ASEAN Briefing

China Briefing

India Briefing

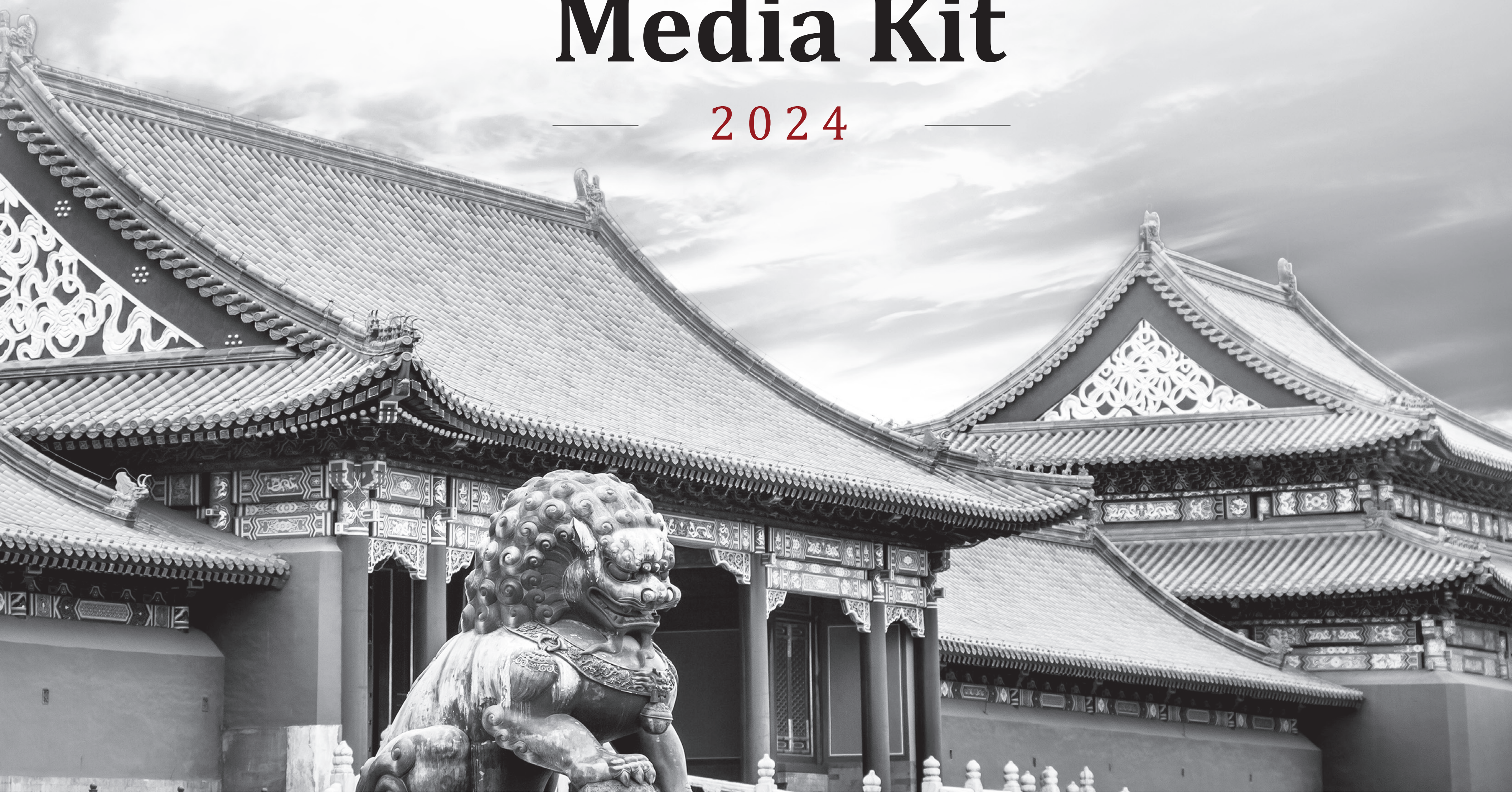
Vietnam Briefing

Middle East Briefing

ASIA BRIEFING

Media Kit

2024



Overview

ASIA BRIEFING
www.asiabriefing.com

ASEAN BRIEFING
www.aseanbriefing.com

CHINA BRIEFING
www.china-briefing.com

INDIA BRIEFING
www.india-briefing.com

VIETNAM BRIEFING
www.vietnambriefing.com

MIDDLE EAST BRIEFING
www.middleeastbriefing.com

ASIA BRIEFING WEEKLY

Introduction

Asia Briefing Ltd. has published insights into doing business in Asia since 1999, and has since grown to become as a very well-regarded, premium business news and insights publication brand. Our products include business news articles, guides, magazines, social media updates, and subscription newsletters.

