

TARGETING SENIOR PROFESSIONALS IN ASIA-PACIFIC List Rental Services



WHAT IS OUR LIST RENTAL SERVICE?

It gives companies like yours the opportunity to communicate your commercial proposition through direct marketing. This is achieved by renting our customer data.

THE ADVANTAGES OF DIRECT MARKETING

Effective marketing techniques raise product awareness, generate demand, cross-sell your products and maintain customer loyalty. To ensure this is accomplished, you must target your message to the right people. Direct marketing enables you to reach your specific target audience in a discrete manner. No other marketing method is as measurable, cost-effective and – above all – highly successful.

WHO ARE HAYMARKET MEDIA?

Haymarket Media's products are multi-media & multi platform, covering print, e-magazines, iPad, iPhone, and web & e-bulletin services, in addition to in-depth reports, events, awards & conferences. Our data reflects the audiences from our readership, event attendees and registrants.

FinanceAsia is read by the region's key decision-makers at corporations, governments, investment and commercial banks, institutional investors, brokers, traders and financial intermediaries. Updated daily and available in English and Chinese, it provides immediate in-depth information on the latest deals, people and business moves and commentary, making it an essential part of the industry's daily diet.

AsianInvestor is read by the region's institutional investors, its key distributors of investment products, the global funds and hedge funds community with an interest in Asia, and service providers to all of these organisations. No other publication for Asia has equal penetration among institutions and distributors, nor the understanding of the changes taking place in the region's asset management world.

Campaign Asia-Pacific is read by the Heads of the world's most influential marketing agencies to the newest marketing intern just climbing onto the corporate ladder, who need news, trends and analysis across the regions marketing & communications industry; it's read by the people marketing the Top Brands of the world, and International & Regional Media Owners alike.

CEI Asia is the longest-established publication serving the region's corporate events industry across 23 markets. *CEI Asia* is read by the key budget holders responsible for commissioning and organizing corporate events spanning conferences, training, exhibitions and incentive travel. It showcases venues & all support services to make an event a success - everything from a small team building session to an international conference for 2,000+ people.

WHY CHOOSE 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 our data via 2 channels – direct mail or e-mail. 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. BPA Worldwide independently audits all of Haymarket's publications, guaranteeing the quality of our circulation data.

Here are the things we can help you with:

- ✓ To achieve assigned target within budget
- ✓ To improve ROI and campaign efficiency
- ✓ To enhance accuracy of segment marketing

OUR RECOMMENDED USERS

Our data works well for both B2B and B2C offers, including financial services, investment services, events, international subscription products, & luxury goods, targeting just the China market, Asian countries or worldwide.

For any assistance or to place an order, please contact us at:

- +852 3175 1915
- +852 2122 5210
- listrental@haymarketasia.com
- www.haymarketasiadirect.com

A STEP-BY-STEP GUIDE TO PLANNING YOUR DM CAMPAIGN



STEP ONE: CHOOSING YOUR LIST

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

On the following pages you will see everything available 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.



STEP FIVE: THE CAMPAIGN IS DISPATCHED

EMAIL MARKETING

With email being one of the most cost effective and immediate mediums, **Haymarket Asia Direct** recognises 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 US FOR YOUR E-MARKETING NEEDS?

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.

We offer a bespoke, in-house e-marketing service, allowing our clients to relax and let us do the hard work.

