

2016 MEDIA KIT

GLOBAL PERSPECTIVE
local opportunities



CONTENTS

About us	2
Editorial coverage	3
In-depth research	7
Mechanical data and rates	8
Events	10

About us



The Leader in Asian Private Equity and Venture Capital Information

AVCJ has been the leading source of information on private equity and venture capital activities in Asia since its establishment in 1988. Today, *AVCJ*'s suite of information products has expanded from its flagship Asian Venture Capital Journal Magazine to include *AVCJ.com* (Asian private equity portal), a daily e-newsletter, Chinese *AVCJ*, rich media and industry leading database and research services.

AVCJ also organizes the premier Asia-focused conferences and networking events for the private equity industry. Its *AVCJ* Forum series of events regularly attracts the top private equity professionals, corporate executives and institutional investors to the financial centers of Asia.

AVCJ is part of the Mergermarket Group, which also includes Mergermarket, Debtwire, Unquote and the Inframation Group.

Editorial coverage

Readership

Both online and print AVCJ are read by more than 10,000 senior private equity industry professionals.

Asian Venture Capital Journal (online and print)

Readership by type of business



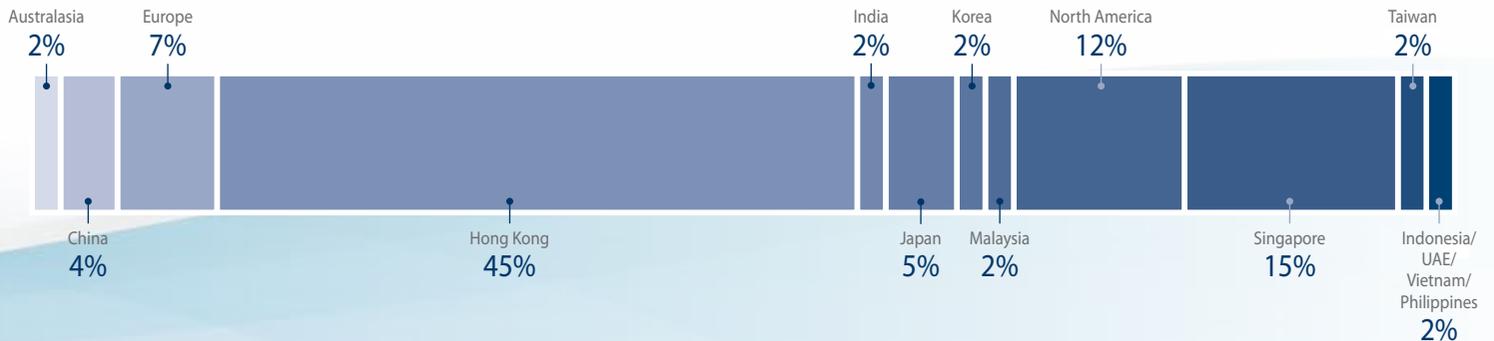
AVCJ (Chinese edition)

Readership by type of business



Asian Venture Capital Journal (online and print)

Readership by region



AVCJ

Asian Venture Capital Journal (AVCJ) is the definitive source of information on the latest private equity and venture capital activities in the Asia Pacific region. It also manages the leading website providing daily news and analysis on the industry's latest developments.

Website

avcj.com is an interactive platform for newsletters, blogs, RSS feeds, LinkedIn groups, Twitter and mobile versions. The site combines *AVCJ's* in-depth analysis and real-time news reporting. This essential portal for private equity and venture capital in Asia Pacific is informed and enriched by over two decades of knowledge about the region and the asset class. Monthly visits to avcj.com is 43K serving 71K impressions per month.

Enterprise subscriptions to firms of all sizes are also available. It allows everyone in your organization to have instant access to the website at a significant lower cost.

Weekly magazine

Published weekly, *AVCJ* offers detailed reporting and analysis on fundraising, investments, exits, regulatory issues, and the people behind the deals.



- ✓ advertising opportunities
- ✓ sponsorship opportunities

Newsletters

The *AVCJ* private equity newsletter is the flagship daily news service. This gives readers quick access to the breaking headlines and new stories from Asia's most widely read private equity and venture capital information source. The India newsletter is published biweekly, offering in-depth news and analysis on the private equity activity in the sub continent. Total readership of these newsletters is 7,000.

