

# AVCJ | Media Kit 2018

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 *Acuris*, whose other products includes *Mergemart*, *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



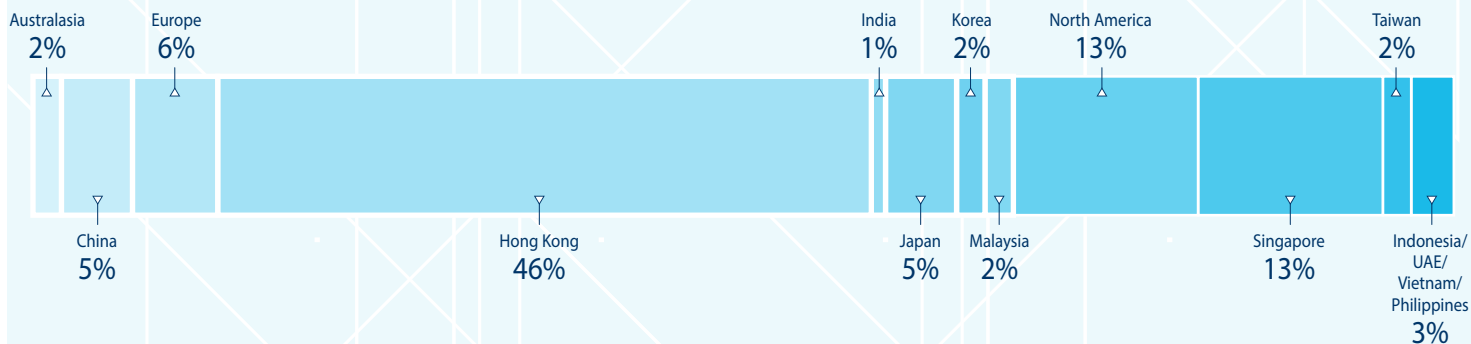
### AVCJ (Chinese edition)

Readership by type of business



### Asian Venture Capital Journal (online and print)

Readership by region



## AVCJ



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

### Website

AVCJ.com is an interactive website featuring the latest news, analysis articles, interviews with key market leaders, as well as, AVCJtv videos. AVCJ.com, which runs on both desktop and mobile versions, 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 three decades of knowledge about the region and the asset class. Monthly visits to avcj.com is 36K serving 78K impressions per month.

**Enterprise subscriptions** to firms of all sizes are also available. It is a cost-effective way to have everyone in your organization get instant access to the website.



# AVCJ



## Weekly magazine

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

## Newsletters

The *AVCJ* private equity newsletter is our flagship daily news service. It gives readers quick access to the breaking headlines and new stories from Asia's most widely read private equity and venture capital information source. An India-focused newsletter, published biweekly, offers in-depth news and analysis on private equity activities in the sub continent. Total subscribers of these newsletters exceed 3,000.

## AVCJtv

AVCJtv is an Internet-based rich media broadcast platform for private equity and venture capital information and analysis. AVCJtv webcasts, interviews and profiles provide perspectives and insights from the thought leaders and most experienced dealmakers in Asian private equity and venture capital.



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 English-language *Asian Venture Capital Journal*, the magazine also features news and analysis generated by a team of China-based reporters, giving readers an 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*

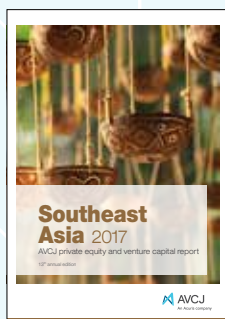
For over 30 years, *AVCJ* has an unparalleled track record of providing industry-leading information on Asian private equity and venture capital.

**AVCJ Private Equity and Venture Capital Reports** offers in-depth view of private equity and venture capital activities in Asia Pacific countries and regions including Australasia, Greater China, India and the Sub Continent, North Asia and Southeast Asia. Each *AVCJ* Report includes the latest statistics and analysis, 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 most comprehensive directory of the private equity and venture capital industry. Available as an online directory, the directory is easy to navigate, enabling access to a listing of more than 4,900 Asian private equity firms and potential contact to 13,000 professionals. For a free trial visit [asianfn.com/vcdemo](http://asianfn.com/vcdemo).


**The AVCJ Database** is Asia's leading Asian private equity and venture capital database. Seen as 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 169,000 companies and almost 134,000 transactions. Live demonstrations are available. Please visit [www.asianfn.com/Research\\_Database.aspx](http://www.asianfn.com/Research_Database.aspx) for details.