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

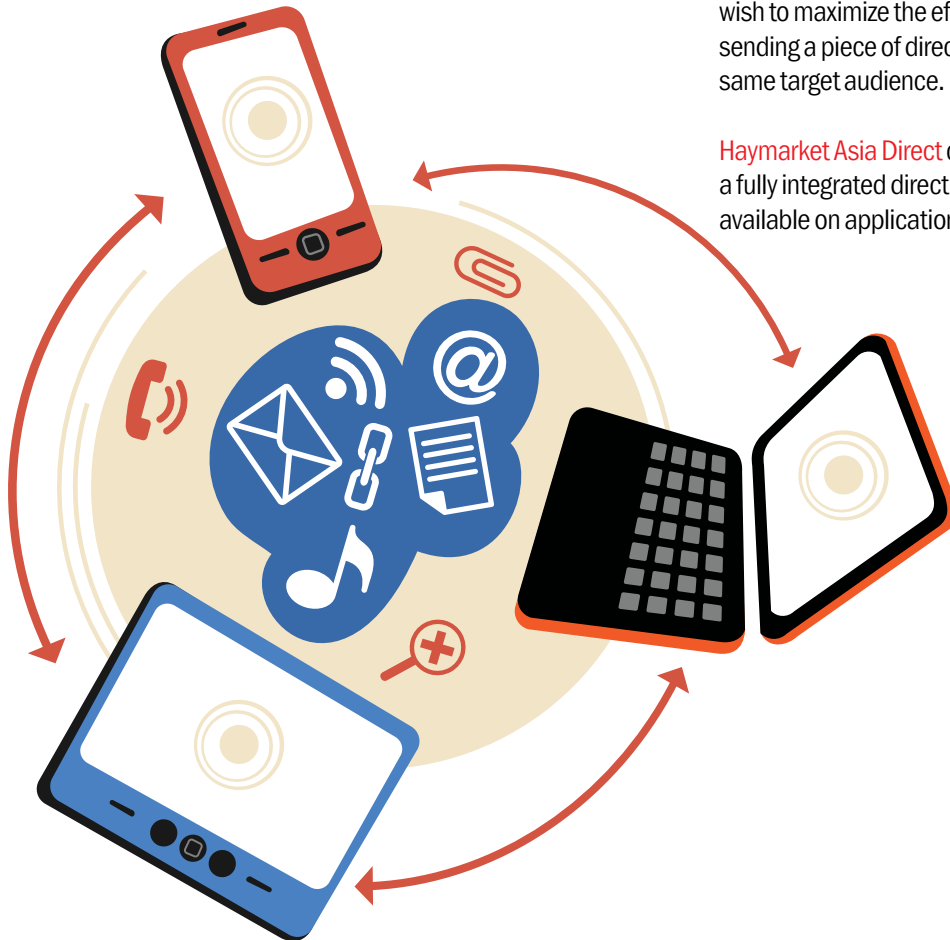
At **Haymarket Asia Direct**, we are able to segment broadcasts, giving you the opportunity to split up your audience and target each group with a different subject line. You may wish to do this for personalization purposes or in order to monitor which heading receives the best response.

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

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.



EMAIL RESPONSE TRACKING

Monitoring response is integral to measuring how successful your email campaign has been. At Haymarket Asia Direct, we recognise 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 in-depth 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

haymarket asia direct

Email Campaign Statistics

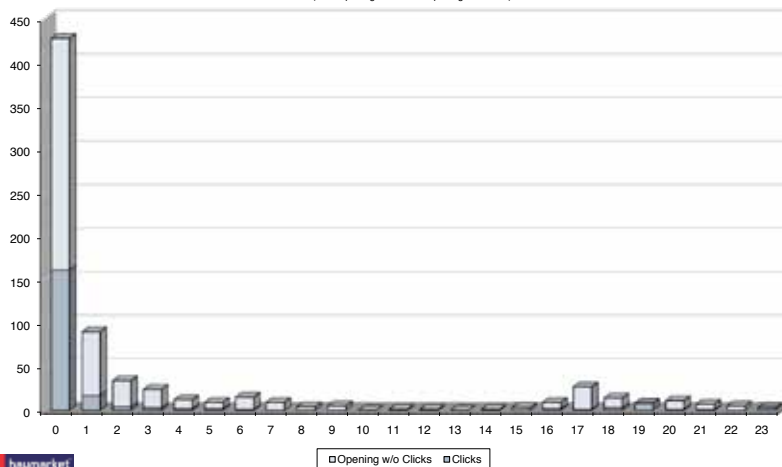
Message details			
Newsletter	Client A		
Sent on	30 July 2011 16:00 HKT	Sent to	3,300 recipients
		Not sent by limitation	100 recipients
Subject	Testing eDM - 1		
Delivery success			
Delivered to	3,300 / 3,400 recipients	total	100 Bounces
		hard	50 Bounces
		soft	50 Bounces
Tracking results			
Opening rate	real 30.00%	990 / 3,300 recipients after bounces	
Click rates	real 10.00%	330 / 3,300 recipients after bounces	
	net 41.25%	330 / 800 readers	
Total clicks	330	total clicks on	50 links
Forwardings	5.00%	165 / 3,300 recipients	