Our brand house consists of six titles:

- Designed for the corporate investor, Asia Briefing rounds up its business news titles to focus on macro trends throughout Asia and inform corporate decision makers and execute looking to make Asia-wise strategic decisions.
- Our five other regional publications each provide region-specific business and investment news and practical regulatory legal, accounting, tax and HR updates for foreign enterprises investing or operating in each respective region of Asia.

Asia Briefing produces its publications in conjunction with its parent company, Dezan Shira & Associates - a leading foreign direct investment firm with offices throughout the China, ASEAN, South Asia, and Middle East regions. We are one of the few publishers able to provide on-the-ground expert insights into the many worlds of Asian business.

Numbers

News websites	6
Editorial team	15
Publications	35
Articles	2500
Followers	93,000
Subscribers	76,000
Readers	8 million

What we Publish

Website Content

Our Asia Briefing site is designed as a pan-Asian investment newspaper and is updated daily with featured original articles and articles from our regional Briefings. Each of our regional Briefings are updated with at least one primary article daily, while our weekly Asia Briefing Weekly E-Newsletter has become a prime source for thousands of investors, decision makers and professionals to obtain a roundup of news, intelligence and updates on current business news across Asia.

ASIA BRIEFING

160 thousand users

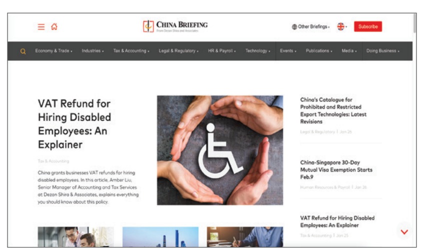
We produce One Asian Online Newspaper and a further six regional Asian websites. **Asia Briefing** was launched late last year however is our fastest growing title, as it features daily news as impacts Foreign Investment into Asia, and collects together the daily news produced for our other Regional Briefings. It also features popular editorial weekly rounds unique to the site as well as weekly special features on time specific matters. For example, January/February content includes pan-Asian coverage of Annual Audit as this is now the time such documentation needs to be prepared. Our 2021 Editorial Plan refers.

ASEAN BRIEFING

1.5 million users

ASEAN Briefing deals with foreign investment and trade issues relating to ASEAN and covers Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam. We feature regulatory and investment updates as they occur, as well as articles concerning Investment destinations, Tax relationships with China, India, the EU and new treaties such as RCEP. We are able to feature special sponsored articles on Investment Zones and related features pertinent to foreign investors throughout the ASEAN region.

CHINA BRIEFING

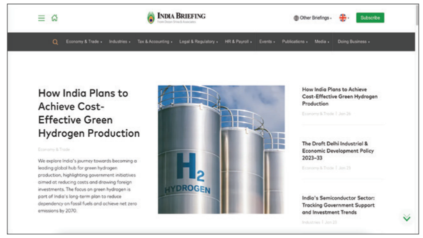


2.2 million users

China Briefing deals with foreign investment and trade issues relating to mainland China, Hong Kong, Macau and Taiwan. We feature regulatory and investment updates as they occur, as well as articles concerning Investment destinations, Tax and trade relationships with other countries as also featured, in addition to new investment treaties. We are able to feature special sponsored articles on Investment Zones and related features pertinent to foreign investors throughout Greater China.

What we Publish

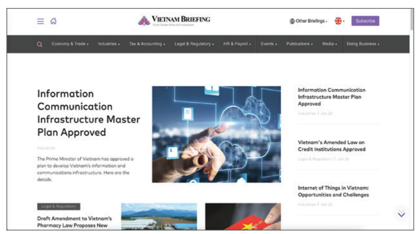
INDIA BRIEFING



1.9 million users

India Briefing deals with foreign investment and trade issues relating to India. We feature regulatory and investment updates as they occur, as well as articles concerning Investment destinations, Tax and trade relationships with other countries as also featured, in addition to new investment treaties. We are able to feature special sponsored articles on Investment Zones and related features pertinent to foreign investors throughout India and including regional agreements such as with Bangladesh, Mauritius, Iran, Russia and so on.

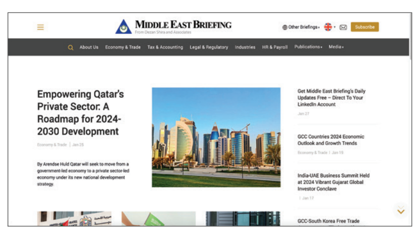
VIETNAM BRIEFING



900 thousand users

Vietnam Briefing deals with foreign investment and trade issues relating specifically to Vietnam. We feature regulatory and investment updates as they occur, as well as articles concerning Investment destinations, Tax and trade relationships with other countries as also featured, in addition to new investment treaties. We are able to feature special sponsored articles on Investment Zones and related features pertinent to foreign investors throughout the country, and including regional agreements such as with ASEAN, the European Union, the UK, China and so on.

