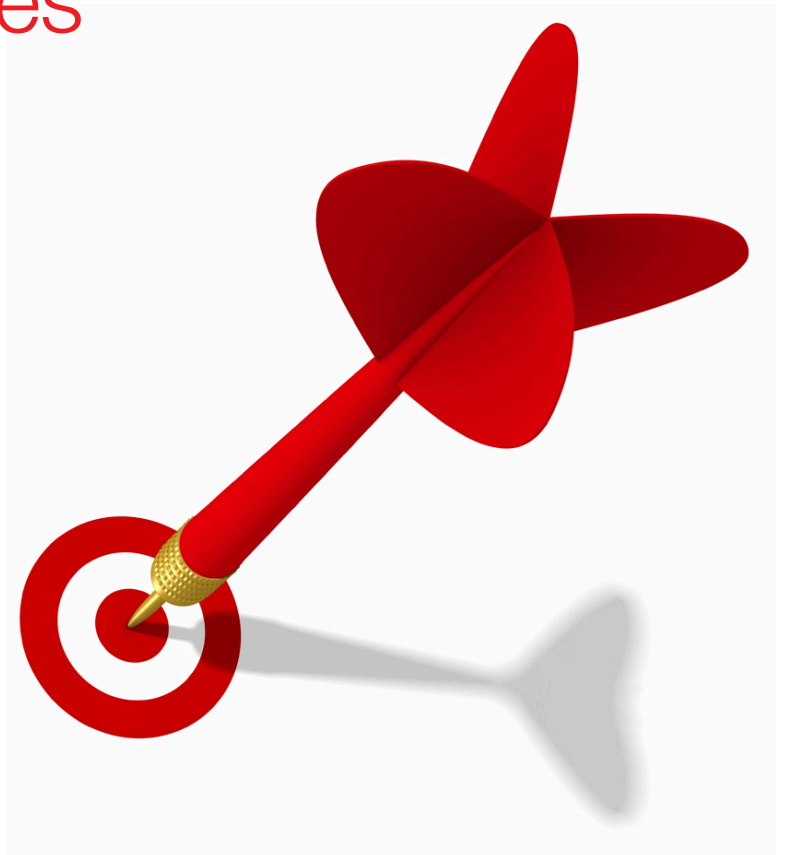


Targeting Asia-Pacific business

Haymarket Asia Direct
List Rental Services

Media Pack



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Why use Haymarket Asia Direct?

Companies have the opportunity to communicate their commercial proposition through direct mail. This is achieved by renting the list of subscribers to all our business magazines through *Haymarket Asia Direct*.

The advantage of direct marketing

Effective marketing techniques raise product awareness, create demand and maintain customer loyalty. To ensure this is accomplished, you must get your message across to the right people. Direct mail enables you to reach your specific target audience. No other marketing method can offer your clients the same individuality or accuracy. It is measurable, cost-effective and – above all – highly successful.

Why Haymarket Asia Direct?

A successful direct marketing campaign is one that has reached the right target audience and gets a good response. This is why selecting the perfect list is the most important decision you will make.

Haymarket Asia Direct offers you access to the subscribers of our marketing-leading business publications. Our goal is to provide you with the most up-to-date and comprehensive contacts available. The quality of our publications creates the quality of our readership; that is why our database contains one of the best sources of leads in the region.

In addition, The Business Publications Audit of Circulations (BPA) independently audits all of *Haymarket's* publications, guaranteeing the quality of our circulation and the data you are buying.

All counts are provided free of charge.

For any assistance or to place an order, please contact our sales team at *Haymarket Asia Direct*.

Telephone +852 3175 1915
Fax +852 2122 5210
E-mail listrental@haymarketasia.com
Website www.haymarketasiadirect.com



Direct Mail

A step-by-step guide to compiling your DM list

Step one: choosing your list

We know that getting your list to the right people is of the utmost importance. That is why we offer a range of selections to capture your audience.

On the following pages you will see everything from our geographic search options to our many business sectors. You can combine any of these selections to target the perfect contacts for your direct mail piece.

