

“ The US private sector has already invested \$ 100 billion in the 10-nation Association of Southeast Asian Nations (Asean), which plans to be a single market of 550 million people by 2015

**Scot A Marciel, US Ambassador for Asean Affairs and Deputy Assistant Secretary for East Asian and Pacific Affairs.**

*Washington, DC  
September 25, 2008*



**ASEANAFFAIRS Magazine (Print Edition)**

**ASEANAFFAIRS** Bi-Monthly magazine complements its online sister publication, providing a comprehensive summary of news and major developments in ASEAN countries, which has never been covered by any publication in the last 40 years of Southeast Asian history.

**ASEANAFFAIRS** Magazine covers a wide range of topics and issues related to ASEAN and beyond. This magazine is a must read for every one in Government and in the corporate world of the 10 ASEAN countries as well as in the trading partner nations of ASEAN i.e. **Australia, China, India, Korea, Japan, Russia, EU, US and Canada.**

**Frequency:** 6 Issues per year Jan/Feb, Mar/Apr, May/Jun, Jul/Aug, Sep/Oct, Nov/Dec .

**Format:** 88 full-color pages, (slightly larger than A4) printed on imported LWC paper with a modern, international look, design and layout.

**Circulation & Distribution:** 80,500 copies and 294,000+ readers-they are decision makers (CEO's, Senior Government Officials).

We reach them through a wide distributor network in **Thailand, Malaysia, Singapore, Indonesia, Cambodia, Laos, Vietnam, Philippines, Brunei, in the UK, Holland, Germany, 26 countries of the EU, Russia-selected distribution through our UK Distributor, and ASEANAFFAIRS AMERICAS edition in USA & CANADA through our North American distributor. circulation of 165,000 and 1million readership.**

**EBSCO**-The largest publishing conglomerate in the USA (160th largest corporation in America, with

4.5 million subscribers), sources **ASEANAFFAIRS** in both Online & Print for its subscriber base as well as marketing our print and online magazines, website and Asean Industry Research reports worldwide.

We distribute and make our print magazine available globally, especially in the Trade Partner nations of Asean and in the end of 2009 expand our reach by appointing distributors in **India, Australia-New Zealand, Middle East and Africa**

We also have plans to launch a Chinese and Japanese language edition of the print magazine for the Chinese and Japanese markets, both countries being huge investors in the ASEAN region for decades.

You can very easily find **ASEANAFFAIRS** magazine in newsstands and bookstores in all the CBD districts and business areas. Promotional copies (controlled distribution) are available on airlines, at airports and 5 star hotels as well as distributed at regional events e.g. ASEAN summit, ARF(ASEAN Regional Forum), ATF (Asean Tourism Forum), Motor Shows, LIMA, EU-Asean conferences, US-Asean conferences, etc.

The **readers of ASEANAFFAIRS** magazine are top executives and decision makers of corporate organizations, investors, financial communities (Banks, Stock markets, Insurance companies), Governments and SME's, diplomatic communities (embassies, chambers of commerce), think tanks and everyone else who is interested in the dynamic region of Southeast Asia with a population of 10-nation, 560-million consumers, \$ 1-Trillion economy and growing fast.

Sincerely,

**S. Roy**

**Founder & Publisher**  
([Roy@aseanaffairs.com](mailto:Roy@aseanaffairs.com))

# ASEAN AFFAIRS

The Voice of Southeast Asia

When You Team up with AseanAffairs you are the voice of South-east Asia.