MIDDLE EAST BRIEFING



56 thousand users

Middle East Briefing is our newest publication, launched in 2023. It provides professional information concerning foreign investment and trade into the Middle East, including market intelligence, legal, tax and compliance advisory for foreign investors interested in the region. This publication caters to its rapidly growing global audiences with interests in the Middle East region, and to Middle East investors with interests in the rest of Asia. Our daily and weekly updates showcase the increasing trade and investment relations between these regions and explain where the dynamics and opportunities for companies are throughout Asia.

ASIA BRIEFING

A Truly Global Business Readership & Business Influencer

Asia Briefing are a regular source for global business media, think tanks and thought leaders around the world. These include the following international, regional and industry media who have quoted us or reproduced articles by us.

For assistance with analysis or opinion from our firm please email us at **media@asiabriefing.com**

Asian Media

African Media

China Media

European Media

Industry Specific Media

International media

Latin American Media

Middle East Media

United States Media

What we Publish

Guides + Magazines

Asia Briefing produces 25 magazines each year, divided equally among the titles concerned, with 5 specific titles per annum. These are high value products and widely read amongst corporate decision makers responsible for financial budgets.

2024 Publishing Schedule

We publish 25 magazines a year, 5 each amongst each of our primary titles. A copy of our 2024 planned titles can be requested at: **media@asiabriefing.com**

ASIA BRIEFING

Asia Briefing Magazine covers pan-Asian comparisons, and has previously dealt with cost comparisons across Asia in matters such as Taxes, Human Resources Overheads, investment Incentives, Double Tax Treaties and Free Trade Agreements. 5 issues per annum.

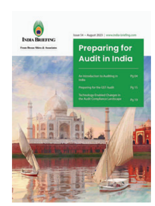
ASEAN BRIEFING

ASEAN Briefing Magazine features detailed overviews of specific countries within ASEAN, including trade and market demographics, manufacturing productivity, utility costs, the legal and tax environment, applicable tax and investment treaties and so on, allowing foreign investors a one stop overview of each specific country. 5 issues per annum.

CHINA BRIEFING

China Briefing Magazine
Covering important national foreign investment topics, such as pan-China HR comparisons, Provincial and City comparisons, the impact of new national and regional regulatory changes, in addition to market demographics and accessing Chinese consumers. 5 issues per annum.

INDIA BRIEFING



India Briefing Magazine
Providing detailed national and state foreign investment topics, such as pan-India HR comparisons, Provincial and City comparisons, the impact of new national and regional regulatory changes, in addition to market demographics and India consumer access. 5 issues per annum.

VIETNAM BRIEFING

Vietnam Briefing Magazine
Vietnam Briefing gives intelligence on Vietnam operational cost and productivity comparisons with other markets, and especially China, relocation and establishment issues, updates on national investment policies and specific content on the increasing numbers options concerning positioning manufacturing in Vietnam. 5 issues per annum.

Events & Seminars

Together with our associated professional firm, Dezan Shira & Associates, Asia Briefing holds events and seminars throughout Asia both under our own brands and as co-hosted with regional and international organizations. Increasingly we also host webinars.

Events are conducted on an international and regional basis, and are held throughout Asia, Europe and the United States.

Our events feature specialized and technical business investment content, with attendees being corporate decision makers with access to financial budgets. Due to the on-going nature of these, please approach us for event details two months ahead of any planned exposure.

Recent Events

Webinars: **80**

Registrations: **10,000**

Attendees: **4,000**

Please ask us for our upcoming events schedule.
Branding and Co-Sponsorship opportunities exist for these products.

Audience and Reach

Our products include regional magazines and guides, business news websites and an email newsletter service.

Our publications are also promoted through numerous social media channels and at more than 90 webinars and events annually.

These channels help connect our readers to the most up-to-date business information in Asia.

Here are our numbers for 2022:

Weekly E-newsletter

Subscribers	76,000
Unique Opens	1 million - 30%
Click Through Rate	2% unique

Social

Linkedin	40,431
X	38,741
Wechat	7,445
Facebook	6,642

All Briefing Websites

Search Impressions	22 million
Total Visitors	8 million
Session Language	95% English

