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.

### Circulation

<table>
<thead>
<tr>
<th>Region</th>
<th>Circulation</th>
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<td>Fiji</td>
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<td>Papua New Guinea</td>
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<td>Uzbekistan</td>
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### Issue Details

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

- **BUYERS’ GUIDE**
  - A-Z Directory of Manufacturers & Dealers
  - A-Z Directory of Instrumentation for the Environmental market

- **Features:**
  - Portable Instrumentation
  - Data loggers, Telemetry & Data Capture

- **Copy date:** 25/01/11
- **Extra Exhibition Coverage**
  - Bonus distribution at all major, relevant exhibitions and conferences for a year

- **April/May**
  - Tabloid (A3)
  - Features: Indoor Air Quality Sensors
  - Copy date: 25/03/11
  - Extra Exhibition Coverage
  - Sensor (China)
  - Aquatech China

- **August/September**
  - Tabloid (A3)
  - Features: Soil Analysis/Landfill Monitoring Software/LIMS
  - Copy date: 25/07/11
  - Extra Exhibition Coverage
  - Analytica Anacon (India)
  - BCEA (China)
  - Eco Expo (Hong Kong)
  - JANMA (Japan)
  - Water China

- **October/November**
  - Tabloid (A3)
  - Features: Weather Monitoring
  - Health & Safety Instruments
  - Mercury
  - Copy date: 25/09/11
  - Extra Exhibition Coverage
  - Miconex
  - CIA/Enviro Asia (Singapore)

### Occupations

- Agrichemist
- Chemical Engineer
- Chemist/Biochemist
- Chief Scientist
- Director/President/General Manager
- Environmental Consultant
- Environmental Health Director
- Environmental Legislative
- 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 15 years of introducing environmental suppliers to the market place

## Display Advertising Rates 2011

<table>
<thead>
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<th>3x</th>
<th>6x</th>
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<tr>
<td>Four Colour</td>
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Currency: pounds sterling (£)

## Product Card Rates 2011

<table>
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Currency: pounds sterling (£)

Inserts & direct mail services available. See page 21 for more details.

"Ecotech, a manufacturer or 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 Questionnaire

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

When asked "How many people read your copy of Asian Environmental Technology?"
- 50% of respondents answered 1-4 People
- 31% of respondents answered 5-9 People
- 6% of respondents answered 10-14 People

81% of copies are read by over 2 people, this means over 33,600 additional readers see your products in Asian Environmental Technology.

When asked "How do you request more information about adverts and editorials featured?"
- 68% of readers went directly to the advertisers’ website.
- 19% of readers emailed the advertiser directly
- 31% of readers used the reader reply card
- 13% of readers called the advertiser directly
- 44% of readers used Google to search for the advertiser after seeing them featured in International Environmental Technology

When asked "How do you initially find out about new technologies and products first?"
- 50% of readers use trade magazines
- 38% of readers use email newsletters
- 50% use trade shows

When asked "When purchasing products, what influences your buying decisions?"
- 80% of our readers suggested the most important factor influencing their purchasing decision was "buying from a well known brand"

*Readers were able to select more than one option.

Print media: Achieve your marketing goals
- Build your brand
- Engage your customers
- Generate quality leads

Also available in a digital version at: www.envirotech-online.com/ejournal/