



Quadriga

MEDIADATA 2017

COMMUNICATION • DIRECTOR

THE MAGAZINE FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS



PRINT RUN PER ISSUE Ø

5,000 copies

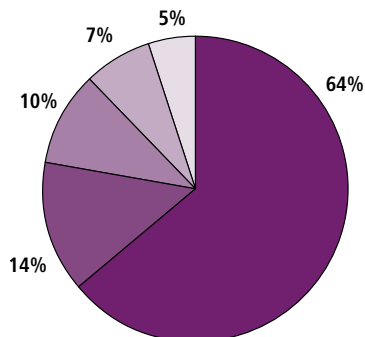
RELEASE

4 issues per year

COMMUNICATION DIRECTOR, the journal for corporate communications and public relations in Asia-Pacific, is a 100-page magazine published quarterly in English. Each issue provides an in-depth look at a new theme within the field of Asia-Pacific PR and communications, with articles, interviews and studies by academics and professionals. It presents positions and opinions on strategic questions from today's leading experts while tracking transnational developments and discussing their relevance from a Asian-Pacific perspective. It also covers current news from the world of PR from the individuals and organisations who embody the internationalisation of their profession.

TARGET GROUP

COMMUNICATION DIRECTOR is a leading magazine for corporate communications and public relations in Asia-Pacific. It is an official partner of the Asia-Pacific Association of Communication Directors (APACD), the largest network of in-house communicators across Asia-Pacific. Communication Director is made for leading PR professionals by leading PR professionals. Both contributors and readers alike range from corporate heads at some of Asia's largest companies, prominent academics, and widely-renowned thought-leaders in the field of communications and public relations.



AUDIENCE

Senior communication executives	64%
Representatives of political institutions	14%
Representatives of NGOs	10%
PR agency employees/consultants	7%
Journalists and others	5%

DATES OF ISSUE 2017



Issue	Main Subject	Date of issue	Closing date
01/17	Communications in a 'post-expert' age	01.03.2017	13.02.2017
02/17	The future of collaboration	25.05.2017	08.05.2017
03/17	Taking it personally - the personalization of communications	06.09.2017	14.08.2017
04/17	Tactics versus Strategy	27.11.2017	02.11.2017

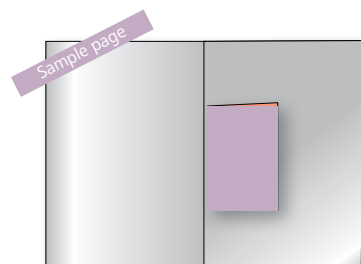
ADVERTS

Formats and Prices for **COMMUNICATION DIRECTOR**
 (Price not incl. Value Added Tax)

Size	Colour	Price in US\$	Bleed Size in mm	Trim Size in mm
2/1 	4c	3,990	420 x 280	394 x 240
1/1 	4c	1,990	210 x 280	180 x 240
2.-3. Cover Page	4c	2,190	210 x 280	—
4. Cover Page	4c	2,490	210 x 280	—
1/2 	4c	1,490	210 x 140 98 x 280	180 x 120 80 x 240

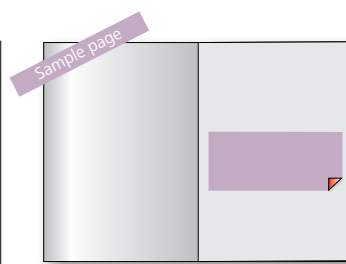
AREA OF DISTRIBUTION Asia-Pacific	BLEED MEASUREMENT 3 mm on all sides with trim lines
FORMAT 210 mm x 280 mm	DATA closed files only (.pdf), as our work is PC-based Please keep font embedding in-mind; document colour-space must be CMYK; please no RGB or any others.
PRINTING SPECIFICATIONS	
Cover Sheet offset, 4/4 Euroskala	FTP-TRANSFER Please request the login details by phone or by email: Tel: +49 (0)30 / 84 85 91 24 helge.schlueter@quadriga-media.com
Content Sheet offset, 4/4 Euroskala	
Raster 70iger	
Print profile ISO COATED V2	
PAPER QUALITY	
Cover glossy-coated photo-print, 250 g/m ²	
Content matte photo-print, 90 g/m ²	

SUPPLEMENT COMMUNICATION DIRECTOR



SUPPLEMENT
Supplements are inserts which are loosely enclosed into the magazine.

