ABF Media 2013

ABF's mission is to provide a constructive framework for companies to grow their business in Australia, China & Asia.

ABOUT ABF

Australian Business Forum (ABF) is a wholy independent non-political organisation that supports Australian businesses wanting to do business in China and elsewhere in Asia.

We do this by identifying and understanding knowledge gaps, establishing relevant relationships and partnerships, and developing events and media platforms that encourage dialogue and rewarding connections.

Our initiatives focus on the SME corporate sector, its issues and connection with the wider global community. With the support and input of participants and partners from local and international business, academia, government and the public sector, we develop SME-focused events and media products.

Our goal is to bring together the best and brightest minds to provide input and advice. These include Australian as well as international leaders, dynamic C-level executives from a range of the Top 1,000 companies, state & federal ministers, leading international academics, senior government officials, economists and other community leaders.

Our annual program of events includes the Australia-China Business Week (ACBW), Asia Pacific Business Outlook (APBO), the China Lunch Club and Lunar New Year functions both in Australia and China. Event forums engage attendees with discussion topics of importance, including: innovation and entrepreneurship, private equity, venture capital, leadership, corporate responsibility, technology, economic trends, international trade, climate change and performance cultures.

Our event and media products are highly regarded for their relevance, timeliness and quality. Our mission: to provide transformational opportunities for interaction for those who are creating, leading, supporting and transforming business.

ABF provides a series of targeted initiatives for businesses, including:

- **Business Events & Functions**
- **Print Magazine & Online Media**
- **China Inbound & Outbound Delegates**
- **Business Matching Services**

ABF MEDIA SERVICES

Australian Business Forum (ABF) connects business leaders to valuable sources of information, insight and opinion, through five key products:

- **Quarterly English & Chinese Print Magazine**
- **Bi-monthly English & Chinese e-Magazine**
- **Vibrant English & Chinese Bilingual websites**
- **Weekly E-Newsletter and Monthly EDM**
- **High profile business events and functions**

Advertising with ABF Media is a cost effective way to gain access to a hard to reach niche audience of business and industry leaders seeking to grow their business in Australia, China & Asia. Through ABF's Media products, advertisers can get in front of business and industry leaders who are looking for partners to help them succeed in Australia and Asia.

Tel: +61 3 8689 9898 | Email: info@abforum.com.au | AustralianBusinessForum.com.au

Australian Business Forum

ABF MAGAZINE

ABF Magazine plays a vital role in the Australian and Chinese business community.

ABF Magazine has fast become a first point of reference for the wider business community as well as for larger enterprises wishing to further their knowledge of business on a national and international scale.

Since its launch, ABF Magazine has earned a reputation for profiling the very latest in global business news, achieved through a focus on sourcing timely information from high profile industry figureheads, government delegates and entrepreneurs around the globe.

Each issue of ABF Magazine features a combination of insightful commentary, a unique and lively mix of news and analysis, company case studies, contributions from top officials and academics, as well as the latest statistics and data relevant to Asian markets and business.

ABF Magazine also includes a tailored section for our Chinese readers in China and Australia. With a focus on exploring the many issues of relevance to Australian and Chinese businesses with bilateral interests, ABF Magazine keeps readers fully up to date on the issues and events that matter to their business.

FAST FACTS

Print Circulation: 15,000

Circulation: Australia and China

Frequency: Quarterly (4 times per year)

Core Target: C level Executive, Business management and key business decision-makers

Distribution: Subscriptions, business events, ABF Partners and Sponsors and industry associations and networks.

CONTENT

ABF Magazine provides up-to-date information and commentary on the economy, business, investment strategies and trade opportunities within Australia and internationally. In addition, the magazine features regular case studies and entrepreneurialism stories that provide real “how-to” information for business readers.

The magazine dedicates quarterly coverage to Finance, Investment, and Technology - as these topics are essential to any business - whilst also featuring special coverage on issues that have an impact on business.

Topics include:

- International Trade
- Government Policy
- Franchising
- Education
- Property
- Immigrant
- Financial Services & Business Services
- Business Technology
- Business Travel
- Human Resources
- Management

ABF Online

Media Kit 2013

AUSTRALIAN BUSINESS FORUM

OUR DIGITAL NETWORK

www.AustralianBusinessForum.com.au

www.ChinaLunchClub.

