

MUSIC PRESS ASIA

ASIA-FOCUS . MEDIA . INDUSTRY PUBLICATION

MEDIA KIT
2019

Asia-Edition, Issue 1 - 3





MUSIC PRESS ASIA

ASIA-FOCUS . MEDIA . INDUSTRY PUBLICATION

THE MUSIC REVOLUTION

Music Press Asia is regionally known for its authoritative voice in festivals, music & tech conferences, concerts, brand reviews and executive & celebrity interviews. Catering to the music professionals in and outside of Asia, the platform features sharp reportage and bold commentary on the latest trends from the music world.

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CALENDAR EDITORIAL

Asia-Pacific holds a wealth of talents waiting for that one opportunity. We ensure their stories are intentionally curated according to their complex culture and language. The magazine is a stylish representation of the music world, so any theme is connected specifically to an idea in music. And commercial identity are creatively construed by our editors.

APRIL/MAY

ASIA IN MOTION
THE PEOPLE EDITION

PEOPLE

“Asia’s 50 Most Influential Music Executive 2019”

THE NEW WORLD

“The New Game In Subscription & Streaming”

LIVE

“The Pop of Hip Hop, After EDM”

AUG/SEPT

THE TRUMP OF THE EAST
TECHNOLOGY EDITION

TRENDING

“China, A New Monopoly and Asia’s Entertainment Powerhouse of Asia”

SIGN UNSIGNED

“Indie Is The New Major”

OPINION

“Where Is The Bahasa Audience?”

NOV/DEC

BABY, WE GO LIVE!

WORLDVIEW

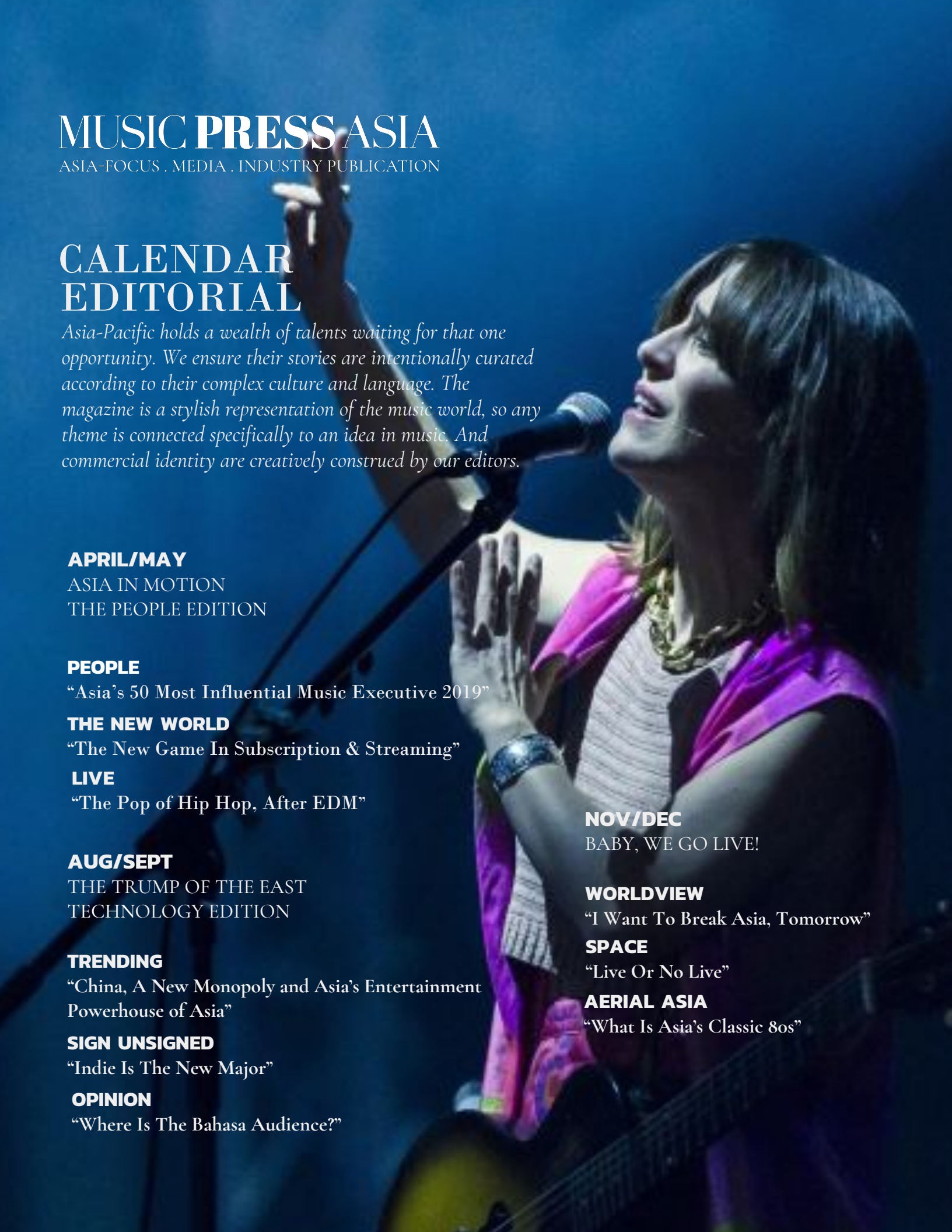
“I Want To Break Asia, Tomorrow”