Haymarket Asia Direct is a division of Haymarket Media Limited

haymarket asia direct

24 hour distribution: Openings & Clicks
(Total openings = Clicks + opening w/o clicks)



Opening w/o Clicks Clicks

CLIENT EMAIL CAMPAIGNS 2

[View an example on the Page](#)

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WITH THE TOOLS FROM DOW JONES



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 • No purchase necessary
 • Ends 6/30/2011. Winner will be selected on 6/30/11.
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SELECTION CRITERIA

Below you will see the available industry sectors, job levels and regions for selection. You can make up your combination of criteria by selecting job level from across the entire database or within specific industry/region.

1. BY INDUSTRY SECTORS

- Agency & Consultancy services
- Events, Conferences, Exhibitions & Hotels
- Finance/ Investment services
- Government & Statutory bodies
- Marketing services including PR/ Market research/ Design/ Publishing & Production
- Professional services including Accounting/ Auditing firms/ Law firms / Education & Training
- Technology & Telecoms
- Top Corporations

2. BY JOB LEVELS

- Top management
- Middle management
- General

3. BY REGIONS

- Southeast Asia countries
- Greater China regions
- Others



LIST RENTAL COST



DIRECT MAIL

Rental costs

Magazine title	Basic rental costs* (per thousand records)	
	records)	Minimum order
Campaign Asia-Pacific	US\$350	US\$1,750
CEI Asia	US\$500	US\$2,500
FinanceAsia	US\$500	US\$2,500
AsianInvestor	US\$500	US\$2,500

*Please add US\$30 list selection charge per thousand records plus US\$35 one-off handling fee.

SPECIAL OFFER FOR REPEATED PURCHASE

If you are planning to run a continuous campaign to the same group of contacts, we offer a yearly rental rate. 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.



E-MAIL

Rental costs

Magazine title	Basic rental costs* (per thousand records)		Handling fee for segmented broadcast+
	records)	Minimum order	
Campaign Asia-Pacific	US\$500	US\$2,500	US\$50
CEI Asia	US\$800	US\$2,500	per thousand
FinanceAsia	US\$600	US\$3,000	and
AsianInvestor	US\$600	US\$3,000	per subject line

*Please add US\$30 list selection charge per thousand records.

SPECIAL OFFER FOR REPEATED PURCHASE

With base rates ranging from US\$500 – US\$800 per thousand, our e-marketing service offers you quality and value for money.

For multiple broadcasts to the same database within 6 months, you will receive 10% off the original cost. For instance:

1st usage of data from *Campaign Asia-Pacific*:

US\$500

2nd usage (within 6 months from the 1st usage):

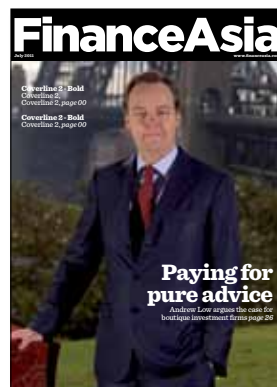
US\$450

3rd usage (within 6 months from the 1st usage):

US\$400

Selection charges:

US\$30 per thousand for each selection made



TERMS AND CONDITIONS

1. DEFINITIONS

- 1.1 In these terms and conditions the following expressions shall have the following respective meanings:-
- (a) "Haymarket Media"
Haymarket Media Limited;
 - (b) "The List"
the list to be supplied by Haymarket Media (and if more than one list is to be supplied, the expression shall apply to each such list);
 - (c) "List Renter"
the person, firm or company placing an order for a List for the purpose of direct mailing including any list broker placing an order for a List on behalf of any person, firm or company;
 - (d) "List Rental"
the making available by Haymarket Media of the List in accordance with these terms and conditions;
 - (e) "the Approved Mailing House"
the mailing house approved by Haymarket Media in accordance with paragraph 3 of these terms and conditions.
 - (f) "the List Order"
the order for the List placed by the List Renter;
 - (g) "the Approved Mailing Material"
the mailing material approved by Haymarket Media in accordance with paragraph 3 of these terms and conditions.
 - (h) "the Haymarket Group"
Haymarket Media and its ultimate holding company and any company which is from time to time a subsidiary of such holding company.
- 1.2 Haymarket Media is entitled to exercise its discretion for the purpose of paragraphs 3, 4, 2 and 5.1 freely and as it sees fit and Haymarket Media shall not be required to give reasons for its decisions.