AVCJtv

AVCJtv is an internet-based rich media broadcast platform for private equity and venture capital industry professionals. AVCJtv webcasts, interviews and profiles provide perspectives and insights from the Asian industry's thought leaders and most experienced dealmakers.

Incorporated into all *AVCJ Private Equity & Venture forums* and events, as well as editorial coverage by *AVCJ* and other publications, AVCJtv can also assist private equity firms in their own fundraising, investor relations, marketing and positioning needs. Prepared with high standards, AVCJtv provides the best possible tailored services to meet every client's individual needs.



To view a sample webcast with a top private equity professional, please visit avcj.com/media-centre

AVCJ (Chinese edition) 《亚洲创业投资期刊》 中文版

AVCJ (Chinese edition) is published biweekly in cooperation with the Ministry of Science & Technology of the People's Republic of China. In addition to content translated from AVCJ, the magazine also features generated by a team of reporters on the ground, giving readers that all-important insider's view of the local private equity and venture capital industry.

《亚洲创业投资期刊》(AVCJ) 中文版于2005年由亚洲创业基金期刊集团联合中华人民共和国科技部、北京市创业投资协会、以及其它几家关联机构发起主办。《亚洲创业投资期刊》中文版以简体中文出版，其内容既有我们对中国本土独具视角和深度的独家报道，又有来自对英文版《亚洲创业投资期刊》周刊部分内容的翻译。《亚洲创业投资期刊》中文版以双周刊形式出版，期刊送达超过100,000数量的政府官员、创投人士、金融家、企业家、研究机构、投资银行、咨询顾问公司、以及遍及中国创投行业的中介机构。《亚洲创业投资期刊》中文版的支持机构包括科技部火炬高技术产业开发中心、科技部科技型中小企业技术创新基金管理中心、中国科技金融促进会风险投资专业委员会、北京市产权交易所等单位。期刊在亚洲创业基金期刊集团旗下出版，并向全球发行，同时送达科技部和北京市创业投资协会的现有期刊订户。



In-depth research

- ✓ advertising opportunities
- ✓ sponsorship opportunities

On the ground in the region since 1988, *AVCJ* has an unparalleled track record in providing top quality information on Asia private equity.

AVCJ Private Equity and Venture Capital Reports are standard reports plus data in excel files offering in-depth view of private equity and venture capital activities in Asia Pacific, as well as major countries and regions including Australasia, China, India, North Asia and Southeast Asia. Each *AVCJ* report includes the latest statistics and analysis, delivering insights on investments, capital raising, sector-specific activity. The reports also feature information on leading companies and business transactions.

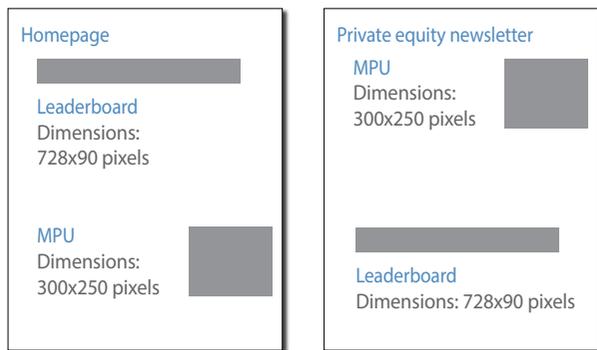
Asian Private Equity Online Directory is the absolute comprehensive directory of the private equity and venture capital industry in Asia. The Online Directory is easy to navigate, enabling access to a listing of more than 4,200 Asian private equity firms and over 11,000 professionals. For a free trial visit asianfn.com/APEDemo.

AVCJ Database is the ultimate link between Asian dealmakers and those who provide advisory, financial, legal and technological services to the private equity, venture capital and M&A industries. The *AVCJ* Database is packed with facts and figures on more than 149,000 companies and almost 114,000 transactions. Live demonstrations are available. Please visit www.asianfn.com/Research_Database.aspx for details.

Customised Research is available. Whether the request is for raw numbers or a fully written report, *AVCJ* can furnish the information and details you require. Email avcj-research@avcj.com for details.