SPACE

“Live Or No Live”

AERIAL ASIA

“What Is Asia’s Classic 80s”





DISTRIBUTION STRATEGY

KEY FIGURES

3 issues per year: April, August and November
Circulation: 1,000 copies

Backstore/Newsstand -----	0%
Selective Distribution -----	70%
Airline Lounges + Hotels -----	5%
VIP Client List -----	15%
Marketing Promotion -----	10%

AUDIENCE

Music Company: Tech, DSPs, Public Listed,
Government, Record Label, Publishing.
75% Asia-based readership
Core age: 25 to 45 years old
Open rate 80%

MARKETING PLAN

Brand Partnership
Subscription & Membership
Selective Distribution
Outdoor Launch Campaign

READERSHIP PROFILE*

AGE BREAKDOWN

25 - 30	11%
30-39	43%
40 - 49	28%
50 & Above	18%

PROFESSION BREAKDOWN

EXECUTIVES	25%
MANAGERS	43%
PROFESSIONALS	14%
OTHERS	18%

*Readership Profile is based on Music Press Asia's 4 years database profile.



PRICE LIST 2019

PAGE	PRICE (USD)
1st Cover -----	8,800
2nd Cover Spread -----	4,800
Single Page -----	2,800
Spread -----	4,100
$\frac{1}{3}$ horizontal -----	1,600
$\frac{2}{3}$ horizontal -----	2,000
3rd Cover -----	6,000
4th Cover -----	8,800

4 COLOUR

RATE BASE: 1,000

RATES ARE ALSO APPLICABLE TO SUPPLEMENT ISSUES

*COST INCLUDES PRODUCTION AND PRINTING.

MATERIAL SPECIFICATIONS FOR PRODUCTION

SIZES (HEIGHT X WIDTH)	TRIM SIZE	TEXT AREA	BLEED SIZE
SINGLE FULL PAGE	203mm (H) x 267mm (W)	191mm (H) X 254mm (W)	209mm (H) X 273mm (W)
DOUBLE PAGE SPREAD	406mm x 267mm	394mm (H) x 254mm (W)	413mm (H) X 273mm (W)

- Closing date for material submission: 2 weeks before publication date
- No cancellation accepted after 8 weeks preceding the month of publication

FREQUENCY PUBLISHED (3 ISSUES PER YEAR)

- April, August, December

MECHANICAL DATA

Image Resolution: 300 dpi. RGB and LAB colours are unacceptable.

Colour: 4/C Process. Covert spot colours to process. Publisher will match any second colour at two-colour rate, except metallic-base sheen inks and special inks (e.g., day-glow colours). Prices on request.