Events

Events + Webinars	80
Registrations	10,000
Attendees	4,000

Guide and Magazine Publications

Downloads	18,200
Published	25

Newsletter Readership

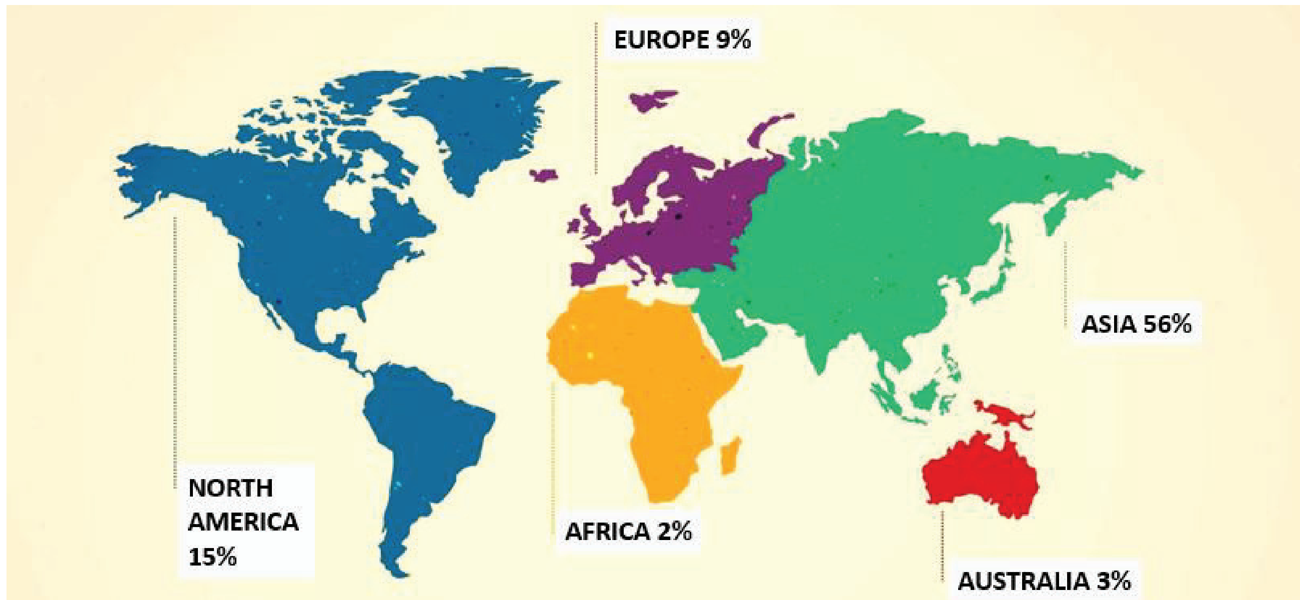
The Asia Briefing Weekly focuses on macro business issues and trends throughout Asia. Its objective is to inform executive strategic decision makers regarding issues of corporate investments and operations. Designed for the astute foreign investor, Asia Briefing. publications are noted for their accessibility, readability and practical application.

ASIA BRIEFING WEEKLY

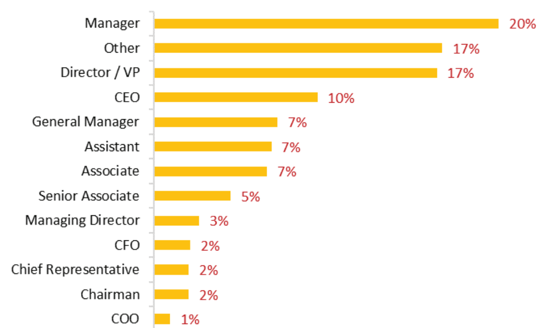
Total Subscribers	**76,000**
Subscription offered	**6**
Unique Opens	**1 million**
Unique Clicks	**62,000**

