



CECTM MAGAZINE

INSPIRING THE BUSINESS WORLD

2018 MEDIA KIT

ASIA

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.

CEOTM MAGAZINE

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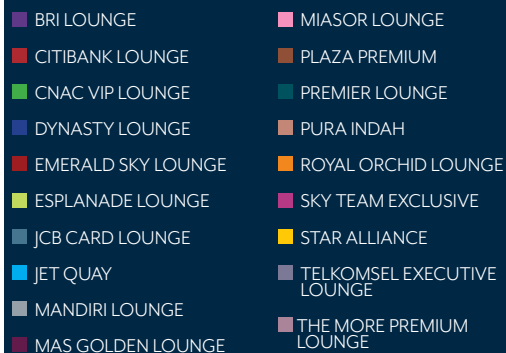
Magazines are strategically distributed within high traffic airline lounges, hotels and offices across the region. These include the business class lounges of Singapore Airlines, Japan Airlines, Cathay Pacific, and China Southern, as well as selected hotels including Four Seasons, Shangri La Bangkok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

INSPIRE

INSPIRING GREATNESS IS ALL ABOUT LEADING BY EXAMPLE

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

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."

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

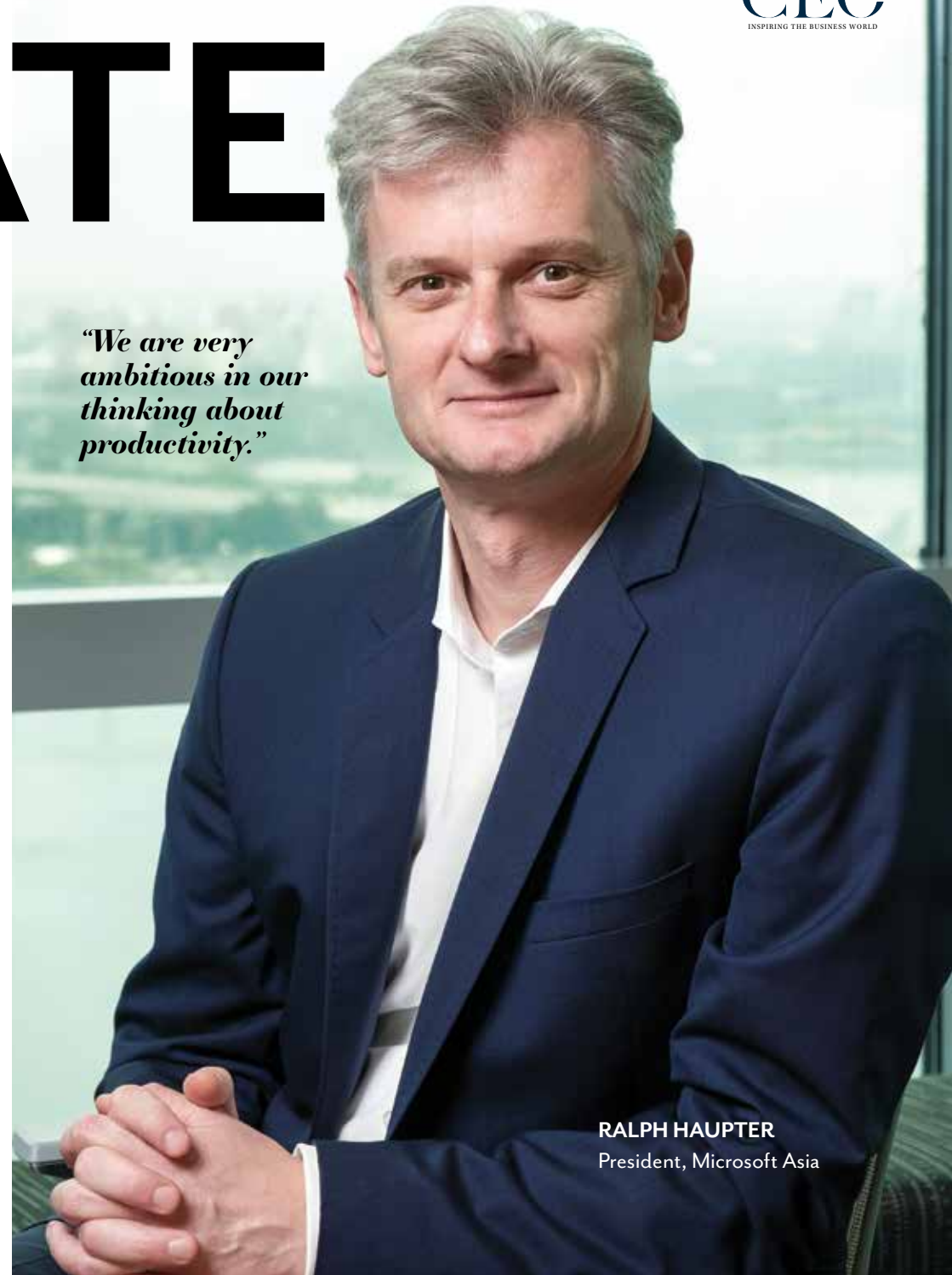
VANITHA NARAYANAN
Managing Director,
IBM India