China Lunch Club members meet quarterly at events hosted in both Melbourne & Sydney featuring high profile speakers who debate on a range of important topics.

www.APBO2013.com.au

Asia Pacific Business Outlook is as a unique platform for Australian businesses to connect with major trade partners China, Japan, South Korea, India & the U.S.

www.ACBW.com.au

Australia China BusinessWeek is the major national Sino-Australian annual business forum, presented as a road show in Mel-

ABF is committed to maintaining a dynamic network of highly informative websites that deliver real value to both our audiences and our advertisers, sponsors and partners.

Our English and Chinese websites are designed to provide entrepreneurs and small to medium businesses with the latest information, how-to guides, blogs, news and advice on how to start, manage and grow a business as well as connect with the Australian and Chinese business community.

ABF Online helps business owners stay ahead of the competition, keep abreast of the latest trends as well as connect with a highly engaged niche audience.

Advertising Rate - Run of Network

(minimum term: 3 months)

AD Position	Block width x height	Rate Per Month
Banner - Top	728 x 90	$ 550
Banner - MREC	300 x 250	$ 350
Banner - Bottom	728 x 90	$ 400
*Available Run of Site or Run of Section		

Website Advertising Specifications

- File size must not exceed 40 KB
- Image files must be in one of the following formates: JPG, PNG, BMP, GIF or Animated GIF
- Flash files - If a link is to be used in the flash file, the link must be specified and embedded in the final SWF file. This is to ensure that traffic from the site can be monitored.

Connect with ABF Events

ABF's mission is to provide a constructive framework for companies to grow their business in Australia, China & Asia. ABF Events enable advertisers and brands to access a hard to reach audience of business leaders.

ABF events and functions are geared towards providing extensive, timely and valuable information to Australian companies and individuals who want to do business with China & Asia, as well as delivering the same information to Chinese delegates wanting to do business in Australia.

With expert speakers presenting information across a wide range of topics via forums and panel discussions, our delegates gain valuable insight into a range of topics spanning *entrepreneurship, private equity, venture capital, leadership, investment, corporate responsibility, economic trends, international trade,* cultural requirements and more.

Events staged in Melbourne, Sydney and Shanghai, aim to provide an opportunity for Chinese and Australia entrepreneurs and business executives to meet and discuss potential collaboration between both countries.

ABF 2013 Event include:

- ACBW 2013 Melbourne, Sydney & Shanghai
- Australia Pacific Business Outlook 2013
- ABF Lunar New Year Function
- China Lunch Club

Asia Pacific Business Outlook 2013
MARCH • MELBOURNE • AUSTRALIA

Australia–China Business Week
澳大利亚-中国商务周 墨尔本 悉尼 上海
MELBOURNE - SYDNEY - SHANGHAI 2013

CHINA Lunch Club

Marketing Opportunities

ABF Event attendees leave our events better informed on how to enter foreign markets, but more importantly, they leave with a wide range of contacts from service providers, potential partners and investors from Australia and China.

For ABF Event sponsors and partners, our **events** provide a variety of opportunities to connect with potential customers and clients as well grow brand awareness by showcasing your businesses products & services.

We offer a range of marketing and sponsorship opportunities through our calendar of annual events, designed to suit budgets of all sizes as well as mazimise your investment.

Sponsorship opportunities exist for the following events;

- ACBW 2013 Principal Sponsor
- ACBW 2013 Event Sponsor
- ACBW 2013 Function Sponsor
- ACBW 2013 Seminar Session Sponsor
- ACBW 2013 Event Media Package

For information on how you can take branded ownership of one our events, or for more detail on our range of sponsorship/event media packages, phone +61 3 8689 9898

Australian Business Forum

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Pudong, Shanghai 200120
PRC. China

ABF Online

Media Kit 2013 AUSTRALIAN BUSINESS FORUM

ABF EDM

ABF EDM is distributed to 20,000 email subscribers within Australia, China and Asia.

Advertising Rates
$ 1,500 per EDM

Format:
HTML only – creative needs to be supplied as a HTML file

Width:
700 pixels max

Height:
3000 pixels maximum

Images:
No more than 15KB each. Should not be more than 100KB total. All images should be hosted remotely by the client.

Note: eDM should contain some HTML text. Cannot be images only.

Subject line:
50 characters. Must not include word 'free' or offensive words.

Note: Is preceded by 'ABF Special Offer:', etc.

