

# 2017 MEDIA KIT

GLOBAL PERSPECTIVE  
local opportunities





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# 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. Other products includes Mergermarket, Debtwire, Unquote and Inframation.

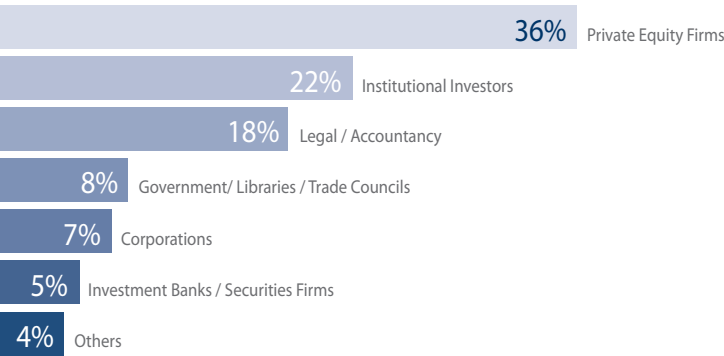
# Editorial coverage

## 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



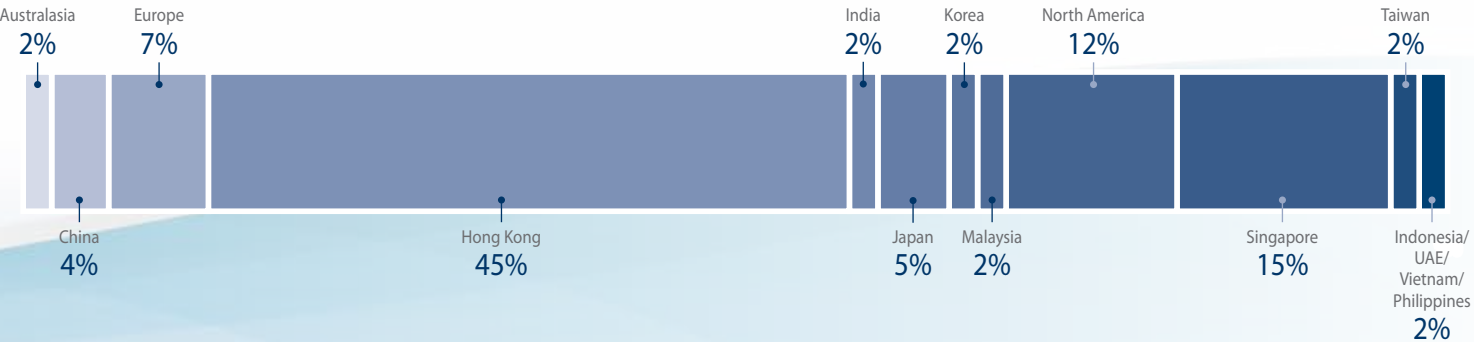
### AVCJ (Chinese edition)

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](http://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

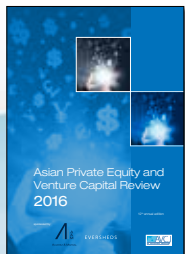
On the ground in the region since 1988, *AVCJ* has an unparalleled track record in providing top quality information on Asia private equity.

**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.

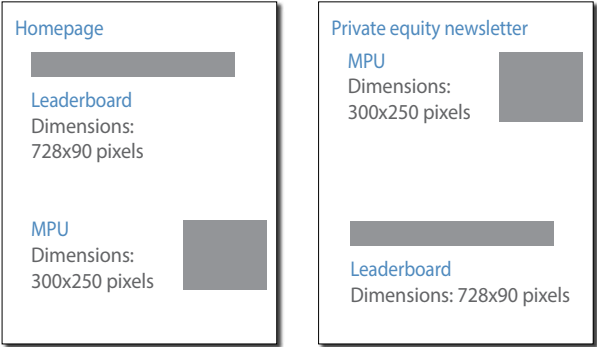
**Asian Private Equity Online Directory** is the absolute comprehensive directory of the private equity and venture capital industry in Asia. The Online Directory is easy to navigate, enabling access to a listing of more than 4,400 Asian private equity firms and over 11,000 professionals. For a free trial visit [asianfn.com/APEDemo](http://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 157,000 companies and almost 123,000 transactions. Live demonstrations are available. Please visit [www.asianfn.com/Research\\_Database.aspx](http://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](mailto: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

# Events



“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 Forums

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 2017, 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.



## 2017 Conference Series

AVCJ Private Equity & Venture Forum: Australia & New Zealand  
1-3 March 2017 | Sydney

AVCJ Private Equity & Venture Forum: China  
15-16 March 2017 | Beijing

AVCJ Private Equity & Venture Forum: Indonesia  
27 April 2017 | Jakarta

AVCJ Private Equity & Venture Forum: Vietnam  
25 May 2017 | Ho Chi Minh City

AVCJ Private Equity & Venture Forum: Japan  
22-23 June 2017 | Tokyo

AVCJ Private Equity & Venture Forum: USA  
12 July 2017 | New York

AVCJ Private Equity & Venture Forum: Singapore  
19-20 July 2017 | Singapore

AVCJ Private Equity & Venture Forum: Korea  
7 September 2017 | Seoul

AVCJ ESG Forum  
29 September 2017 | Singapore

AVCJ Private Equity & Venture Forum: Philippines  
5 October 2017 | Manila

China M&A: China  
19 October 2017 | Shanghai

AVCJ Forum 2017: Hong Kong  
14-16 November | Hong Kong

AVCJ Private Equity & Venture Forum: India  
5-6 December 2017 | Mumbai

AVCJ Private Equity & Venture Forum: Taiwan  
7 December 2017 | Taipei

Please visit [www.avcj.com](http://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

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Senapati Bapat Marg, Elphinstone Road (West),

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