Step two: mailing houses

Haymarket Asia Direct will only release data to a third-party mailing house that is an accredited member of the DMA.

We are happy to offer advice and contacts for mailing houses of this kind for customers looking to do their first mailing.

Step three: the creative

We will ask you to provide a sample of your creative piece for approval. This is to ensure its appropriateness. This also helps our staff assist you: by seeing a sample of the message you are sending, we can offer advice on how to help you source the right people to receive it.

Step four: the data is sent

We can have your data emailed directly to your mailing house within 24 hours of receiving your confirmed order. Data is sent in a Microsoft Excel document.

Your data can contain the following fields: title, first name, surname, job title, company name and full address.

Costs

The minimum order charge is US\$1,750 + US\$35 handling (broker/agency discounts are applied before the handling charge) for Marketing titles and US\$2,500 + US\$35 handling for Finance titles.

To calculate your total rate: Base cost per thousand (see individual data cards) + US\$30 per selection per thousand + US\$35 handling charge.

Reusing the data

If you are looking to do a continuous campaign to the same group of contacts, we offer a yearly rental of data. The annual lease rate is 4 times the cost for one use plus US\$35 handling. This gives you unlimited usage for a period of 12 months.

To ensure that records are up to date, we will refresh the data each time you wish to reuse it.



Email marketing

With email being one of the fastest growing marketing mediums, *Haymarket Asia Direct* recognizes the importance of offering a fast and effective email broadcast service. This is particularly beneficial to our clients who wish to convey a message that will result in immediate, measurable results.

Why use Haymarket Asia Direct for e-marketing?

Haymarket Asia Direct is a specialist in B2B lists and this expertise is used to offer a fresh and unique broadcast service, based on our targeted e-mail database.

Haymarket Asia Direct offers a bespoke, in-house e-marketing service, allowing our clients to relax and let us do the hard work.

We provide the most up-to-date and comprehensive lists within the B2B sector, from titles such as *FinanceAsia*, *AsianInvestor*, *Media* and *CEI Asia*.

Once you have chosen your target audience, we then broadcast your HTML or text file to these selected individuals on your chosen day and time.

If required, we are also able to provide additional assistance, such as aiding in the design of your copy, web hosting services and data capture. Quotes and additional services are available on request.

Segmented broadcasts

When a prospective client receives a promotional email, the subject line is the first thing they see. Bearing this in mind, when deciding which subject line will work best in your email marketing campaign, you may wish to try out more than one.

At *Haymarket Asia Direct*, we are able to segment broadcasts, giving you the opportunity to split up your audience and target each group with a different subject line. You may wish to do this for personalization purposes or in order to monitor which heading receives the best response.

Segmented broadcasts also act as a research tool, with the findings helping you to choose the most effective subject line for future campaigns.

The cost of this service is US\$50 per thousand, per subject line. Further details available on request.

Integrated campaigns

At *Haymarket Asia Direct*, we appreciate the importance of making an impact with your direct marketing. You may wish to maximize the effectiveness of your campaign by sending a piece of direct mail as well as an email to the same target audience.

Haymarket Asia Direct can offer a cost-effective route to a fully integrated direct marketing campaign. Costs available on application.

Costs and reusing the data

With base rates ranging from US\$500 – US\$600 per thousand, our e-marketing service offers you quality and value for money.

You have the opportunity to send multiple broadcasts to the same database. Additional emails to the same database are reduced by 10% of the original cost.

- **1st usage:** Marketing titles US\$500 / Finance titles US\$600 per thousand
- **2nd usage:** Marketing titles US\$450 / Finance titles US\$540 per thousand
- **3rd usage:** Marketing titles US\$400 / Finance titles US\$480 per thousand
- **Selection charges:** US\$30 per thousand for each selection made

To calculate your total rate: Base cost per thousand + US\$30 per selection per thousand.

The minimum order charge is US\$2,500 for marketing titles, and US\$3,000 for finance titles. This provides approximately 5,000 records.