SUBSCRIBE HERE

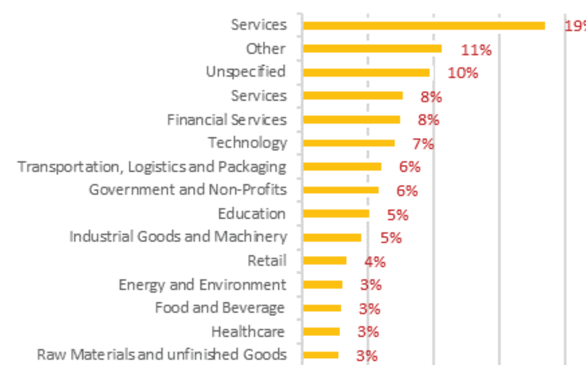
Readers by Regions



Level of Responsibility - 44% Director and above



Industrial Sectors - Diverse target coverage

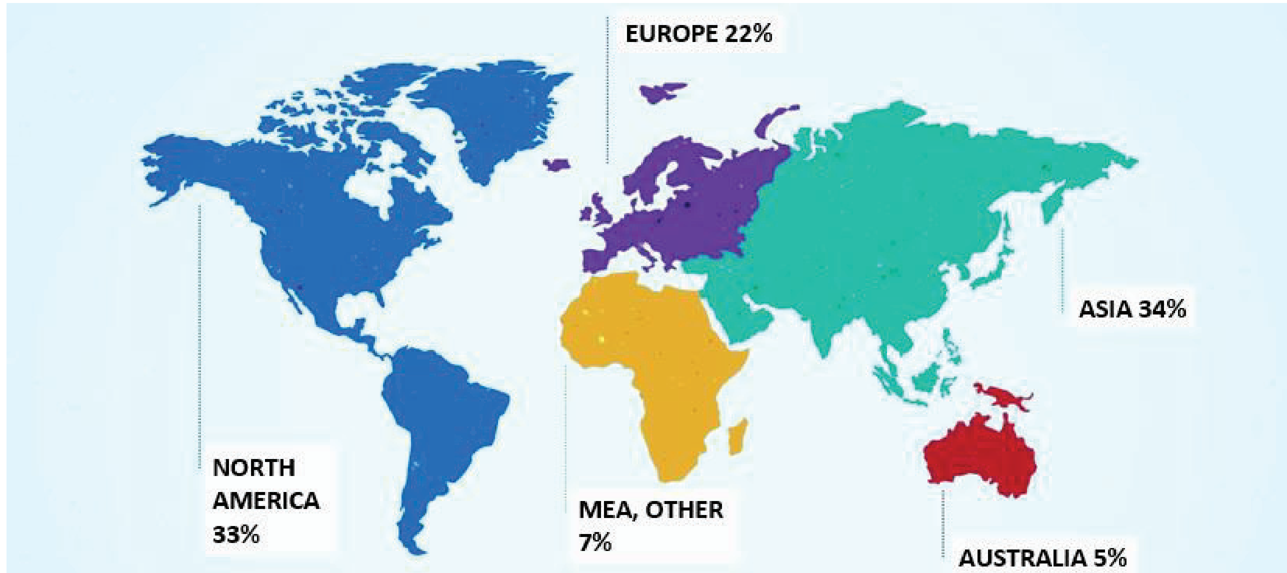


Website Audiences

Total Visitors 8 million

Sessions in English 95%

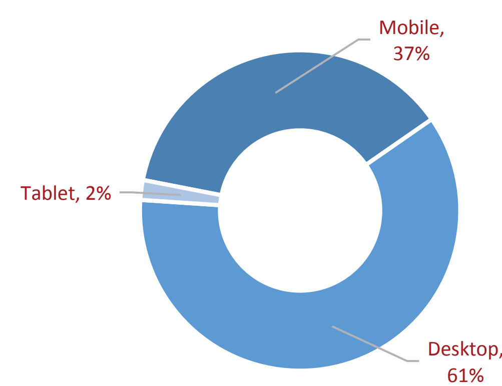
By Country/Region



By Brand

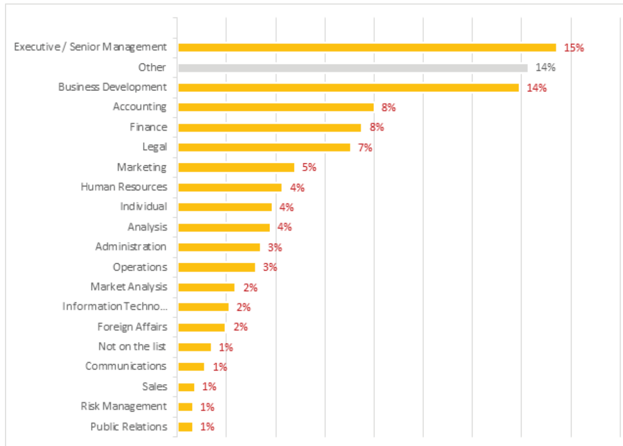
	Visitors
ASEAN BRIEFING www.aseanbriefing.com	1.5m
CHINA BRIEFING www.china-briefing.com	2.2m
INDIA BRIEFING www.india-briefing.com	1.9m
VIETNAM BRIEFING www.vietnambriefing.com	0.9m
ASIA BRIEFING www.asiabriefing.com	0.2m

