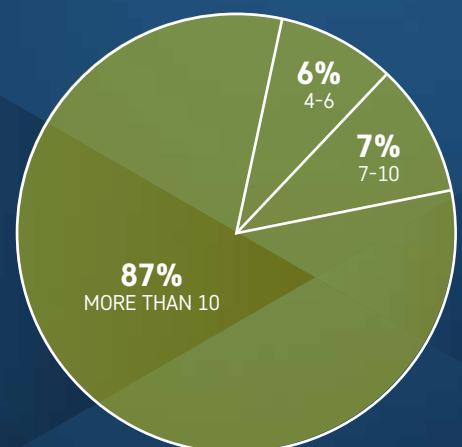
WHERE ARE READERS BASED?



ARE YOU INVOLVED IN CHOOSING EXTERNAL COUNSEL?



HOW OFTEN DO YOU USE EXTERNAL IP COUNSEL?



The Readership

Asia IP readers represent some of the largest and most active companies in Asia – companies with extensive IP portfolios and a high demand for legal services. A small selection of readers include:

3M Innovative Properties
Abbott Laboratories
Ace Canning Corporation Sdn Bhd
Agro-Bio Fiber Sdn Bhd
Alcon Research
Alliance Optics Group
Alstom
American Greetings Corp.
Antel Group of Companies
Applied Materials
Arcor
Ascena Retail Group
AstraZeneca
B. Braun Melsungen AG
Bayer AG
Bharti Airtel
Black & Decker
Boehringer Ingelheim GmbH
Bridgestone
Bristol Myers Squibb Company
British American Tobacco Australia
Caesars Entertainment
Cambridge Display Technology Ltd
Cargill Investments (China) Limited
Carlton & United Breweries
Caterpillar
Chiesi Farmaceutici s.p.a.
CIMB
CIPLA LTD.
Corning
CPIT Limited
CSIRO
CSL Limited
Danone
Dart Industries
Dassault Systemes
DB Breweries
Denny's
Dillard's
Diptech Pte Ltd
Dow AgroSciences
E.I. DuPont India Pvt. Ltd
Ecotherm Sdn Bhd
Eli Lilly and Company
Emery Oleochemicals (M) Sdn Bhd.
Entertainment Network India Ltd
FMC Corporation
Freescale Semiconductor Inc.
Gallagher Group
Gap

General Electric
GlaxoSmithKline
Global Sources
Godrej & Boyce Mfg Co Ltd
Goldilocks
Gree Electric Appliance, Inc.
Green Energy Power
GroundProbe
Guardian Industries
H. Lundbeck
Heineken Asia Pacific
Hewlett-Packard Asia Pacific
Honeywell International Inc.
ICC International PCL
I-Home Systemes
Illinois Tool Works, Inc.
Imdex Limited
Inditex
Indorama Ventures PCL
J. Mitra & Co
Jet Airways (India) Limited
K-2 Corporation
Kalbe International
Keysight Technologies
Klipsch Group
Koito Manufacturing
Lacoste
Lifecell International
Louis Vuitton
Lucas Mill Pty Ltd
Ludowici
Maeil Dairies
Mahindra & Mahindra Ltd
Manulife
Marie Stopes International
Mars, Incorporated
Mass Digital Limited
McDonald's
MERCK KGAA
Metrobank Card
Microsoft Corporation
Music Authors' Copyright Protection
Mynic Berhad
National Institutes of Health
NCR Consultants
Nestlé
New Era Cap Co
NICTA
Nike
Novartis Animal Health