2. CONTRACT

Save to the extent (if any), otherwise agreed in writing between Haymarket Media and the List Renter, the terms of the List Rental will consist of the particulars set out in the List Order and these terms and conditions, which shall prevail over any terms or conditions contained or referred to in correspondence elsewhere or implied by trade custom or practice or course of dealing and any purported provisions to the contrary are hereby excluded.

3. CONDITIONS

List Rental by Haymarket is conditional upon:-

- (1) The approval by Haymarket Media of the proposed mailing material (which approval it may in its absolute discretion withhold). The List Renter will provide Haymarket Media with at least two samples of the proposed mailing material for this purpose with the List Order. The samples will include all test panels being used and not just the control piece.
- (2) The approval of Haymarket Media of the proposed mailing house (which approval it may in its absolute discretion withhold) and if the mailing house is so approved by Haymarket Media the receipt by Haymarket Media of a duly executed undertaking from the Approved Mailing House concerning use and confidentiality of the List in favour of Haymarket Media in such terms as may from time to time be specified by Haymarket Media.

4. PAYMENT

- 4.1 On receipt of the List Order Haymarket Media will specify the rental charge and any additional charges that shall be due for the production and dispatch of the List, which charges shall be payable as provided below.
- 4.2 Haymarket Media will invoice the List Renter following fulfilment of the conditions in paragraph 3. Save as provided herein, payment is to be made in full within 30 days of the date of invoice. Haymarket Media reserves the right to require payment in full in advance of delivery as Haymarket Media shall, in its absolute discretion, determine.
- 4.3 The List Renter shall not be entitled to withhold payment of any amount due to Haymarket Media by reason of any payment, credit, set off, counterclaim or for any other reason whatsoever.
- 4.4 Haymarket Media shall be entitled to charge interest on any overdue sum at the rate of five per cent per annum above the base leading rate for the time being of National Westminster Bank plc from the due date until the date of actual payment as well after as before any judgment of order.

5. DELIVER

- 5.1 The List will be dispatched by Haymarket Media directly to the Approved Mailing House upon fulfilment of the conditions in paragraph 3. Haymarket Media reserves the right, in its absolute discretion, to dispatch the List only after receipt of payment in full accordance with Paragraph 4.
- 5.2 Delivery of the List to the Approved Mailing House shall be in full satisfaction of Haymarket Media's obligation to make the List available to the List Renter.

6. LIST CONTENTS

- 6.1 Quantities of names quoted to the List Renter are based on the latest statistical data available to Haymarket Media for each file but output quantities may differ due to subsequent additions and deletions.
- 6.2 The List Renter accepts that a small number of seed names and addresses shall be inserted into the final List supplied, in order to monitor List usage.
- 6.3 The information comprised in the List has been compiled from data supplied by the names of the List on application for subscription or on controlled circulation cards. Haymarket Media shall not be liable for any losses, cost, claims, expenses or damages (including any consequential loss or loss of profits) which may arise in connection with the supply by Haymarket Media of the List. Except as expressly stated in these terms and conditions Haymarket Media does not give any warranty or representation, express or implied, statutory or otherwise as to the accuracy or completeness of the List or its fitness for any particular purpose.

7. USAGE

- 7.1 The List shall be used solely by the Approved Mailing House and shall be used once only for the dispatch of the Approved Mailing Material.
- 7.2 The List Renter undertakes to procure that all mailing material dispatched to the persons whose names and addresses are on the List conforms to the sample approved by Haymarket Direct in accordance with paragraph 3 above.

