



Asian Environmental Technology

Circulated throughout Central Asia, South East Asia, Australia and New Zealand

Print media: The foundation of your successful marketing campaign

- Build trust
- Establish your reputation
- Increase customer awareness
- Drive online traffic

Features: Each issue contains specific sections relating to: **Water/Wastewater, Air Monitoring, Environmental Analysis, Gas Detection, Health & Safety.**

Asian Environmental Technology is the only journal for this territory that is dedicated to providing the latest environmental products and services, valuable sales leads and important contacts with local distributors. Asian Environmental Technology is published 4 times a year in a tabloid (A3) format. It is mailed to named buyers and decision makers with purchasing influence.

Issue Details



<p>BUYERS' GUIDE <i>Tabloid (A3)</i></p> <p>A-Z Directory of Manufacturers & Dealers A-Z Directory of Instrumentation for the Environmental market</p> <p>Features Portable Instrumentation Laboratory Consumables</p>	<p>Copy date: 25/01/10</p> <p>Extra Exhibition Coverage Bonus distribution at all major, relevant exhibitions and conferences for a year CISILE (China) Oz Water (Australia) Water China Asia Water (Malaysia)</p>
<p>April/May <i>Tabloid (A3)</i></p> <p>Features Indoor Air Quality Dust Monitoring Sensors</p>	<p>Copy date: 25/03/10</p> <p>Extra Exhibition Coverage IFAT (China) Achemasia (China) Aquatech China Entech / Polutec Asia (Thailand) Enviro 2010 (Australia) EPTee (China) CECIA (China) IAC, Time & Sensor (China) JAIMA (Japan)</p>
<p>August/September <i>Tabloid (A3)</i></p> <p>Features Soil Analysis/Landfill Monitoring Flow, Level & Pressure</p>	<p>Copy date: 25/07/10</p> <p>Extra Exhibition Coverage Analytica China ECO EXPO (Hong Kong)</p>
<p>October/November <i>Tabloid (A3)</i></p> <p>Features Standards & Reference Materials Weather Monitoring</p>	<p>Copy date: 25/09/10</p> <p>Extra Exhibition Coverage SIS (Japan) Miconex (China) Water Expo China</p>

Circulation



Australasia		South-East Asia	
Australia	5,305	Brunei	37
Fiji	8	Cambodia	21
New Zealand	238	China	3,107
Papua New Guinea	9	Hong Kong	599
Total	5,560	Indonesia	1,075
Central Asia		Japan	806
Azerbaijan	42	Malaysia	862
Kazakhstan	8	Myanmar (Burma)	12
Nepal	26	North Korea	57
Uzbekistan	8	Philippines	1,234
Total	84	Singapore	1,724
South Asia		South Korea	1,108
Bangladesh	94	Taiwan	735
India	2,357	Thailand	998
Pakistan	272	Vietnam	152
Sri Lanka	140	Total	12,527
Total	2,863	Total	21,034

Occupations

Agrichemist
 Chemical Engineer
 Chemist/Biochemist
 Chief Scientist
 Director/President/
 General Manager
 Environmental Consultant
 Environmental Health Director
 Environmental Legislator
 Food Hygienist
 Hazardous Waste Specialist
 Health & Safety Inspector
 Industrial Hygienist
 Marine Environmentalist
 Municipal & Government Buyer
 Petrochemical Engineer
 Plant Manager
 Process Engineer/Operator
 Regulator
 Research Chemist
 Research & Development
 Safety Advisor
 Safety Director
 Scientific Director
 Sewage Treatment Manager
 Technical Manager
 Water Analyst
 Water Engineer

Industries

Agriculture
 Chemical
 Government
 Marine Environment
 Mining
 Petrochemical
 Pharmaceutical
 Power Generation
 Public Health
 Pulp and Paper
 Semi-conductor
 Textile/Clothing
 Tanning
 Water

Celebrating over 14 years of introducing environmental suppliers to the market place

Display Advertising Rates 2010

Type	1x	3x	6x
A3 Page (Tabloid)	£4,850	£4,650	£4,450
A4 Page	£4,350	£4,250	£4,150
1/2 A4 Page	£2,700	£2,600	£2,500
1/3 A4 Page	£1,995	£1,895	£1,795
1/4 A4 Page	£1,650	£1,550	£1,450
Four Colour	£995		

Currency: pounds sterling (£)

Product Card Rates 2010

Type	1x	3x	6x
1 card display	£1,450	£1,350	£1,250
Four Colour	£395		

Currency: pounds sterling (£)

Inserts & direct mail services available.
See page 27 for more details.

"Ecotech, a manufacturer of air monitoring solutions, has had a 10 year relationship with AET. During this period, through the assistance of AET advertising and marketing campaigns, Ecotech has seen a significant growth in our Asian market. Ecotech continue to use AET to promote its brand and product awareness in this region building awareness and increasing sales."

Elliott Walton,
Marketing Communications Coordinator,
Ecotech



Reader Responses

Asian Environmental Technology has recently surveyed its readers to see how they respond to your advertisements and editorials within the journal.

41% of readers of Asian Environmental Technology use our reader reply service. This is a lot higher than International Environmental Technology, however, one would assume this is due to time difference and some language differences.

Of those 41% of readers:

- 37% posted reader replies to us
- 28% faxed reader replies to us
- 31% emailed their reply to us

Out of the 59% who replied directly to our advertisers:

- 38% emailed directly
- 43% went on the company's website
- 19% faxed the companies directly
- 1% telephoned

In Asia, the average number of readers of each copy of Asian Environmental Technology is a staggering 7 people per copy!



Contact details

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Print media: Achieve your marketing goals

- Build your brand
- Engage your customers
- Generate quality leads