Novartis Pharma AG
Odel PLC
Orica International
Orient Holdings
Oriental Brewery Co
Parmalat Australia
PepsiCo
Pernod Ricard Europe
Petroliam Nasional Berhad
Pfizer Inc.
Philip Morris Asia
Philippine Airlines
Playboy Enterprises, Inc.
Pole-Star Distribution
Pratt & Whitney
Pricol
Procter & Gamble
ProjX
PRU LIFE U.K.
Qualcomm
Rabito Co
Ralph Lauren
Reckitt Benckiser
Reliance Industries Limited
ROLEX SA
Safecoms Limited
SANOFI AVENTIS
Seiko Epson
Shasun Pharmaceuticals
SK Networks
Sunrider
Telekom Malaysia Berhad
Telstra
Tencent Technology
Thai Oil Public Company Limited
The Hershey Company
Time, Inc.
Toyota Motor Asia Pacific
Treasury Wine Estates
Trent Hypermarket Limited
Truper Herramientas S.A. de C.V.
Unilever Plc
UniQuest
Unitract Syringe
UTAC Group
Virginia Park
Vitabiotics
Vtron Technologies Ltd
Waikat oLink
Watertec (Malaysia) Sdn Bhd



Country Correspondent

Becoming a Country Correspondent is a unique opportunity to reach the top echelons of the IP community – In-house Counsel, brand managers, IP decision-makers and leading lawyers – in a regular column covering key issues they need to know.

Country Correspondents can choose from the following key topics in their jurisdiction:

- Patents
- Trademarks
- Enforcement
- Media & Entertainment
- Licensing & Franchising



As an Country Correspondent, you will receive the following:

- An opportunity to write an exclusive 750 word column on the subject of your choice for one year (10 issues) in Asia IP
- The exclusion of all other firms from covering the same topic
- Photos of the authors, company logo and full contact details
- Professionally laid-out electronic version of your column for your own distribution
- 10 copies of each issue of Asia IP for the duration of your membership. You can either send these to clients yourself, or we will send them to your clients on your behalf
- First refusal on renewing your Membership at the end of the period

Rates

Country Correspondent

Length	Price per Issue
12 Months – 5 issues (Every other issue)	US\$ 1,495
12 Months – 10 Issues	US\$ 1,295
24 Months – 20 issues	US\$ 995

Country Correspondents represent a unique opportunity to influence key IP decision-makers, and promote the solutions and services your firm offers.

**Confirm your position today,
and ensure you secure the topic
of your choice.**

Your Article Online

In addition to appearing in print, your article will appear online at www.asiaiplaw.com with links from our site to yours.

All visitors will be able to read your analysis of the latest issues in your jurisdiction, and will be just a click away from directly contacting you.

Strategy Guides

Asia IP invites leading firms to author and sponsor a feature article on copyright protection in your jurisdiction, highlighting your expertise to potential clients.

Sponsoring and authoring an exclusive article is an effective way to reach key IP decision-makers, stand out from the crowd, and influence their next choice of external counsel.

Expert Strategies are special inbound guides to a key topic of interest to IP owners. Limited to just one firm per jurisdiction, and laid out in a similar format and style, Expert Strategies give law firms an opportunity to stand out in an essential expert guide.

Country Features give law firms from that jurisdiction an opportunity to stand out in an issue specially dedicated to their jurisdiction. The exact topic is up to the firm.

Special Features give law firms an opportunity to highlight a particular practice area, in an issue of the magazine with a specific focus. Totally exclusive, with only one firm from each jurisdiction involved, these are an opportunity to stand out as the leader in that field.

As a Sponsor, you will receive the following:

- A 2000 word article of your choice
- The exclusion of all other firms from your jurisdiction from writing an article
- Detailed biographies of your authors
- ½ page full colour advert to accompany your article
- 10 copies of this issue of Asia IP
- A highly effective way to stand out to potential clients.

Sponsorship represents a unique opportunity to reach and influence key IP decision-makers, and promote the solutions and services your firm can offer.

To really stand out, write an article in this issue of Asia IP.



Rates

Strategy Guides

Length	Price in US \$
2000 words	\$ 3,995
Half Page advert	included
Detailed biographies	included
Copies for distribution	included

Your Article Online

As well as appearing in print, your article will appear online at www.asiaiplaw.com with links from our site to yours.

All visitors will be able to read your analysis of the latest copyright issues in Asia, and will be just a click away from directly contacting you.

Advertising

Asia IP offers the most cost effective and efficient way for law firms and IP service providers in Asia to reach key decision makers, IP owners, patent portfolio holders and brand manager.