File Preparation: Build documents in portrait mode without scaling or rotation. When bleed is required, provide 1/8th inch beyond the trim area. Include all standard trim, bleed and center marks outside the live image area.

Preferred Digital File Format: PDF/X1a, with high resolution CMYK or grayscale images and all fonts embedded. Application files such as Adobe Illustrator, Adobe InDesign, QuarkXpress and Pagemaker are not acceptable.



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MusicPressAsia.com

MUSIC PRESS ASIA RECOMMENDED RATES FOR DIGITAL

Unit	Categories	Specs	Recommended Rates
Leaderboards	Homepage	728x90 or 970x250	USD\$2,650/USD2,550 (MID)
Leaderboards	ROS	728x90 or 970x250	USD\$1,780
Rectangular (REC)	Homepage	300x250	USD\$1,250
Half Page	Homepage	300x600	USD\$2,100
Rectangular (REC)	ROS	300x250	USD\$890
Half Page	ROS	300x600	USD\$1,250

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NEWS TECHNOLOGY OPINION LIVE INTERVIEW CONFERENCE VIDEO

LEADERBOARD

970 x 250

What's New



Korean music is just about to see the fruit of a government funded entertainment initiative to launch the Korean music pop culture out of Korea.

KOREA

How Is Korea's Music Export Going To Look Like in 2019

The surge in export of K-pop music is dominating the music market worldwide. What are the effects of this popularity for the late decade?

Part 1. Perhaps, one of the latest news surrounding the K-pop world is YG Entertainment's deal with Interscope Records. The deal is one of the most telling of what's happening to the demand for Asian artists. K-pop artists in particular - YG has signed a deal with Interscope to cover promotion and distribution outside of Asia. This marked a significant...



Why Vietnam's Music Scene Could Be Asia's Biggest Boom in 2019, After China

Here's a look at what makes Vietnam enticing to new investments. Economy re diversion in Vietnam's efforts to attract companies seeking for options amid the China-U.S. trade war. It is yielding a plethora of...



Hong Kong's Prominence As Entertainment & Food Hub

Hong Kong has been a cultural tourist hot spot as long as we can remember. Food and entertainment live side by side a culmination that sums up the DNA of Hong Kong lifestyle. Rowie...



Wired Music Week Unveils Phase 1 Line-Up 2019

Beh founded Wired Music Week - one of Malaysia's very first music conference focused on establishing a more vibrant electronic music landscape in Malaysia. Last May, apart from the panel discussion and workshops, WMW also...

Toho Gakuen Shortlisted For RIBA International Prize
The Toho Gakuen School of Music in Tokyo designed by Nikken Sekkei has recently been shortlisted alongside three other buildings in the running for the RIBA International Prize awarded every two years to the most...

AirAsia Launch Partnership With (RED), Announce Collaboration With ARRevue

Live



Five Reasons Why You Need To Be At Rainforest Pavilion Wonderfruit 2018

Save the rainforest by partying. The Rainforest Pavilion founded by Alex Joy of the Joy Collective follows the ethos of saving the rainforest by creating electronic music events that raise funds and awareness for environmental issues, especially protecting the world's rainforests. Through the rainforest saving...



Wonderfruit Trumps Music Curation of the Year

This year's Wonderfruit can expect to explore and be enthralled with Wonderfruit's six pillars: the...

Asia-Focus

Blackpink Shoppe Commercial Receives Warning From Indonesian Broadcasting Commission

Under the deal with Shoppe, Blackpink have also starred in a commercial film and played...



The Art of Listening. Directed By Michael Coleman

Here's our chosen music documentary of the last month of 2018. With just over a...



How Is Korea's Music Export Going To Look Like in 2019 [Part 1]

Perhaps, one of the latest news surrounding the K-pop world is YG Entertainment's deal with...