**Customised Research** services are available. This bespoke services takes the pain out of market research and analysis. Whether it is a request for raw numbers on Asian private equity and venture capital deal or fundraising statistics or a fully written analysis, *AVCJ* can furnish the information to the details you require. Email [avcj-research@avcj.com](mailto:avcj-research@avcj.com) for details.

The image is a screenshot of the AVCJ Database web application. It displays a complex data table with multiple columns and rows, likely representing company profiles or transaction data. The interface includes a sidebar with navigation options and a main content area with a table of data. The table has several columns, some with colored indicators (red and green) next to the data points.


# Digital mechanical data and rates

Homepage



Leaderboard  
Dimensions:  
728x90 pixels


MPU




Dimensions:  
300x250 pixels

Private equity newsletter

MPU



Dimensions:  
300x250 pixels



Leaderboard  
Dimensions: 728x90 pixels

## avcj.com – website

(US\$)	1 week	1 month
Leaderboard	\$3,000	\$9,600
MPU	\$2,000	\$6,400

## AVCJ Newsletter – (Daily)

(US\$)	1 week	1 month
MPU	\$3,000	\$9,600
Leaderboard	\$2,000	\$6,400

## AVCJ India Newsletter – (Fortnightly)

(US\$)	1 week	1 month
MPU	\$1,500	\$4,800
Leaderboard	\$1,000	\$3,200

## 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

<p>Online version</p> <ul style="list-style-type: none"> <li>Asian Venture Capital Journal (Visual area)</li> </ul>	<p>Print version</p> <ul style="list-style-type: none"> <li>Asian Venture Capital Journal</li> <li>Research Reports</li> </ul>	<p>Print version</p> <ul style="list-style-type: none"> <li>Asian Venture Capital Journal (Chinese Edition)</li> </ul>
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## 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 - (weekly) Full page, 4-colour	\$3,000	\$6,000	210 x 290 /210 x 297 (7mm bottom bar including)	210 x 297 /216 x 303
Asian Venture Capital Journal (Chinese Edition) - (Fortnightly) Full page, 4-colour	\$1,500	\$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)
- 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

## Conferences and awards

### AVCJ Private Equity & Venture Forum

AVCJ is the organiser of the highly acclaimed AVCJ Private Equity & Venture Forum series, which is the leading meeting place for Asian private equity and venture GPs, LPs, as well as, corporate executives, government regulators and professional advisers relevant to the asset class.

In 2018, the AVCJ Private Equity & Venture Forum series will be convening in Sydney, Jakarta, Ho Chi Minh, Seoul, Kuala Lumpur, Shanghai, Beijing, New York, Singapore, Manila, Tokyo, Hong Kong and Mumbai, attracting global and regional dealmakers throughout the year.

### Asian Private Equity & Venture Capital Awards

AVCJ's prestigious Asian Private Equity & 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 that encompasses multiple regions and asset classes.



*“I have been coming to the AVCJ Forum for over 20 years. The reason I keep coming back is, firstly the content is very good, and it is a great opportunity to put a finger on the pulse of what is happening in this part of the world. Secondly, everyone is here, making it easy to catch up with managers, fellow investors and advisers”*

- Marcus Simpson, Global Head of Private Capital, QIC

## 2018 Conference Series

AVCJ Private Equity & Venture Forum • Australia & New Zealand  
28 February - 2 March 2018 | Sydney

AVCJ Private Equity & Venture Forum • China  
14-15 March 2018 | Beijing

AVCJ Private Equity & Venture Forum • Indonesia  
25 April 2018 | Jakarta

AVCJ Private Equity & Venture Forum • Vietnam  
24 May 2018 | Ho Chi Minh City

AVCJ Private Equity & Venture Forum • Japan  
20-21 June 2018 | Tokyo

AVCJ Private Equity & Venture Forum • USA  
12 July 2018 | New York

AVCJ Private Equity & Venture Forum • Singapore  
18-19 July 2018 | Singapore

AVCJ Private Equity & Venture Forum • Korea  
6 September 2018 | Seoul

AVCJ Private Equity & Venture Forum • Philippines  
10 October 2018 | Manila

China M&A Forum  
18 October 2018 | Shanghai

AVCJ Private Equity & Venture Forum • Hong Kong  
13-15 November 2018 | Hong Kong

AVCJ Private Equity & Venture Forum • India  
4-5 December 2018 | Mumbai

AVCJ Private Equity & Venture Forum • Taiwan  
6 December 2018 | 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  
ChryCapital  
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*

“Great content along with so many GP and LP networking opportunities”

- Josh Stern  
Director, Private Investments,  
ROBERT WOOD JOHNSON FOUNDATION



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