Device Use

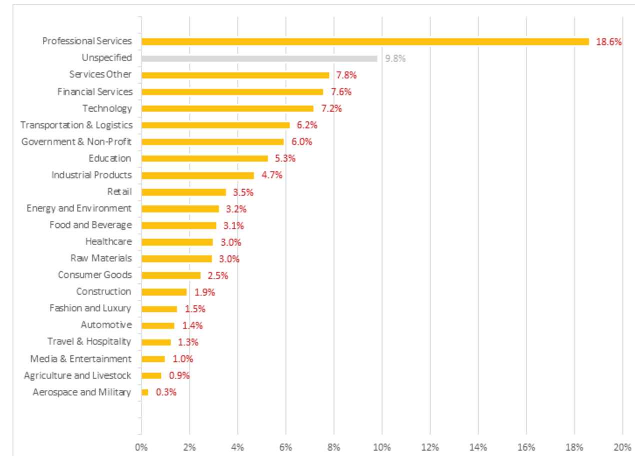


Reader
Demographics

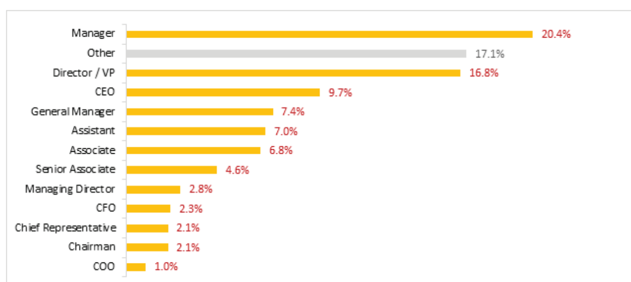
Job Function



Industry

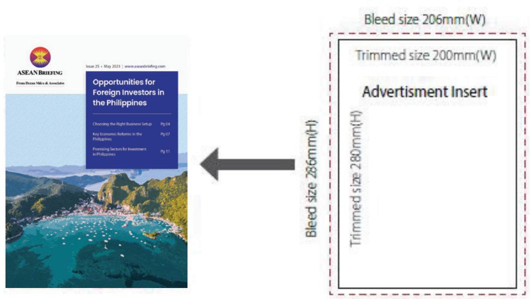


Level of Seniority

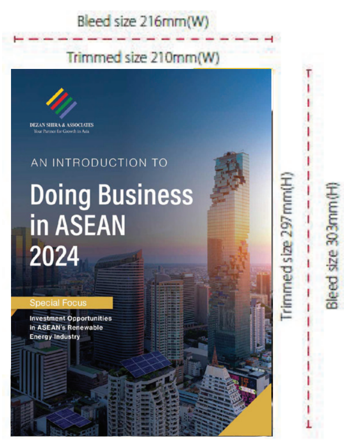


Publication Ad Rates

Magazine Insert



Guide Dimensions

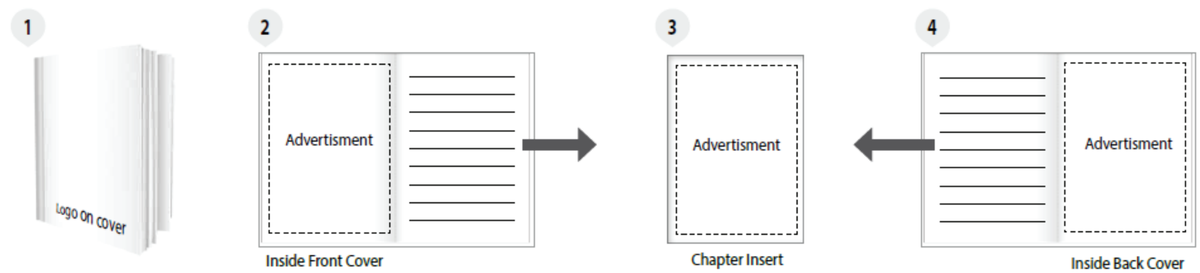


Magazine Double Sided Insert - One Page - Price Per Issue (USD)

Minimum Advertising Spend: US$2,500

Publication	1 issue (USD)	5 issues (1 year, USD)
Asia Briefing	$2,500/issue	$1,500/issue
ASEAN Briefing		
China Briefing		
India Briefing		
Vietnam Briefing		

Advertising Per Issue (USD)



Advertising Per Issue (USD)

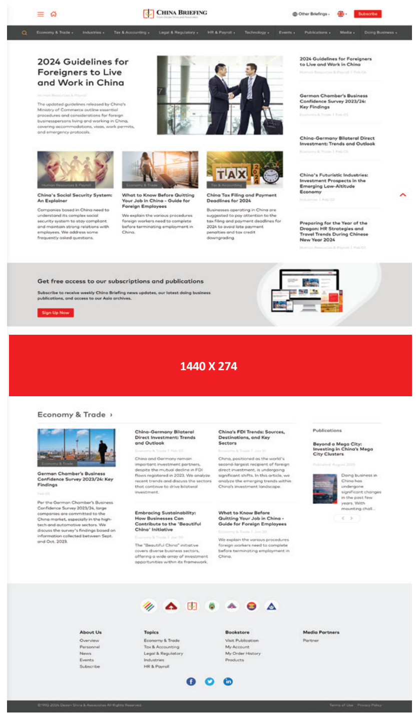
Advertising Per Issue (USD)	
Inside Front Cover	USD 3,000
Chapter Insert	USD 2,500
Inside Back Cover	USD 2,000