Grammy Nominated Artist Jean-Michel Jarre Partners with VR Artist Sutu and TheWaveVR
Having sold over 18 million copies of his first solo album 'Oxygene' worldwide, Jarre continues to make headlines as he embarked on his Electronic World Tour beginning of this year before the release of 'Equinoxe Infinity'. Partnering with leading social...

CNN and Accor Hotels Deal Launch Raffles Hotel Documentary Video

In mid 2017, when CNN announced that it will be launching a post cable network and betting over USD\$70 million on it, we thought it's time CNN - the giant media broadcaster - start to record its content production not a...

Recommended Videos

HALF PAGE
300 x 600

RECTANGULAR
300 x 250

Most Popular

1. Sing! China
Malaysia Auditions
Selects Three
Winners
In a recent Sing! China



D | S | C

DIGITALSTREAM COMMUNICATIONS

Digitalstream Communications is committed to publishing market leading magazines and digital media that connect Asia's Music Industry with the region's affluent and brand-conscious trade consumers. With a vision to strengthen its regional growth in Asia-Pacific, Digitalstream Communications is regarded as one of Asia's fastest media and publishing house for the music industry.



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Q&A

WE ARE THE ALTERNATIVE

What is the success behind Thailand's most famous rock band? We catch up with the members just before they were cued to go on stage at Viral Fest Bangkok.

BY MONICA TONG

While many of the artists in the region contemplate the direction of their musical careers oblivious to the economics of the music industry, some have already forged their way forward blurring distractions on the way with only one focus in mind. For the last 15 years, Slot Machine has been on the precipice of the Thai music industry. While they continue to attract the hearts of many Thai fans, it was the overflowing passion towards discovering new music and developing their signature sound which inevitably led them towards international recognition and gigs outside of Thailand.

"From the very beginning, we want to be an unpredictable band just like the workings of a slot machine. While it represents 'unpredictability' in our styles and genres that vary from one album to another, [we] are still the same machine. Conceptually, we came from the alternative rock scene and just love working with experimental and alternative music," said Foet, the vocalist [by the way, his real name is Karinyawat Durongkrakan].



We met up with Slot Machine at the recent **Viral Fest Asia** celebration in SHOW DC, Bangkok and before their next concert on 26 August at Impact Arena. While we were obviously star struck, this four-member band exuded some of the most awesome energy – an amalgamate of humility and stardom driven by passion and creativity towards an ever-evolving process, which has driven them towards togetherness and confidence as a band. Formed during their high school days, it was Foet [vocalist] and Gak [bassist] who have decided to join a nationwide singing competition. What followed was a no-locking-back, no regrets policy taken on and clearly understood from the very beginning.

When asked about how works are being produced, it is all about the team's effort in coming up with a backing track in the recording studio before lyrics are put into place. "We love to express our thoughts on Buddhism: the way of life, happiness, suffering, love, war, and politics," said Gak, the bassist (his real name is Atinath Pittong).

"We have not classified the genre of our music and call it in its most pure form – music. In our world, there is no difference whether you are female or male because everything is extremely unique and universal. We are living in the 'now' and we just love to live for our art and let our audience enjoy our creativity," he added.

While it may be inevitable that there tend to be disagreements over the last 15 years, their maturity in solving issues as a team has not only brought them closer together but a deeper understanding of each other's quirks, strengths, and weaknesses.

"We love to talk and share ideas and have accepted the fact that there will always be disagreements. At the end of the day, all we want as a team is the same goals and benefits. We aspire to produce great works and while we may be able to do well as an individual, we can be better as a team," said Gak.

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Photo credit:

Page 1: Yuna Zarai on a Hatta Dolmat dress. Photographed by Aja Hitomi.

Page 2: Mitski Miyawaki, courtesy of Dead Oceans.

Page 3: Feist performing at Clockenflap 2017. Photographed by Chris Lusher.

Page 4: BTS. Photograph courtesy of YG Entertainment.

Page 5: Jay Chou, JVR Music International Ltd.

Page 6: Concrete and Grass Music Festival. Photograph courtesy of Split Works.

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