Red coloured text should not be used in ad copy.

Deadline:
Standard Creative to be supplied 2 working days pre campaign start date. Click-through urls must be provided.

Not accepted:
Flash, Javascript, animated gifs, CSS & Web page templates

No body or HTML tags, just table or div elements. All styles need to be inline. No style in the head section.

ABF E-NEWSLETTER

Our e-newsletter is providing news snippets and opportunities for commercials and banner ads.

Your banner ads can be linked to your existing advertising on our or your website.

Advertising Rates
$800 per newsletter

Vertical Colum:
198 pixels (w) x 330 pixels (h)
Please refer to your IO for creative size

Accepted Formats:
Static GIF or JPG only (no animation)
All files should be no larger than 60KB
Please provide a click-through url

Note: Not capable of flash or rich media. Cannot be 3rd Party Ad Served. Please provide ABF with image file and click url.

> "ABF weekly e-News is distributed to 20,000 subscribers within Australia, China and Asia. It provides timely news and information from the Chinese and Australian business community plus ABF Event - partner updates, and details of products and services that are of value to our subscribers, delegates, VIPs and stakeholders.

ABF Magazine

Media Kit 2013

AUSTRALIAN BUSINESS FORUM

BOOKING/MATERIAL DEADLINES

Month to Production	Booking Deadline	Material Deadline
June / July / August	19 Apr 2013	3 May 2013
September / October/ November	28 Jun 2013	12 Jul 2013
December / January / February	30 Aug 2013	13 Sep 2013

ADVERTISING RATES

Rate	1 x	2x	3 x	4x
Full Page	$ 2,850	$ 2,650	$ 2,500	$ 2,250
Half Page	$ 2,025	$ 1,925	$ 1,825	$ 1,750
Third Page	$ 1,750	$1,650	$ 1,600	$ 1,550
Quarter Page	$1, 550	$ 1,500	$ 1,475	$ 1,425
Premium Advertising Space				
Double Page Spread	$ 4,000	$ 3,750	$ 3,650	$ 3,500
Back Cover	$ 3,450	$ 3,350	$ 3,250	$3,250