Website Ad Rates

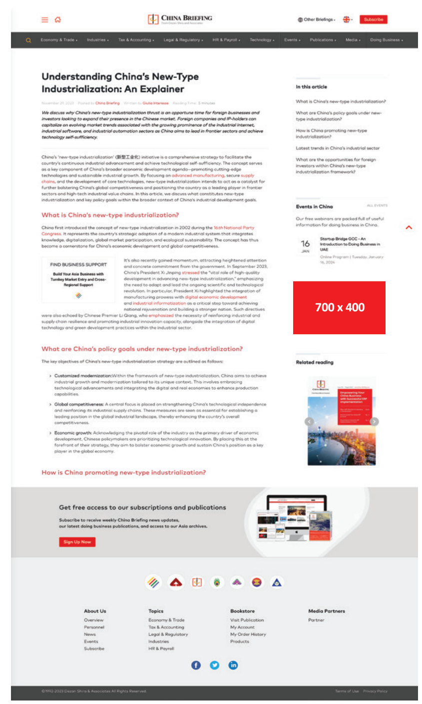
From US$250 per week
(minimum spend US$1,000)

	Monthly Visitors
ASEAN BRIEFING www.aseanbriefing.com	130k
CHINA BRIEFING www.china-briefing.com	81k
VIETNAM BRIEFING www.vietnambriefing.com	81k
INDIA BRIEFING www.india-briefing.com	167k
MIDDLE EAST BRIEFING www.middleeastbriefing.com	4k
ASIA BRIEFING www.asiabriefing.com	14k

Homepage Banner (1440 x 274)



Article Side Banner (700 x 400)

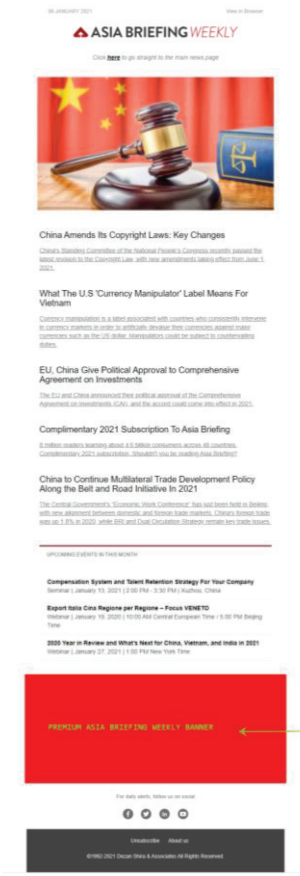


Website Banners - Price Per Week (USD)

Any One Website		Homepage Banner (USD)	All Articles Banner (USD)
Asia Briefing Middle East Briefing	www.asiabriefing.com www.middleeastbriefing.com	$250 weekly	$350 weekly
ASEAN Briefing China Briefing India Briefing Vietnam Briefing	www.aseanbriefing.com www.china-briefing.com www.india-briefing.com www.vietnam-briefing.com	$350 weekly	$500 weekly
Design fees, if required:		$500 - $1,000 per banner	

E·Newsletter Ad Rate

	Monthly Opens	2020 growth
ASIA BRIEFING WEEKLY	117k	+17%



Your Banner in the "ASIA BRIEFING Weekly" Newsletter - $35 /CPM – Min USD 2,500 campaign.

Banner in Asia Briefing Weekly	(USD)
1 week (1 send, 70k recipients)	2,450
1 month (4 sends)	4,000
3 months (12 sends)	10,000
12 months (48 sends)	30,000

One email weekly. General send only.

Promoted Event, text/link only	(USD)
Listed Event, text + link	750 /send
Top Feature, text + link	1,500 /send
Event Banner	Banner rates less 20%

General send only.

Your Own Custom Newsletter - Non-targeted $100 /CPM or $220 /CPM targeted – Min USD 2,500.

Per send to all subscribers	(USD)
1 send	7,200
3 sends, one monthly	19,630
6 sends, one monthly	36,000
12 sends, one monthly	66,460

Limited to one email per month. Subject to content review.

Profile Targeted per send	(USD)
Per send, < 7,500 recipients	1,650
Per send, <15,000 recipients	3,140
Per send, <30,000 recipients	6,000

Limited to one email monthly. Subject to content and target review.

Design Fees

Banner Design	(USD)
Email Banner, starting from:	1,500
Pop-up Banner, starting from:	1,750
Other	Ask

Offered as part of advertising services only.

