



*The CEO Magazine* is more than a premier business title: it's a source of information, inspiration and motivation for the world's most successful leaders, executives, investors and entrepreneurs. An iconic, global media brand, we inspire and promote excellence within the business world. We provide critical business insight and in-depth features on companies, people, strategies, ideas and economic trends, while delivering unrivalled access to the world's most powerful people. Through our four editorial cornerstones – Inspire, Innovate, Invest and Indulge – we delve deeper into both the professional and personal lives of business leaders, exploring the lifestyle interests and pursuits of this affluent audience. Our content creates conversations on all platforms, while our voice is the one that matters to decision makers and game changers.

# CEO<sup>TM</sup> MAGAZINE

INSPIRING THE BUSINESS WORLD

**THE GLOBAL BUSINESS BRAND**

*The CEO Magazine* is in 31 countries and has an international readership of 210,000+ and 50,000+ unique visitors per month

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*The CEO Magazine*  
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**CEO** MAGAZINE  
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# CEO TM MAGAZINE

INSPIRING THE BUSINESS WORLD

**OUR NUMBERS**  
Reaching business leaders on every level

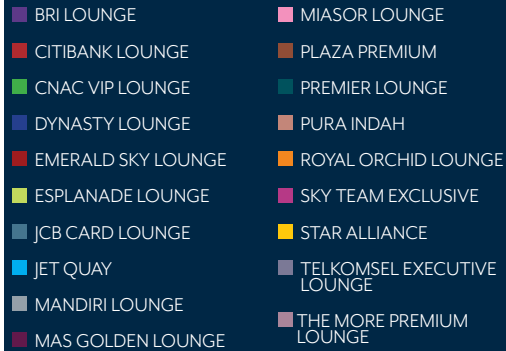
Magazines are strategically distributed within high traffic airline lounges, hotels and offices across the region. These include the business class lounges of Singapore Airlines, Japan Airlines, Cathay Pacific, and China Southern, as well as selected hotels including Four Seasons, Shangri La Bangkok and Oberoi Bali.

\*Readership is calculated based on an estimated average of *The CEO Magazine* being read twice per day in the high-traffic airline lounges, once per business day in the medium-traffic hotels and serviced offices and three executives reading each copy sent to businesses and executives direct.

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# INSPIRE

INSPIRING GREATNESS IS ALL ABOUT LEADING BY EXAMPLE

We often presume that great leaders are born with that natural skill, but the truth is truly inspirational leaders are the ones who are constantly learning and improving. Each month in *The CEO Magazine*, we deliver on our promise to inspire the business world by providing unique and thought-provoking content on leadership and its many challenges and rewards to our C-suite readership. From the secrets of employee happiness to the surprising benefits of mentorship, our vibrant storytelling engages and informs. What's more, we get up close and personal with the world's most powerful people, asking them the tough questions on success, failure and everything in between. More than just a business magazine, we're an international brand that inspires change.



SAZALI HAMZAH  
CEO, PETRONAS  
Chemicals Group

*"I am continuously motivated by the hunger to learn and pursue new horizons."*

*"When we founded the company, the industry was nowhere near as developed as it is today."*

SEOW SENG WEI  
CEO, Teambuild  
Engineering &  
Construction



# INNOVATE

THE CEO MAGAZINE SHOWCASES INNOVATORS AND CHANGE MAKERS TO EXPLORE THE LANDSCAPE OF TODAY'S EVER-EVOLVING WORLD

**VANITHA NARAYANAN**  
Managing Director,  
IBM India



By far the most interesting and dynamic aspect of the business world is innovation. Make no mistake though: it's not just the tech start-ups leading the charge; innovation affects all industries globally. Each month, *The CEO Magazine* highlights the thought leaders who are kicking goals in the innovation space with in-depth interviews revealing exclusive insights into what these dynamos are doing, what motivates and inspires them, and what they are planning for the future. It's a captivating mix of business stories that covers everything from space travel and driverless Ubers, to how digital is disrupting industries like manufacturing, mining, health and pharmaceuticals. More than just an engaging read, it's essential for future-proofing business.

*"It's all about ensuring that the way we work delivers a better outcome for the client."*

*"We are very ambitious in our thinking about productivity."*



**RALPH HAUPTER**  
President, Microsoft Asia

# INVEST

THE CEO MAGAZINE WILL FUTURE-PROOF YOUR BUSINESS BY DELIVERING IN-DEPTH AND INSPIRING INVESTMENT ADVICE

Business leaders and C-Suite executives turn to *The CEO Magazine* for its broad coverage of investment. Whether it's an international conglomerate planning managed growth through mergers and acquisitions, a tech start-up looking for seed funding, or a business investing back into the community that supports it, our stories are designed to inspire and inform readers to invest in their business to create both a solid foundation and a bankable future. Leaders today also recognise that perhaps their greatest asset is their staff. Because of this, *The CEO Magazine* engages leading management trainers, life coaches, and health professionals to write articles on how a business can flourish by investing in both the personal and professional development of its team.