Rates

Size	Price in US \$
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REGULAR POSITIONS

Full Page	\$ 2,995
Half Page	\$ 1,995

SPECIAL POSITIONS

Inside Front Cover	\$ 3,695
Inside Back Cover	\$ 3,295
Outside Back Cover	\$ 3,995

Specifications

Advertising Sizes: Advertising material should be supplied to the exact sizes indicated below:

½ Page: 190mm (w) x 130mm (h)
Full Page: 195mm (w) x 270mm (h)
Full Page Bleed: 210mm (w) x 297mm (h), plus 5mm

Digital Files: We accept high resolution CMYK format PDF documents, with embedded fronts, which must be at least 300dpi at actual size. We can also accept .ai files, and high resolution jpegs.

Booking Deadline: 15th of the month prior to publication (ie January 15 for February issue)

Material Deadline: 20th of the month prior to publication (ie January 20 for February issue)

Confirmation Form

Name: _____ Company: _____

Tel: _____ Fax: _____ E-mail: _____

Position: _____ Signature: _____ Date: _____

Country Correspondent

☐ 5 Issues – US\$ 1,495 per issue ☐ 10 Issues – US\$ 1,295 per issue

Jurisdiction: _____ (Start Issue: _____) Subject: _____

☐ **Strategy Guide** – US\$ 3,995

Includes a 2000 word article, biographies of the authors, 10 copies of the magazine, and a ½ page advert to accompany the article. Please select option below :

Month: _____ Jurisdiction: _____ Subject: _____

Advertising – From US\$ 1,995 per issue

Month(s) _____

☐ ½ Page Full Colour advert – US\$1,995

☐ Full Page Full Colour Advert – US\$2,995

☐ Outside Back Cover Advert – US\$ 3,995

☐ Inside Back Cover Advert – US\$3,495

☐ Inside Front Cover Advert – US\$3,695

3 issues: 10% discount

6 issues: 15% discount

10 Issues: 20% discount

TERMS & CONDITIONS

- Analyst Membership: This agreement is valid for the duration stated above, and will run for consecutive issues. The publisher will prepare, edit and produce Asia IP 10 times per year – monthly with double combined issues in July/August and December/January. The Analyst Member will supply a 750 word article on the above subject for inclusion in each issue of Asia IP published during the agreement period. The Analyst Member will write and supply the relevant material by the 5th of the month prior to publication (ie. by November 5th for the December issue). The publisher will not permit any other firm to cover the subject areas specified above. The full sponsorship amount is payable regardless of the number of columns submitted.
- All: The copy deadline is the 5th of the month prior to publication. The sponsor agrees to supply all materials by this date. Any materials that the publisher has not received by this date may, at the discretion of the publisher, be omitted from the publication. In such an event, the Analyst Member is liable to pay the full amount indicated on this agreement.
- All: All electronic files provided by the sponsor are assumed licensed. The advertiser will be fully liable for any legal consequence arising from the publication of clip-art, photographs, logos or fonts that it has supplied to the publisher.
- All: The publisher will professionally edit all material. The publisher will seek the sponsor's approval for all changes that are made. In the event of any dispute, the decision of the publisher is final. If any material has been submitted after the copy deadline, the publisher reserves the right not to seek the advertiser's approval for changes that are made.
- All: The publisher reserves the right to change the content, title, distribution, promotion and publication date of Asia IP if it is required to do so.
- All: Invoices will be issued on signing this agreement. Payment is due within 30 days of receipt of invoice. All payments should be made to Apex Asia Media Limited. All rates are NET and the full amount as indicated on this agreement must be paid to the publisher. Rates include all Hong Kong taxes, but any local taxes must be paid in addition to the amount indicated on this agreement.
- All: In the event of an advertiser wishing to cancel its booking, it will incur a cancellation fee of 50% of the amount indicated on this agreement. No cancellation is permitted after the material deadline has passed, and the full amount must be paid.
- All: Upon signing, this agreement becomes legally binding. Hong Kong law applies to the interpretation of this agreement.



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