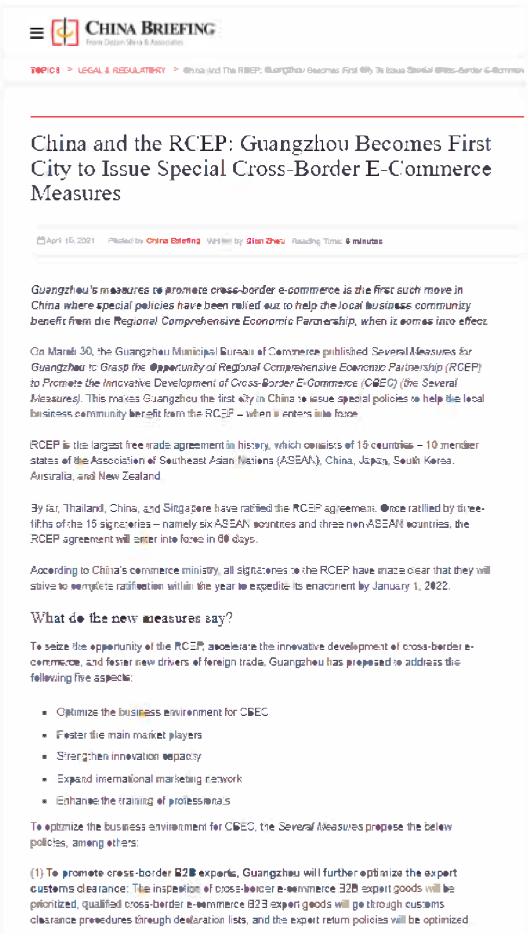
Design Your Newsletter	(USD)
Header, Footer, 1 banner and 10 text elements, starts from:	2,500
Additional text element, each:	60
Additional banner, each:	1,000

Limited to one email per month. Subject to content review and target review. Common layout templates only.

ASIA BRIEFING
Business Intelligence by Dezan Shira & Associates

MEDIA KIT

Website
Native Article Rates


CHINA BRIEFING
From Dezan Shira & Associates

TOPICS > LEGAL & REGULATORY > China and The RCEP: Guangzhou Becomes First City To Issue Special Cross-Border E-Commerce

China and the RCEP: Guangzhou Becomes First City to Issue Special Cross-Border E-Commerce Measures

April 15, 2021 Posted by China Briefing Written by Qian Zhou Reading Time: 6 minutes

Guangzhou's measures to promote cross-border e-commerce is the first such move in China where special policies have been rolled out to help the local business community benefit from the Regional Comprehensive Economic Partnership, when it comes into effect.

On March 30, the Guangzhou Municipal Bureau of Commerce published *Several Measures for Guangzhou to Grasp the Opportunity of Regional Comprehensive Economic Partnership (RCEP) to Promote the Innovative Development of Cross-Border E-Commerce (CBEC)* (*the Several Measures*). This makes Guangzhou the first city in China to issue special policies to help the local business community benefit from the RCEP – when it enters into force.

RCEP is the largest free trade agreement in history, which consists of 15 countries – 10 member states of the Association of Southeast Asian Nations (ASEAN), China, Japan, South Korea, Australia, and New Zealand.

By far, Thailand, China, and Singapore have ratified the RCEP agreement. Once ratified by three-fifths of the 15 signatories – namely six ASEAN countries and three non-ASEAN countries, the RCEP agreement will enter into force in 60 days.

According to China's commerce ministry, all signatories to the RCEP have made clear that they will strive to complete ratification within the year to expedite its enactment by January 1, 2022.

What do the new measures say?

To seize the opportunity of the RCEP, accelerate the innovative development of cross-border e-commerce, and foster new drivers of foreign trade, Guangzhou has proposed to address the following five aspects:

- Optimize the business environment for CBEC
- Foster the main market players
- Strengthen innovation capacity
- Expand international marketing network
- Enhance the training of professionals

To optimize the business environment for CBEC, the *Several Measures* propose the below policies, among others:

(1) To promote cross-border B2B exports, Guangzhou will further optimize the export customs clearance: The inspection of cross-border e-commerce B2B export goods will be prioritized, qualified cross-border e-commerce B2B export goods will go through customs clearance procedures through declaration lists, and the export return policies will be optimized

To Pitch Us Your Article

Email us your idea to editorial@asiabriefing.com, and we'll get in touch:

- Introduce who you are, your employer, and what you do, with any relevant links to your works.
- A paragraph summarizing your story and the hook, plus an outline of key sources and related articles.
- Confirm you will comply with our Publishing Guidelines.

Our Publishing Guidelines (Contact us for full details):

Accepted articles:	• Asia/**International business** topic that **targets investors, managers, expatriates** or **employees**, • **High-quality, factual, ethical content**; **Informs, educates, starts discussions**, • Independently researched and not plagiarized • Native business **professional** English, **Assoc**. **Press style**, your own genuine work.
Must not's*:	• Not promotional. • Not ideological, religious, political, sexual or discriminatory. • Not biased or offensive to any group.

Website Banners – Price Per Week (USD)

Websites		Fee to Host/Publish Article	Minimum Campaign
• Asia Briefing • Middle East Briefing:	www.asiabriefing.com www.middleeastbriefing.com	$ 250	$ 1,250
• ASEAN Briefing • China Briefing • India Briefing • Vietnam Briefing:	www.aseanbriefing.com www.china-briefing.com www.india-briefing.com www.vietnam-briefing.com	$ 500	

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