8. CONFIDENTIALITY AND COPYRIGHT

- 8.1 The List Renter acknowledges that the List is the copyright of the relevant company in the Haymarket Group and that it shall have no rights to copy or duplicate the List in any way.
- 8.2 The List Renter acknowledges that the List is of commercial significance to Haymarket Media and the Haymarket Group and is to be sent only to the Approved Mailing House in confidence for use only in accordance with these terms and conditions.
- 8.3 The List Renter itself will have no access to the List or any part thereof and will ensure that no other person will have access to the List or any part thereof than the Approved Mailing House.
- 8.4 The List Renter agrees that the list is confidential and that no part of the List may be used by the List Renter otherwise than in accordance with these terms and conditions. The List Renter shall be responsible for any unauthorised use or disclosure of the List by the Approved Mailing House even if the Approved Mailing House has provided a confidentiality undertaking to Haymarket Media.
- 8.5 Within 7 days of the completion of the mailing of the Approved Mailing Material the List Renter will procure that:-
- (1) If the List was supplied to the Approved Mailing House on magnetic tape, disk or other recording device such tapes, disks or other recording devices shall be returned in the same condition as when received from Haymarket Media; and
 - (2) the Approved Mailing House will destroy any other record it may have of the List in whatever form; and (3) Any record of the List or any part thereof necessitated by the mailing of the Approved Mailing Material has been destroyed or erased by the Approved Mailing House from any memory device; and (4) The Approved Mailing House will certify in writing that it has complied with its obligation set out in this paragraph 8.5.
- 8.6 The List Renter acknowledges that if the List Renter and/or the Approved Mailing House breaches its or their obligation to maintain the confidentiality of the List or the List Renter or the Approved Mailing House duplicates or copies the List Haymarket Media and/or the companies in the Haymarket Group will thereby suffer damages and accordingly that the obligations assumed by the List Renter under paragraph 8 of these terms and conditions may (without prejudice to any other rights or remedies of Haymarket Media or any other company in the Haymarket Group) be enforced against the List Renter by interlocutory injunction.
- 8.7 The List Renter will indemnify Haymarket Media in full for all costs and expenses (including legal costs on a full indemnity basis) incurred by Haymarket Media and/or any other company in the Haymarket Group in the event of any breach by the List Renter of its obligations under paragraph 8 of these terms and conditions.

9. MAILING MATERIAL

The List Renter will at all times indemnify and keep Haymarket Media and all companies in the Haymarket Group indemnified from and against all claims, demands, proceedings and actions made or instituted against Haymarket Media and/or any of such companies and all costs and damages and expenses incurred or sustained by Haymarket Media and/or any other company in the Haymarket Group by reason of anything contained in the material mailed to persons on the List. Any approval by Haymarket Media of such material shall not limit Haymarket Media's or the Haymarket Group's rights under this indemnity or be treated as a waiver of such rights. It is the responsibility of the mailer to ensure that any postal mailing piece complies with the latest & appropriate Data Protection legislation and financial services rules for the product, offers & regions involved. For email campaigns, Haymarket Media will append an unsubscribe link to the submitted EDM so that hard bounces and any complaints can be monitored, reported on and expedited.

10. REFERENCE TO HAYMARKET MEDIA

No reference shall be made in the Approved Mailing Material or elsewhere to Haymarket Media or any company in the Haymarket Group regarding the endorsement of any products or services of any third party.

11. NO WAIVER

No failure or delay by Haymarket Media in exercising any right power or privilege under these terms and conditions shall operate as a waiver thereof, nor shall any single or partial exercise thereof preclude any further exercise thereof or the exercise of any right, power or privilege in these terms and conditions or otherwise.

12. SEVERABILITY

If any terms or provision contained in these terms and conditions shall be declared or become unenforceable, invalid or illegal for any reason whatsoever the other terms and conditions herein shall remain in full force and effect as if these terms and conditions did not contain such term or provision in them.

13. HONG KONG LAW

These terms and conditions shall be governed by and constructed in accordance with Hong Kong Law and the List Renter submits to the exclusive jurisdiction of the Hong Kong Courts.

FOR ENQUIRIES

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Email: listrental@haymarketasia.com

haymarket asia direct

haymarketasiadirect.com