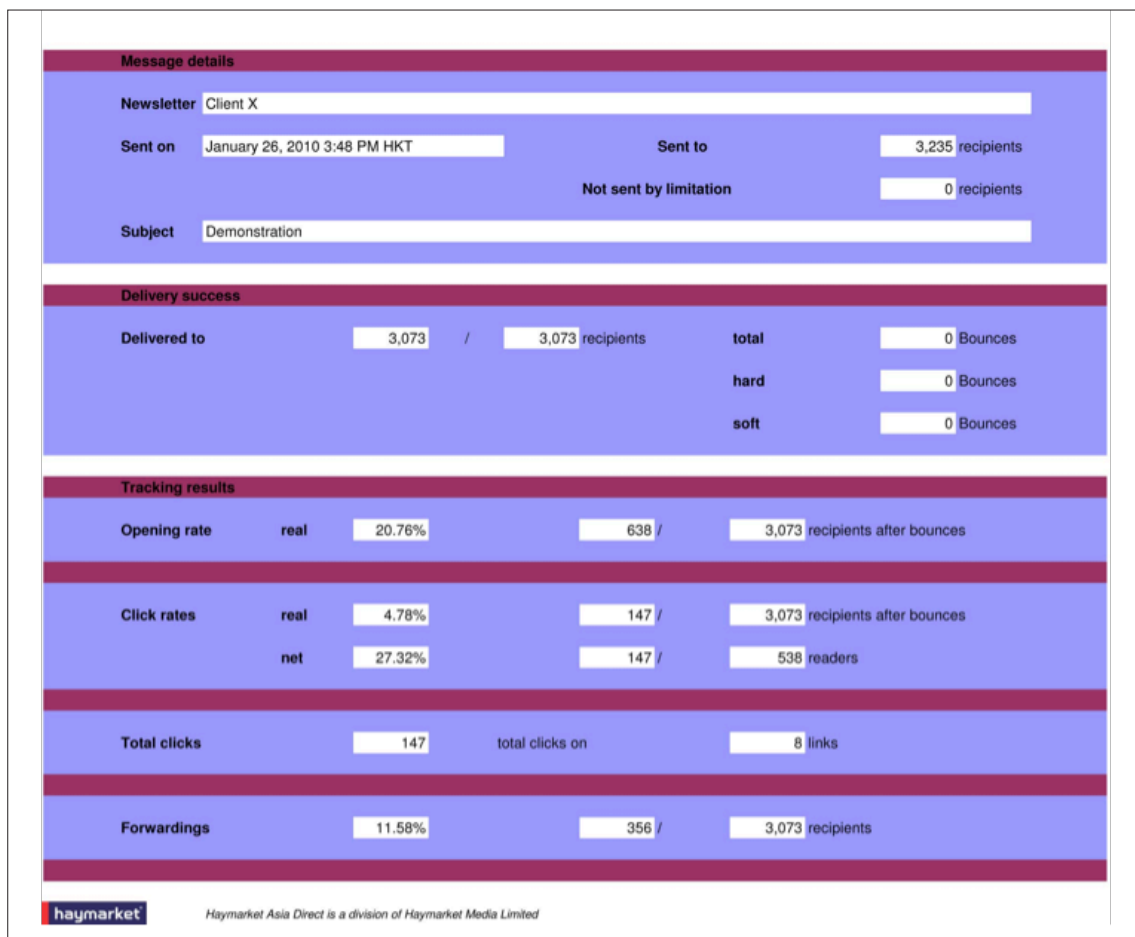
Email tracking

Monitoring response is integral to measuring how successful your email campaign has been. At *Haymarket Asia Direct*, we recognize the importance of tracking each link and providing you with a comprehensive report to view your statistics.

Why use Haymarket Asia Direct for e-marketing?

After the broadcast, we will provide you with an indepth report showing the statistics of your campaign. The report covers the following statistics:

- Quantity sent
- Quantity opened (gross and unique)
- Link tracking
- Response rates
- Click-through rates (gross and unique)
- Hourly open rates
- Forward tracking



Client email campaigns /1

Below you will see just some of the bright and exciting business messages that clients have broadcast via our email service.