***"I truly believe personal service to customers significantly contributes to success."***



***"The market may be complex but we have the right product to target each consumer."***

KAZUHIRO SAITO  
CEO, Suntory Asia



ANGGARA  
HANS PRAWIRA  
President Director,  
Alfamart

# INDULGE

FROM INDULGENT PRIVATE ISLANDS TO THE WORLD'S MOST EXCLUSIVE CARS, WE'RE THE ULTIMATE LEADER IN LUXURY

*The CEO Magazine* is a leading voice in global luxury and certainly knows how to mix business with pleasure. We deliver a unique offering to a discerning readership that demands the best; these are the consumers of goods and services at the premium end of the market. From five-star travel and leisure to food and wine, sport, health, jewellery and design, we cover the newest in what matters most to our sophisticated audience.

**IN EVERY ISSUE:**

**MOTORING:** Monthly test drives of the world's most luxurious automobiles

**LUXE LIST:** The ultimate array of the latest and greatest gadgets

**TRAVEL:** A guide to the world's hottest destinations and newest luxury hotels

**WATCH THIS SPACE:** Timeless timepieces and the trends that keep things ticking

**INDULGE NEWS:** *The CEO Magazine's* editors reveal their picks for the month's most exciting items, places and events.



LAUCALA ISLAND, FIJI



# EDITORIAL CALENDAR 2018

ISSUE	EDITORIAL THEMES	PRINT ADVERTISING CLOSE DATE	PRINT ADVERTISING ARTWORK DUE	DIGITAL ADVERTISING CLOSE DATE	DIGITAL ADVERTISING ARTWORK DUE	MAG ON SALE DATE
JANUARY	<b>BE MORE PRODUCTIVE</b> PLUS Wealth Advice, My Business Rules, The Luxe List SPECIAL INSERT Guide To Luxury Travel	25 AUG 17	13 OCT 17	20 OCT 17	22 DEC 17	7 DEC 17
FEBRUARY	<b>WHAT MAKES A GREAT LEADER</b> PLUS Taking Care of Business, Investment News, Conquering Digital Distraction	22 SEP 17	10 NOV 17	17 NOV 17	19 JAN 18	4 JAN 18
MARCH	<b>THE ENTREPRENEURS SET TO RULE THE WORLD</b> PLUS Future of Transportation, The New Basics of Marketing, Inspire News	20 OCT 17	22 DEC 17	15 DEC 17	23 FEB 18	15 FEB 18
APRIL	<b>THE BILLIONAIRES ISSUE</b> PLUS Be a More Focused Leader, Build a Better Team, The Last Word SPECIAL INSERT Luxury Watches & Jewellery	17 NOV 17	19 JAN 18	2 FEB 18	23 MAR 18	15 MAR 18
MAY	<b>HOW WE GOT HERE</b> PLUS Wealth Advice, Leadership Inspiration, My Business Rules	15 DEC 17	23 FEB 18	2 MAR 18	20 APR 18	19 APR 18
JUNE	<b>BUILD A GREAT COMPANY</b> PLUS What Really Motivates Sales People, Inspire News, Future of Manufacturing	2 FEB 18	23 MAR 18	29 MAR 18	18 MAY 18	17 MAY 18
JULY	<b>SECRETS OF SUCCESSFUL PEOPLE</b> PLUS Reinvent Your Business Model, Taking Care of Business, Global Giving SPECIAL INSERT The Luxury Car Guide	2 MAR 18	20 APR 18	27 APR 18	15 JUN 18	14 JUN 18
AUGUST	<b>ASIA'S RICHEST BUSINESSWOMEN</b> PLUS Luxury Real Estate, My Business Rules, Beat Burnout	29 MAR 18	18 MAY 18	25 MAY 18	13 JUL 18	12 JUL 18
SEPTEMBER	<b>POWER PLAYERS</b> PLUS Top Cities For Private Property Investment, The Last Word, Investment News	27 APR 18	15 JUN 18	22 JUN 18	10 AUG 18	9 AUG 18
OCTOBER	<b>THE VISIONARIES ISSUE</b> Inspirational Advice, My Business Rules, Future of Energy SPECIAL INSERT The Ultimate Tech & Gadget Guide	25 MAY 18	13 JUL 18	20 JUL 18	7 SEP 18	6 SEP 18
NOVEMBER	<b>THE SECRET TO SMARTER SALES</b> PLUS Investment Advice, Lessons in Leadership, Build A Better Team	22 JUN 18	10 AUG 18	17 AUG 18	DATE TBC	4 OCT 18
DECEMBER	<b>THE WORLD'S BEST BRANDS</b> PLUS Global Giving, Be a Better Leader, The Last Word SPECIAL INSERT The CEO Luxury Gift Guide	20 JUL 18	7 SEP 18	14 SEP 18	DATE TBC	1 NOV 18



*"If you don't invest your time in people, it will show."*

**ROWEL VIJANDRE**  
CEO, Chowking

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