



CONTROL ENGINEERING ASIA

media information | 2011



Covering Control, Instrumentation, and Automation Systems

CONTROL ENGINEERING ASIA

Manufacturing Success

For industry executives, managers and engineers under relentless pressure to optimize plant performance and deliver manufacturing success in an increasingly competitive operating environment, award-winning *Control Engineering Asia* is the go-to information source – in print and increasingly on the web – that they turn in order to stay on track with trends and developments in the fascinating and frequently game-changing world of automation technology.

Taking a deliberately broad and deep approach, *Control Engineering Asia* is designed to be highly relevant for manufacturing industries from pure process to hybrid to discrete, and targets and zooms in on key technology issues at all levels of the plant hierarchy – from plant software to control systems and right down to instruments and sensors.

For its core readership in the region, *Control Engineering Asia* provides a high level of local emphasis through targeted news coverage, interviews with automation executives, regional event reviews, and articles and case studies specially selected for their Asian relevance.

In 2011, *Control Engineering Asia* continues its tradition of editorial excellence with an exciting feature line-up that delves deep into issues and uncovers and explores hot topics of the day, such as industrial cyber security, process plant safety, energy efficiency, fieldbus, industrial Ethernet and wireless networks, M2M technology, asset management, and automation opportunities and trends in industries like life sciences, oil & gas, water & wastewater, and wind and solar energy.

Online at www.ceasiamag.com, *Control Engineering Asia* has developed an increasingly popular presence on the web, and one that it is clearly unmatched in its field in the region. Daily updated news, a fully searchable archive, knowledge centers, technology channels, videos and podcasts all form part of a dynamic and lively multimedia mix. And e-newsletters delivered directly to subscribers provide breaking news and an informative summary of the week's events in the world of automation.

Entering its sixth successful year of continuous publication, *Control Engineering Asia* has already come to be regarded as the primary multimedia platform for the world's leading automation technology vendors who need to cut through the information explosion and deliver a message that's targeted and precise. And in 2011 we are all out to build on our own success by delivering yet more success for our readers and advertisers. So come join us for a winning year ahead!

Bob Gill
Editor, Control Engineering Asia

Editorial Summary

• Cover Story

Here in our lead feature, we shine a spotlight on a topic of current interest, clarifying the key issues through market backgrounders, analytical insights, technology trends, plus case studies to illustrate best practice solutions being implemented in industry.

• Inside Process

The needs of the process industry are discussed in this dedicated section that includes coverage of the control systems, field networks, final elements and instrumentation that form the all-important automation infrastructure in today's process plants.

• Inside Machines

The focus switches to factory automation and discrete control to reflect the interests of readers in industries such as semiconductors, electronics, automotive, general product assembly, and machinery building.

• Inside Information

Exploring the latest manufacturing IT solutions that turn raw plant data into actionable intelligence, and provide effective and secure integration of automation and enterprise systems, plus coverage of embedded system hardware and software technology.

• Inside Industry

Puts the emphasis squarely on the issues facing selected vertical industries, and reveals and recommends the automation systems and technology that can deliver the right solutions.

• Executive Insight

Face-to-face interviews with leading automation industry figures, who share their thoughts on business strategies, market moves, new products and technologies, management challenges, and leadership philosophies.

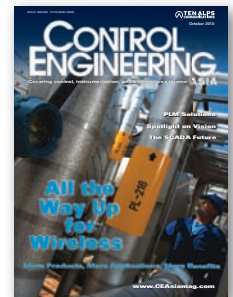
• News

Acquisitions, appointments, contract wins, market research, office openings, major technology announcements – all part of a industry news section that delivers comprehensive coverage with an Asian angle.

• New Solutions

Latest automation products available on the market are described and detailed in this popular section.

In addition to these regular features, *Control Engineering Asia* will frequently include additional editorial sections such as exhibition previews and reviews, special reports and industrial application case studies.