Digital mechanical data and rates



avcj.com – website*

(US\$)	1 month	3 months	6 months	12 months
Leaderboard	\$2,000	\$5,250	\$9,000	\$15,000
MPU	\$3,000	\$7,850	\$13,500	\$22,500

*Banners will be served Homepage and Newspages

AVCJ Newsletter – (Daily)

(US\$)	1 month	3 months	6 months
MPU	\$4,000	\$8,000	\$12,000
Leaderboard	\$3,000	\$6,000	\$10,000

AVCJ India Newsletter – (Fortnightly)

(US\$)	1 month	3 months	6 months
MPU	\$2,000	\$4,000	\$6,000
Leaderboard	\$1,500	\$3,000	\$5,000

Format

Online banners

- Max file size: 30KB (initial load)
- Formats: .gif, .jpg, .swf, Approved HTML (3rd party tags)
- Animations: 15 seconds with no more than 5 full rotations

Print mechanical data and rates

Online version

- Asian Venture Capital Journal (Visual area)

Print version

- Asian Venture Capital Journal
- Research Reports

Print version

- Asian Venture Capital Journal (Chinese Edition)

Journals (US\$)	One ad	4 consecutive issues	ONLINE - Visual area/Full page width x height (mm)	PRINT - Trim/bleed size width x height (mm)
Asian Venture Capital Journal Full page, 4-colour Double page spread, 4-colour	\$2,500 \$3,750	\$5,000 \$7,000	210 x 290 /210 x 297 (7mm bottom bar including) 420 x 290 /420 x 297 (7mm bottom bar including)	210 x 297 /216 x 303 420 x 297 /426 x 303
Asian Venture Capital Journal (Chinese Edition) Full page, 4-colour	\$1,200	\$3,600	297 x 203 /297 x 210 (7mm bottom bar including)	297 x 210/307 x 220

Research Reports (US\$)	Back cover	Inside front cover	Inside back cover	Trim/bleed size width x height (mm)	Safe type area
Standard Research Reports	\$5,000	\$4,000	\$4,000	210 x 297/216 x 307	Inside 12 mm (bottom, left, right); inside 10 mm (top) of trim size

Format

Journals

Online version

- Adobe Acrobat PDF File (must be below 200KB)
- Adobe Illustrator File for PC (include/embed all fonts and graphics)
- Text must be highlightable in the ad files in RGB format

Print version

- Inserted image colour: CMYK (min. 300dpi)

Research Reports

- Colour: CMYK (no pantone, RGB)
- Resolution: 300dpi or above
- Adobe Acrobat PDF File



“AVCJ is THE signature event for those interested in the latest trends in the dynamic Asian region. It is no surprise that AVCJ attracts the leaders in alternative investing and the important LP thought leaders who make it all possible”

- John Connaughton
Managing Director, Bain Capital

Conferences and awards

AVCJ Private Equity & Venture Forum

AVCJ is the organiser of the highly acclaimed *AVCJ Private Equity & Venture Forum* series. This conference series regularly receives strong support and participation from the industry's leading professionals and firms, including GPs, institutional investors and advisors. This is a testament to the relevance and quality of content in the forums.

In 2016, the *AVCJ Private Equity & Venture Forum* series will be convening in Sydney, Jakarta, Seoul, Beijing, New York, Singapore, Manila, Tokyo, Hong Kong and Mumbai, attracting global and regional dealmakers throughout the year. The *AVCJ Private Equity & Venture Forum* is the meeting place for Asian private equity and venture investors, fund managers, corporate executives and financial professionals.

Asian Private Equity & Venture Capital Awards

AVCJ's prestigious Asian private equity and venture capital awards have rewarded excellence in regional private equity since its introduction in the year 2000. The AVCJ Awards has since expanded from three awards to the current 15 awards that encompasses multiple regions and asset classes.