FORMAT (MAX.) 210 mm x 297 mm
WEIGHT (MAX.) 30g, every additional 10g + 15 €/mil.
CIRCULATION total circulation or part circulation
PRICE PER 1.000 COPIES 490 US\$ (net price + VAT)



GLUED INSERTS
Glued inserts are postcards, booklets, or other products which are attached to a carrier advertisement. The product can be detached by the reader.

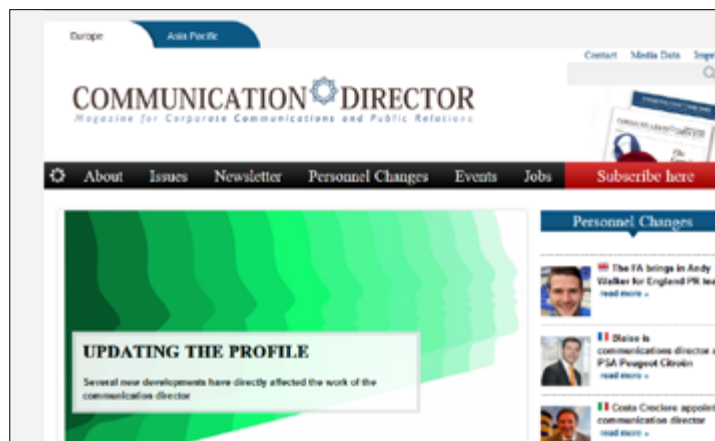
FORMAT Minimum: 55 mm width x 85 mm height // Maximum 150 mm width x 200 mm height
WEIGHT (MAX.) 30g, every additional 10g + 15 €/mil.
CIRCULATION total circulation or part circulation
CARRIER ADVERTISEMENT Minimum 1/1 page (1,990 US\$)
PRICE PER 1.000 COPIES Postcard 250 US\$ // Booklet 250 US\$ (net price + VAT)

DELIVERY

Supplements must be sent at least 10 days before the date of issue to:
CVS GmbH, Blockdammweg 49–57, 10318 Berlin, Germany

COMMUNICATION DIRECTOR

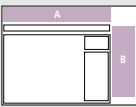
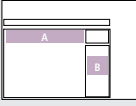
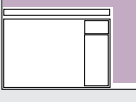
THE MAGAZINE FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS



COMMUNICATION-DIRECTOR.COM is the online portal for PR and communications in Asia-Pacific. Users of the site can easily keep themselves informed of Asia-Pacific's most important personnel changes in the world of corporate communications. The website also keeps communications experts up to date on important events throughout Asia-Pacific. Visitors to the site can also preview and read selected articles and commentary from Communication Director.

ADVERTS

Formats and Prices COMMUNICATION-DIRECTOR.COM
(Price not incl. Value Added Tax)

SIZE in Pixel	DURATION	PRICE in US\$
 <p>Banner A: 980 x 120 B: 120 x 600</p>	1 Month 1 Month	A: 990 B: 990
 <p>Content Ad A: 660 x 90 B: 260 x 90</p>	1 Month 1 Month	A: 690 B: 490
 <p>Wallpaper 980 x 120 + 120 x 600</p>	1 Month	1,490

VISITS: 22,000 per month
PAGE IMPRESSIONS: 70,000 per month

COMMUNICATION DIRECTORY

Newsletter for Corporate Communications and Public Relations



ADVERTS

Formats and Prices **COMMUNICATION DIRECTORY**

(Price not incl. Value Added Tax)

Bleed Size in Pixel	Duration	Price in US\$
660 x 150 A	1 insertion	490
660 x 300 B	1 insertion	590
660 x 450 C	1 insertion	690

The **COMMUNICATION DIRECTORY NEWSLETTER** provides information on a regular basis on conferences, congresses and workshops related to the fields of PR and communications on a Asian-Pacific level, presents personnel changes, and is a news resource for stories from the world of international communications. In addition to this, it highlights selected upcoming relevant events.

DATE OF ISSUE: First Wednesday of every month

FORMAT: HTML Newsletter

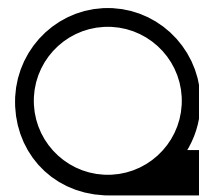
RECIPIENTS: 50,000 per month

JOB ADVERTISEMENT

Advertising your PR and communications vacancy on Communication Director is easy. Your job will be online for 8 weeks. It will be send out in the newsletter **COMMUNICATION DIRECTORY** to 50,000 PR professionals in Asia-Pacific.



OPTIONEN	PRICE in US\$
Job Advertisement	360
Highlight your Job Advertisement (optional)	50
Refresh your Job Advertisement after 2 weeks (optional)	100
Advertise additional 8 weeks (optional)	100



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