Editorial Calendar

Issue	Cover Story	Inside Process	Inside Machines	Inside Information	Inside Industry	Bonus Distribution	Publication Date
Jan/Feb	Market Forecast 2011	Temperature Measurement	Robotics Applications	Web 2.0 for Automation	Life Sciences	<ul style="list-style-type: none"> SCADA, Sin (22-25 Feb) PS Vietnam, HCMC (16-18 Mar) 	31 Jan
Mar	Industrial Networks: Trends & Technology	Control Room Ergonomics	Thermal Imaging & Diagnosis	Video for the Plant	Wind Energy	<ul style="list-style-type: none"> 14th Power & Electricity World Asia (21-25 Mar) PIA Vietnam, HCMC (23-25 Mar) MTA, Sin 23-26 Mar HANNOVER MESSE, Hanover, Ger (4-8 Apr) RFID World Asia, Sin (13-15 Apr) 	15 Mar
Apr	M2M: Systems & Applications	Detecting the Level	Motor Selection	OPC Update	Food & Beverage	<ul style="list-style-type: none"> MTA, KL (4-8 May) Automex, KL (4-8 May) INTERMACH, BKK (12-15 May) 	15 Apr
May	Planning for Plant Safety	Instrument Commissioning & Calibration	Turbomachinery Controls	ERP for Manufacturing	Oil & Gas	<ul style="list-style-type: none"> Oil & Gas Asia, KL (1-3 Jun) Lab & Test Asia, BKK (15-18 Jun) NEPCON Malaysia, Penang (14-16 Jun) 	13 May
Jun	Industrial Energy Management	Control Valves	Networks for Machines	The PLM Proposition	Water & Wastewater	<ul style="list-style-type: none"> NEPCON Thailand, BKK (23-26 Jun) Singapore International Water Week (4-8 Jul) 	15 Jun
Jul	Cyber Security for the Plant	Hazardous Area Solutions	Programmable Logic Controllers	Cloud Computing	Machinery	<ul style="list-style-type: none"> ASEAN Industrial Automation, KL (20-23 Jul) 	15 Jul
Aug	The Integrated Enterprise	Advanced Process Control (APC)	Machine Vision	Embedded Systems	Building Automation	<ul style="list-style-type: none"> AUTOMATION, Mumbai (20-23 Sep) Oil & Gas Indonesia (21-24 Sep) 	15 Aug
Sept	Automation Skills & Training	Pump Troubleshooting	Machine Safety Solutions	Plant Analytics	Power Generation	<ul style="list-style-type: none"> METALEX Vietnam (6-8 Oct) 	15 Sep
Oct	Wireless World	Control Systems Migration	Drives Technology	Compliance & Traceability Solutions	Solar Energy		17 Oct
Nov/Dec	Managing Assets for Maximum Uptime	Analytical Instruments	Discrete Sensors	HMI Trends	Chemicals	<ul style="list-style-type: none"> CIA Singapore, Sin (22-25 Nov) 	18 Nov

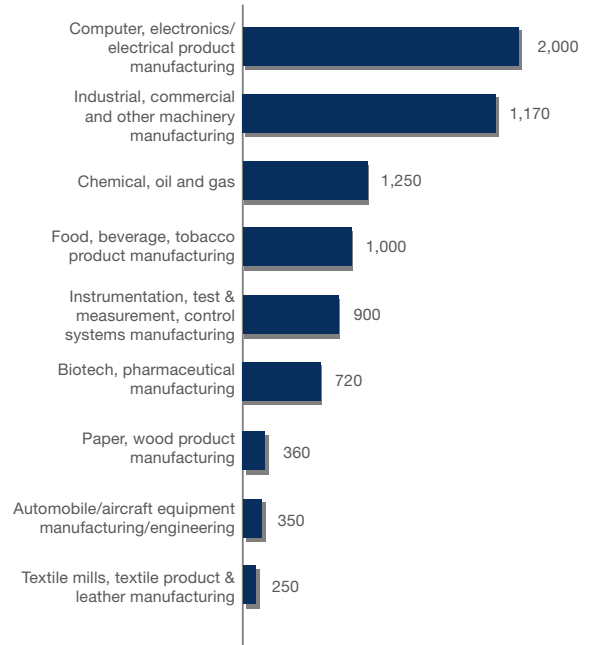
*Kindly note that the above information may change due to market conditions.

Circulation Profile

Control Engineering Asia reaches 8,000* qualified subscribers in the region and is audited by BPA Worldwide. The BPA Worldwide circulation audit verifies the exact counts of recipients and that they are qualified in the markets served by *Control Engineering Asia*.

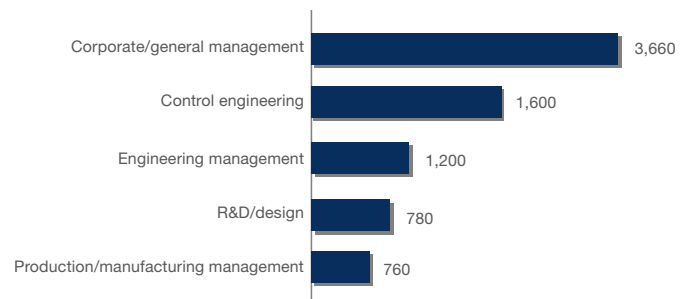
Analysis by Industry[†]