If you cannot see this message properly, please [click here](#).



Rise to the New Creative Power Photoshopworld.2009 is here! [Click here to REGISTER NOW!](#)

Be empowered with the ultimate in creativity at the one and only Adobe PhotoshopWorld 2009. Discover the full potential of Photoshop's wizardry as it transforms mere mortals into creative giants. Whether you are a beginner, amateur or professional, you will walk away feeling a surge of creative inspiration like never before. Sign up now! Be part of the new world order in creativity!

Thursday, 5 November 2009
Exhibition Hall, Hong Kong Exhibition Centre, Wanchai [View Map](#)

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HK\$150
*Your entrance fee can also be used as a discount coupon for Adobe software purchases at PhotoshopWorld 2009 event in Hong Kong. Valid for one time use per invoice.

Walk-in Registration and Payment:
HK\$200 (cash only)

Exclusive Early-Bird Gifts for Online Registrations!

- Photoshop CS4 Tool Book for Photographers (Valued at HK\$120) to the first 50 confirmed registrations*
- Limited Edition CS4 T-Shirt to the next 100 confirmed registrations*

*Full payment must be made online to qualify as confirmed

Enquiry Hotline: 2365 3070
Enquiry Email: Agnes.sc@adobe.com

Your Host for the Event
Russell Brown

Senior Creative Director of Adobe Systems & Emmy award-winning instructor

In his twenty four years at Adobe, Russell has played an instrumental role in the evolution of Photoshop. Join this Photoshop Guru as he takes you on a spellbinding journey with Photoshop CS4 plus learn amazing tips and tricks.

[View Bio](#)



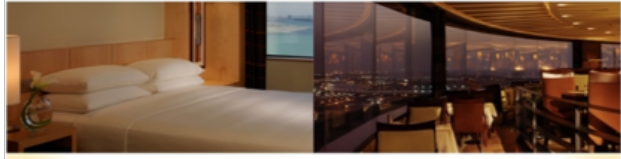
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Client email campaigns /2

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STEP Society of Trust and Estate Practitioners
STEP Asia Conference • 20-21 October 2009 • Fairmont Singapore, Singapore

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Trusts Across the Frontiers

Programme highlights:

- The use of trusts to protect assets in the current global environment
- Regional jurisdictional trust updates – a dialogue between a draftsman and trustees
- Trusts – compliance versus confidentiality
- Legal reciprocity (comity) issues across the frontiers as they affect trusts
- Case study in respect of the use of trusts – trustees as shareholders in a family business
- The use of trusts to protect assets
- Panel session on the contribution that the offshore financial centres make to higher tax jurisdictions
- Purpose Trusts, STAR Trusts and VISTA Trusts – how can they be best used?
- Succession law case study using trusts

Financial Sector Development Fund (FSDF) Grant available to delegates based in Singapore. Please see registration form for further details.

Keynote presentation:
Mr K Shanmugam
 Minister for Law and Second Minister for Home Affairs, Singapore



Accredited for 12 hours CPD
 Law Society of England & Wales
 Conference language: English

Delegate fee: STEP Member	GBP750	\$81,600	US\$1,350
Delegate fee: Non-STEP Member	GBP950	\$82,000	US\$1,600

Conference Partners:

Guernsey The One	RAWLINSON & HUNTER The One	ROTHSCHILD The One	FT FINANCIAL TIMES
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Official Business Newspaper

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Win a bottle of and most the world's rarest expensive wine!

Romanee Conti is one of the most sought after collectible wines in the world. Sign up for the chance to win a Magnum (1500ml) of DRC. There are two Magnums to be won, so **Enter Now**.

Romanee Conti, Romanee Saint Vincent, Grand Cru, 100% Pinot Noir, Grape variety: Pinot Noir

Enter Now!

Register for the competition and attend our free seminar/tasting in Hong Kong, where all attendees receive a free bottle of premium wine!