* Rates are exclusive of 10% GST
* Rates are inclusive of 10% Agency Commission

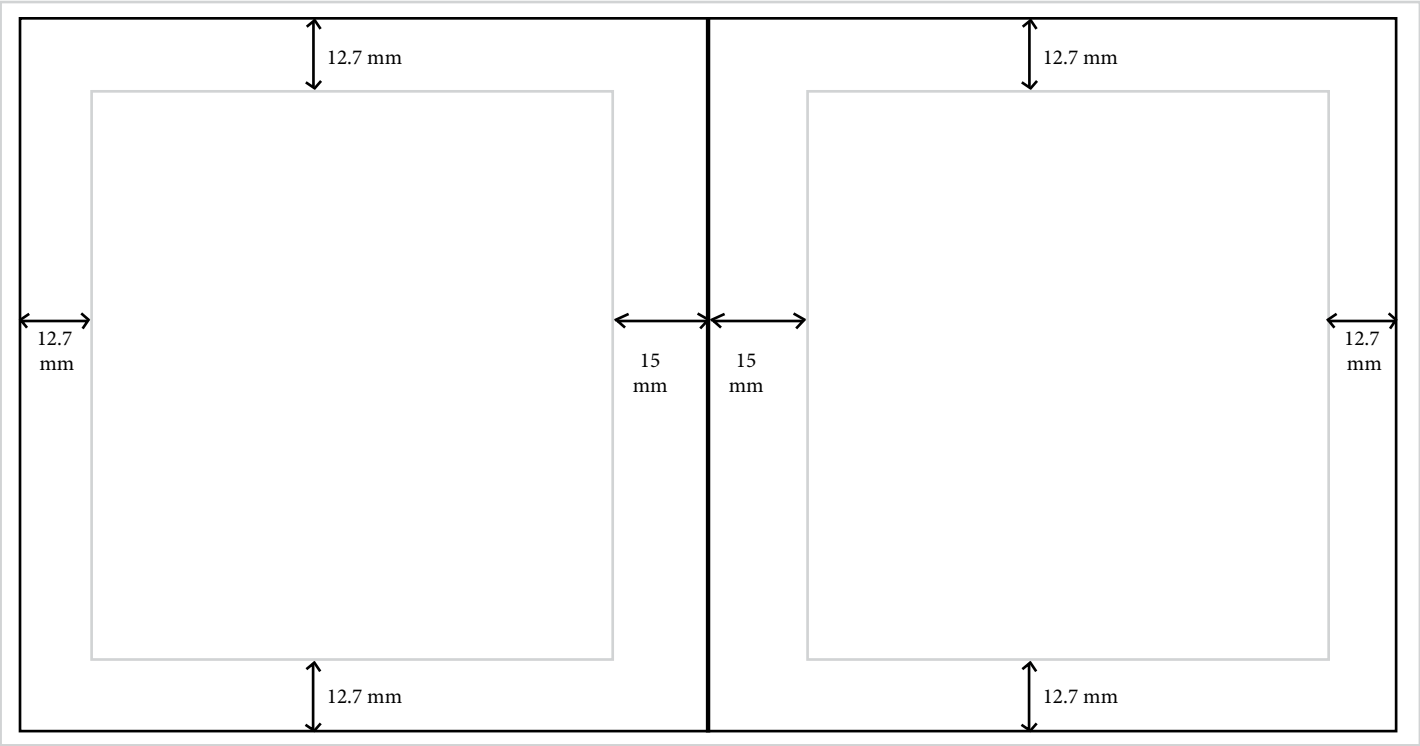
CANCELLATIONS

Cancellation of advertisements within 25 days of the distrubtion date attracts a cost equivalent to 50% of the orginal booking.

ABF Magazine

Media Kit
2013 AUSTRALIAN BUSINESS FORUM

MECHANICAL SPECIFICATIONS



Magazine Single Page

Trim Area: 210 mm wide x 275 mm high

Margins

Inside Edge: 14.7 mm
Outside Edge: 12.7 mm
Top: 12.7 mm
Bottom: 12.7 mm

BLEED all ads must have a 5mm bleed. See following page for more details.

AD SIZES SPECIFICATIONS

Full Page Spreads:

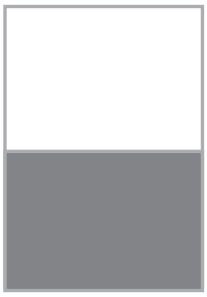
Double Spread Page
Material: 420 x 275 mm
Bleed: 5 mm

Full Page / Back Cover
Material: 210 x 275 mm
Bleed: 5 mm

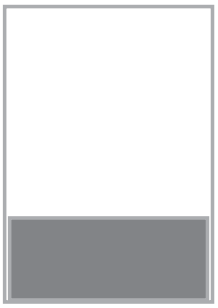
ABF Magazine

Media Kit
2013 AUSTRALIAN BUSINESS FORUM

Horizontals:

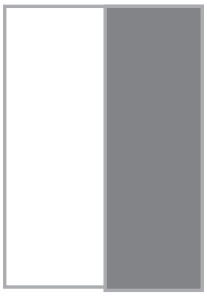


Half Page
Material: 210 x 137.5 mm
Bleed: 5 mm

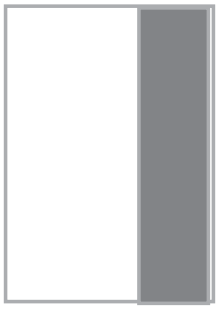


Third Page Horizontals
Material: 210 x 91.5 mm
Bleed: 5 mm

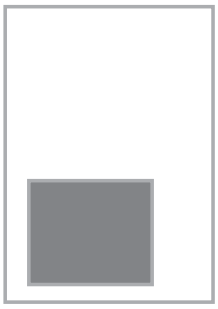
Verticals:



Half Page
Material: 105 x 275 mm
Bleed: 5 mm



Third Page Verticals
Material: 70 x 210 mm
Bleed: 5 mm



Quarter Page
Material: 120 x 126 mm
Bleed: 5 mm

Digital copy is ONLY acceptable using following software:

- InDesign / Photoshop / Illustrator
- JPG, TIFF OR EPS AT 300 dpi
- PDF files must be supplied as CMYK

Transfer Medium

- CD ROM
- Email (8mb max)
- Files on disk should include InDesign/Photoshop/Illustrator documents with all linked images and fonts. Please supply screen and printer fonts or covert to curves/pathes.

ADVERTISING ENQUIRIES

For more information, please contact us at:
+ 61 3 8689 9898 or info@abforum.com.au