Computer, electronics/electrical product manufacturing	2,000
Industrial, commercial and other machinery manufacturing	1,170
Chemical, oil and gas	1,250
Food, beverage, tobacco product manufacturing	1,000
Instrumentation, test & measurement, control systems manufacturing	900
Biotech, pharmaceutical manufacturing	720
Paper, wood product manufacturing	360
Automobile/aircraft equipment manufacturing/engineering	350
Textile mills, textile product & leather manufacturing	250
Total	8,000



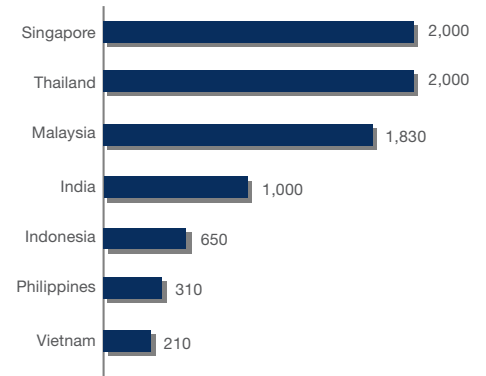
Analysis by Job Function[†]

Corporate/general management	3,660
Control engineering	1,600
Engineering management	1,200
R&D/design	780
Production/manufacturing management	760
Total	8,000



Analysis by Country[†]

Singapore	2,000
Thailand	2,000
Malaysia	1,830
India	1,000
Indonesia	650
Philippines	310
Vietnam	210
Total	8,000



* BPA Audit Statement December 2009

† Publisher's own data projected in October 2010

Advertising Rates (Print)

All rates quoted are gross on a per issue basis and in Singapore dollars, valid as of Jan 1, 2011.

All advertising contracts accepted by clients are subject to terms and conditions stipulated by Ten Alps Communications Asia. Please refer to our standard terms and conditions at <http://www.taca-subn.com/T&C.pdf>

Trimmed size: 200mm (w) x 273mm (h)

Bleed size: 210mm (w) x 283mm (h)

Premium Position	S\$
Back Cover	8,250
Inside Front Cover	7,650
Inside Back Cover	7,050

Ad Size (ROP)	1x	3x	6x	10x
	S\$	S\$	S\$	S\$
Double Page Spread	9,000	8,400	7,800	7,200
Full Page	6,000	5,700	5,400	5,100
1/2 Page	4,050	3,750	3,450	3,150
1/3 Page	3,450	3,150	2,850	2,550
1/4 Page	2,850	2,550	2,250	1,950

*10% surcharge for guaranteed right hand page

“Great job, and a great read. We are all happy at Rockwell Automation!”

**- Marketing Director, Rockwell Automation Southeast Asia.
(August 19, 2010)**

Control Engineering Asia subscribers take action

After viewing an advertisement or article in *Control Engineering Asia*, subscribers reported the following:*

Recommended a product for a current or future application	53%
Looked up a product/service on a vendor's website	51%
Referred an ad/article to someone else in the company	49%
Filed an ad/article for future reference	37%
Bought or recommended purchase of products or services advertised	36%
Contacted vendor directly for more information	28%
Contacted vendor's distributor for more information	20%

* Readers Survey 2009

Advertising Rates (Online)

Web Banners	Banner Size	Home Page - Per quarter	Run-of-Site - Per quarter
	Pixels	\$\$	\$\$
Leaderboard	728 x 90	7,500	6,000
Skyscraper	120 x 600	7,500	6,000
Horizontal	468 x 60	6,000	4,800
Boom Box	336 x 280	6,700	5,200
Button	125 x 125	3,750	3,000

Other Online Offerings

	\$\$
E-Newsletter (per insertion)	
Weekly	2,250
Channel Sponsorship (per month, per source)	2,250
Keyword Search (per month, per key word)	2,250
CE Asia Video Channel (per month, per video)	2,250



www.CEAsiamag.com

Control Engineering Asia's online products deliver high traffic and instant information.

- Drive traffic to your company's website
- Generate leads and capture information
- Heighten brand awareness and name recognition
- Target messages to a select audience

Marketing Services and Solutions

Custom Publishing

Custom-designed products can be sent to Control Engineering Asia's 8,000 print subscribers.

Reprints

In paper or digital format, reprints are a terrific way to promote your business.

List Rental

Reach decision makers in our database using DMs or eDMs to spread your marketing message.

Telemarketing

Generate or qualify sales lead through telemarketing marketing services.

Customised Research

Deploy a survey as a research tool to help your company achieve its marketing goals.