Platinum Wines is a leading trader in super premium fine wines for both investment and collection purposes. Based in Hong Kong, Platinum Wines brings you the opportunity to build a collection with some of the finest wines in the world enabling you to profit from them as an investment or simply enjoy them at your leisure.

Liv-ex. 100 Fine Wine Index
 SOURCE: IWSA.COM



- Tax Free
- Increasing rarity
- Decreasing availability
- No annual fees
- World wide demand
- Low risk
- Customised portfolios
- Ownership of assets

2009 Free Investment Seminar

Platinum Wines invites you to join us on Thursday the 12th of November at Caprice private room, Four Seasons for a free tasting/seminar. It's a great way to learn about our business and the wine investment market plus all attendees will receive a free bottle of premium wine.

RSVP Now!

Client Testimonials

"I have been with Platinum wines for over a year now and have found their level of professionalism very high, from their expertise and knowledge in the wine industry to their ability to acquire extremely rare wines from all around the world."

Mr. Takman Shams - Platinum Wines Client

"I have been a client now with Platinum Wines for two years. I find their knowledge and services are of the highest standards, and have no hesitations recommending them to anybody looking to enter this exciting market."

Mr. Nick Seddon - Platinum Wines Client

Your personal information will be used only by our staff and will not be shared with third parties and other promotions.

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Industry, country and job title selections

Below you will see some examples of our available industry sectors and job titles. You can select job titles from across the entire database or within specific industry. Please ask us about any titles you require that are not listed here.

Industry sectors

- Advertising agency
- Airline
- Apparel/Clothing
- Automobile
- Business Services
- Conferences
- Construction
- Consumer Durables
- Digital Agency
- Distribution/Logistics
- Education
- Electronics
- Exhibition/Events
- Food/Drink/Tobacco
- General Industrial
- Healthcare
- Hotel
- Information Technology
- Insurance/Banking
- Manufacturing
- Market Research
- Media Owners
- Pharmaceutical
- Printing/Publishing
- Professional Services
- Public Sector/
Government
- Telecommunications
- TV/Broadcasting

Finance industry sectors

- Corporation
- Distributor of investment product
- Financial Services
- Government
- Institutional Investors
- Professional Investors
- Service Provider to the Buy-side

Job titles

Art, design and creative

- Art Director
- Copywriter
- Creative Director
- Designer
- ECD
- Graphic Designer

Media

- Account Director/Manager
- Account Executive
- Media Buyer
- Media Director/Manager
- Media Planner

Marketing

- Brand Director/Manager
- CMO
- Head of Marketing
- Marketing Assistant
- Marketing Controller
- Marketing Director/Manager
- Sales & Marketing Director/Manager
- Vice President of Marketing

Conferences & Events

- Conference Director/Manager
- Event Director/Manager
- Event Organiser

Press & PR

- Account Director/Manager
- Corporate Communications Director/Manager
- External Affairs Director/Manager
- Head of Communications
- Marcoms Director/Manager
- PR Director/Manager
- PR Executive

Senior Management

- Board Member
- CEO
- Chairman
- Founder
- General Manager
- Managing Director
- Owner
- President
- Vice President

Finance

- CEO
- CFO
- Treasurer
- Finance Director
- Managing Director
- Director, Institutional Sales
- Global Head of Capital Markets
- Head of Asset Management
- Vice President, Investment Banking
- Partner

Asia Pacific coverage

Asia

- Bangladesh
- Brunei Darussalam
- Cambodia
- China
- Hong Kong SAR
- India
- Indonesia
- Japan
- Korea, Republic of
- Laos
- Macao
- Malaysia
- Pakistan
- Philippines
- Singapore
- Sri Lanka
- Taiwan
- Thailand
- Vietnam

Pacific

- Australia
- New Zealand

Direct mail and e-mail list rental costs

(per thousand records)

Marketing lists

	Direct mail	E-mail
CEI Asia	US\$350	US\$500
Media	US\$350	US\$500

Finance lists

	Direct mail	E-mail
AsianInvestor	US\$500	US\$600
FinanceAsia	US\$500	US\$600

Selection charges on both the marketing and finance database are US\$30 per thousand, per selection.