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.

MOUNT
KILIMANJARO



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
JUNE 18	BUILD A GREAT COMPANY PLUS What Really Motivates Sales People, Inspire News, Future of Manufacturing	2 FEB 18	23 MAR 18	2 FEB 18	18 MAY 18	24 MAY 18
JULY 18	SECRETS OF SUCCESSFUL PEOPLE PLUS Reinvent Your Business Model, Taking Care of Business, Global Giving SPECIAL INSERT The Luxury Car Guide	2 MAR 18	20 APR 18	2 MAR 18	18 JUN 18	21 JUN 18
AUGUST 18	ASIA'S RICHEST BUSINESSWOMEN PLUS Luxury Real Estate, My Business Rules, Beat Burnout	29 MAR 18	18 MAY 18	29 MAR 18	18 JUL 18	19 JUL 18
SEPTEMBER 18	POWER PLAYERS PLUS Top Cities For Private Property Investment, The Last Word, Investment News	11 MAY 18	15 JUN 18	11 MAY 18	17 AUG 18	23 AUG 18
OCTOBER 18	THE TECH ISSUE Inspirational Advice, My Business Rules, Future of Energy	22 JUN 18	20 JUL 18	22 JUN 18	17 SEP 18	20 SEP 18
NOVEMBER 18	THE SECRET TO SMARTER SALES PLUS Investment Advice, Lessons in Leadership, Build A Better Team	20 JUL 18	17 AUG 18	20 JUL 18	18 OCT 18	25 OCT 18
DECEMBER 18	THE WORLD'S BEST BRANDS PLUS Global Giving, Be A Better Leader, The Last Word SPECIAL INSERT The CEO Luxury Gift Guide	17 AUG 18	14 SEP 18	17 AUG 18	16 NOV 18	22 NOV 18
JAN/FEB 19	ASIA'S BEST CEO REVEALED PLUS Taking Care of Business, Investment News, Conquering Digital Distraction	12 OCT 18	9 NOV 18	14 SEP 18	18 DEC 19	24 JAN 19
MARCH 19	THE ENTREPRENEURS SET TO RULE THE WORLD PLUS Future of Transportation, The New Basics of Marketing, Inspire News	9 NOV 18	14 DEC 18	9 NOV 18	15 FEB 19	21 FEB 19
APRIL 19	THE BILLIONAIRES ISSUE PLUS Be a More Focused Leader, Build a Better Team, The Last Word SPECIAL INSERT Luxury Watches & Jewellery	7 DEC 18	18 JAN 19	7 DEC 18	18 MAR 19	21 MAR 19
MAY 19	HOW WE GOT HERE PLUS Wealth Advice, Leadership Inspiration, My Business Rules	18 JAN 19	22 FEB 19	18 JAN 18	17 APR 19	25 APR 19



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

ROWEL VIJANDRE
CEO, Chowking

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