Audience Creation for Events, Webinars and Webcasts

Find the right target audience to participate at your activities.



e-newsletter



e-book

Mechanical Requirements – Size Specifications

Trimmed size: 200mm (w) x 273mm (h)

Bleed size: 210mm (w) x 283mm (h)

Ad Size	Trimmed (w x h)	Bleed (w x h)
Double Page Spread	400mm x 273mm	410mm x 283mm
Full Page	200mm x 273mm	210mm x 283mm
1/2 Page Horizontal	175mm x 125mm	-
1/2 Page Vertical	85mm x 240mm	-
1/3 Page Horizontal	175mm x 80mm	-
1/3 Page Vertical	55mm x 240mm	-
1/4 Page (Square)	85mm x 125mm	-

“Your recent Control Engineering Asia feature was great; you managed to interview many key industry people from different segments. Thank you for your effort.”

***- Managing Director, TDS Technology.
(March 9, 2010)***

Material Guidelines

a. Print

Digital files are accepted (Macintosh format only): Illustrator AI/EPS, InDesign and Freehand. All images should be saved in CMYK format, 300 dpi resolution at actual print ad size, all link files and fonts must be included. Artwork created in InDesign, for color management in print option should use Printer Profile as “Photoshop 5 Default CMYK” only.

Acrobat PDF files: High resolution PDF must be supplied in actual print ad size with bleed allowance and trim marks. All images and fonts embedded.

Proofs: 2 final color proofs are required for all ads.

Bleed recommendation: Leave 5mm safe area all around. Headlines that cross a spread must be split between words or allow 5mm in gutter.

b. Online

Web banner: Please provide GIF or JPEG files no more than 39kb with linking URLs.

Rich media: Please submit alternate GIF or SWF. However, action must be user-initiated. In order to respect the user experience, all rich media files need to be tested and approved.

Text sponsorship: Header, company name, URL and body text must not exceed 100 words.

E-video: We accept video contents in standard formats such as FLV, AVI, DV, MOV, MPEG-1,-2,-4, WMV. Video file size (FLV) should not exceed 2MB and duration should be approximately 60 seconds. Audio tracks need to be 11KHz, 22KHz, 44.1KHz or 48KHz in compression.

Contact Us

a. All advertising insertion orders, digital files, online materials and other production materials should be sent to:

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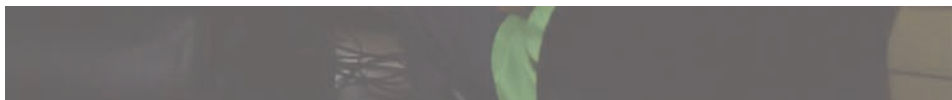
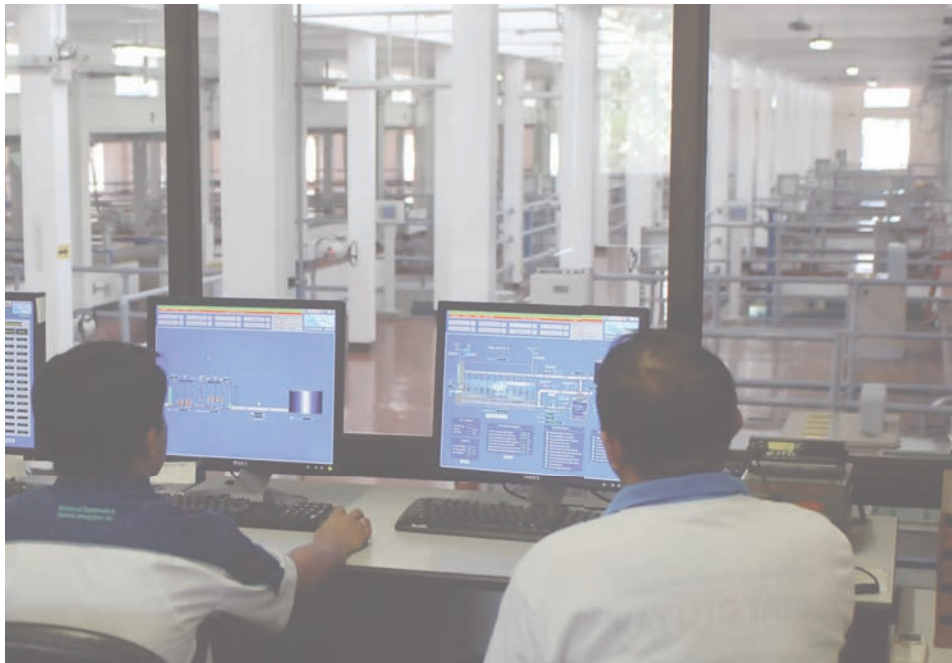
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Cover photo courtesy of Siemens

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