2016 Conference Series

AVCJ Private Equity & Venture Forum: Australia & New Zealand
2-4 March 2016 | Sydney

AVCJ Private Equity & Venture Forum: China
9-10 March 2016 | Beijing

AVCJ Private Equity & Venture Forum: Indonesia
14 April 2016 | Jakarta

AVCJ Private Equity & Venture Forum: Japan
22-23 June 2016 | Tokyo

AVCJ Private Equity & Venture Forum: USA
13 July 2016 | New York

AVCJ Private Equity & Venture Forum: Singapore
20-21 July 2016 | Singapore

AVCJ Private Equity & Venture Forum: Korea
31 August 2016 | Seoul

AVCJ Private Equity & Venture Forum: Philippines
14 September 2016 | Manila

AVCJ Forum 2016: Hong Kong
15-17 November | Hong Kong

AVCJ Private Equity & Venture Forum: India
6-7 December 2016 | Mumbai

AVCJ Private Equity & Venture Forum: Taiwan
7 December 2016 | Taipei

Please visit www.avcj.com for the latest conference schedule.

Past sponsors of the AVCJ Private Equity & Venture Forum Series include:

Actis Capital LLC
Affinity Equity Partners
AIF Capital
Apollo Management
Bain Capital
Baring Private Equity
The Carlyle Group
CHAMP Private Equity
ChrysCapital

CITIC Capital
Clearwater Capital Partners
Coller Capital
Colony Capital
Credit Suisse
CVC Asia Pacific
EQT
Globis Capital Partners
Greenpark Capital

HarbourVest Partners
Hony Capital
KKR
KPCB China
Legend Capital
MBK Partners
McKinsey & Company
Morgan Stanley
Navis Capital Partners

NEA
Oaktree
Pacific Equity Partners
Providence Equity
TPG Capital
Unitas
plus many more



“This is the grandfather of all PE events. And frankly your organization, was the organization that helped build the PE business”

- H Chin Chou
Chief Executive Officer,
Morgan Stanley Private Equity Asia

CONTACTS:

Corporate

Allen Lee

Publishing Director

T: +852 2158 9634

E: Allen.Lee@avcj.com

Sponsorship & Advertising

Darryl Mag

Business Development Director

T: +852 2158 9639

E: Darryl.Mag@avcj.com

Anil Nathani

Business Development Manager

T: +852 2158 9636

E: Anil.Nathani@avcj.com

Nathan Ho

Business Development Manager

T: +852 2158 9789

E: Nathan.Ho@avcj.com

Samuel Lau

Business Development Manager

T: +852 2158 9659

E: Samuel.Lau@avcj.com

Marketing

Yasna Mostofi

Marketing Manager

T: +852 2158 9664

E: Yasna.Mostofi@avcj.com

Subscriptions

Sally Yip

Subscriptions & Research Sales Manager

T: +852 2158 9658

E: Sally.Yip@avcj.com

Research

Helen Lee

Senior Research Manager

T: +852 2158 9644

E: Helen.Lee@avcj.com

Gaurav Nayak

Regional Account Manager

T: +852 2158 9672

E: Gaurav.Nayak@mergermarket.com

Delegate

Pauline Chen

Senior Sale Manager

T: +852 2158 9655

E: Pauline.Chen@avcj.com

Gavin Lam

Senior Sales Executive

T: +852 2158 9675

E: Gavin.Lam@avcj.com

AVCJ

Suite 1602-06, Grand Millennium Plaza,
181 Queen's Road Central, Hong Kong

T: +(852) 2158 9790

F: +(852) 2158 9701

E: AVCJ@mergermarketgroup.com

W: avcj.com

Other regional offices c/o Mergermarket Group

W: mergermarketgroup.com

London

10 Queen Street Place,
London, EC4R 1BE
United Kingdom

Mumbai

1102, 11th Floor, India Bulls Finance Centre,
Elphinstone Road, Mumbai - 400 013,
India

New York

330 Hudson St. FL 4,
New York, NY 10013
United States of America

Seoul

12/F, The Exchange Seoul 45,
Mugyo Dong, Jung Gu, Seoul,
Korea (110-772)

Shanghai

Unit A and C Floor 11,
No.360 South Pudong Road,
Pudong New District, Shanghai,
China

Singapore

96 Robinson Road, 068899,
Singapore

Sydney

Level 2, 40 King Street,
Sydney, NSW/
Australia

Tokyo

Otemachi Nomura Building 8F,
2-1-1 Otemachi, Chiyoda-ku,
Tokyo 100-0004
Japan

avcj.com