



# AVCJ | Media Kit 2021

GLOBAL PERSPECTIVE  
local opportunities



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# About us



## **The Leader in Asian Private Equity and Venture Capital Intelligence**

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 Mergermarket, Debtwire, Unquote and Inframation.

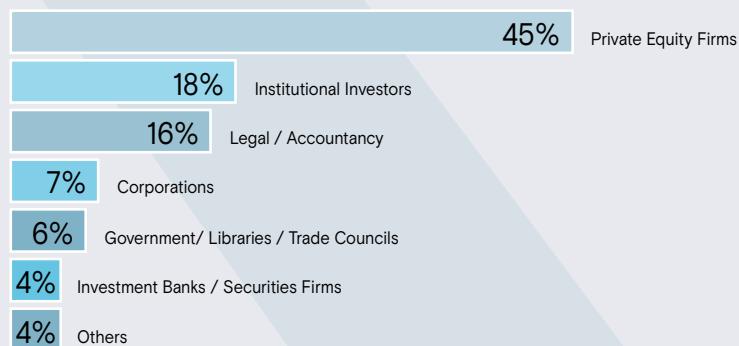
# Editorial coverage

## Readership

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

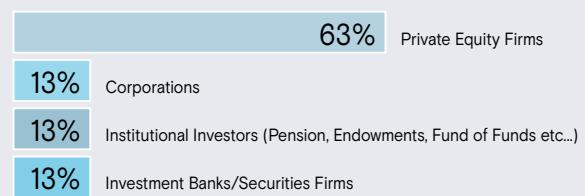
### Asian Venture Capital Journal (online and print)

#### Readership by type of business



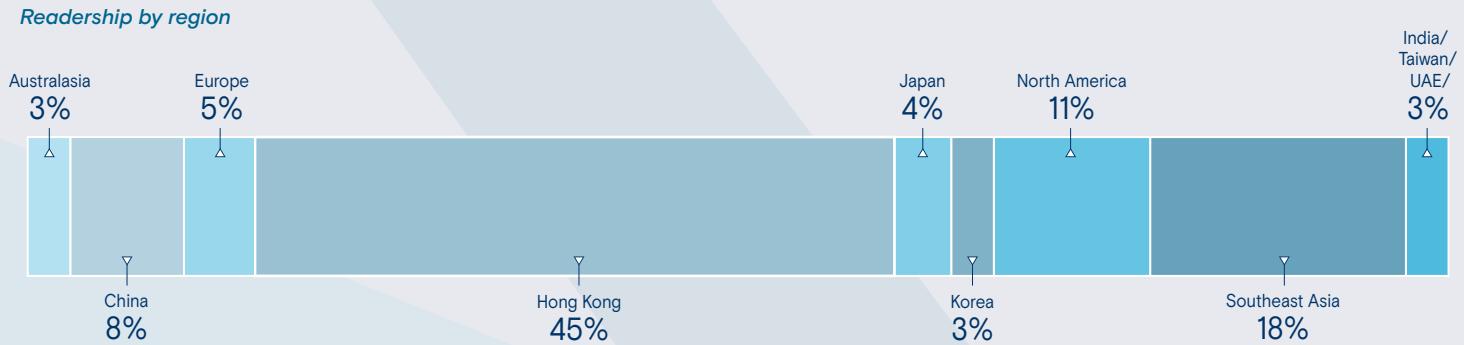
### AVCJ (Chinese edition)

#### Readership by type of business



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

#### Readership by region



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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](http://avcj.com) is 25K serving 43K 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.

## 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

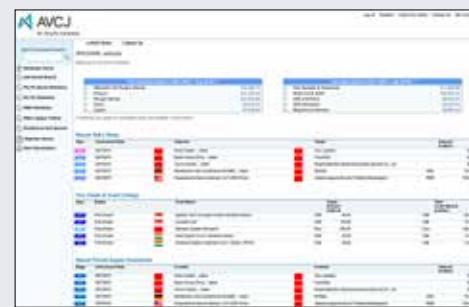
For over 33 years, AVCJ has an unparalleled track record of providing industry-leading information on Asian private equity and venture capital.

**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.

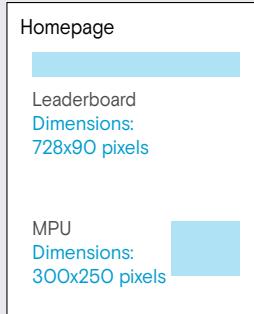
**Asian Private Equity Online Directory** is the most comprehensive directory of the private equity and venture capital industry. Available as an online directory, the directory is easy to navigate, enabling access to a listing of almost 8,000 Asian private equity firms and potential contact to 19,600 professionals. For a free trial visit [asianfn.com/vcdemo](http://asianfn.com/vcdemo).

**The AVCJ Research 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 199,250 companies and almost 166,300 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.

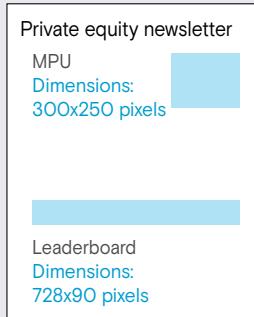


# Digital mechanical data and rates



## 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

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 - (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 2021, the AVCJ Private Equity & Venture Forum series will be convening in Sydney, Jakarta, Ho Chi Minh, Seoul, Kuala Lumpur, Beijing, New York, Singapore, Manila, Tokyo, Hong Kong, Mumbai and Taipei, 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 to twelve that encompass multiple regions and asset classes.



AVCJ also works with the Mergermarket and Inframation teams to organize premier events focused on mergers and acquisitions (M&A) and infrastructure investments. Markets covered include Australia, China, Japan and Southeast Asia. Please visit [www.avcjforum.com](http://www.avcjforum.com) for details.

## 2021 Conference Series\*

**AVCJ Southeast Asia Private Markets Outlook 2021**  
28 January 2021

**AVCJ Private Equity & Venture Forum • China**  
14-15 April 2021 | Beijing

**AVCJ Private Equity & Venture Forum • Australia & New Zealand**  
20-22 April 2021 | Sydney

**AVCJ Private Equity & Venture Forum • Vietnam**  
27 May 2021 | Ho Chi Minh City

**AVCJ Private Equity & Venture Forum • Japan**  
9-10 June 2021 | Tokyo

**AVCJ Private Equity & Venture Forum • USA**  
8 July 2021 | New York

**AVCJ Private Equity & Venture Forum • Singapore**  
20-21 July 2021 | Singapore

**AVCJ India Virtual Forum**  
25-26 August 2021

**AVCJ Private Equity & Venture Forum • Korea**  
3 September 2021 | Seoul

**AVCJ ESG Forum • Hong Kong**  
15 November 2021 | Hong Kong

**AVCJ Private Equity & Venture Forum • Hong Kong**  
16-18 November 2021 | Hong Kong

**AVCJ Private Equity & Venture Forum • Taiwan**  
1 December 2021 | Taipei

**AVCJ Women in Asian Private Equity Forum • Hong Kong**  
9 December 2021 | Hong Kong

\* Preliminary schedule, dates and events subject to change. 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  
Adams Street Partners  
Affinity Equity Partners  
AIF Capital  
Apollo Management  
Bain Capital  
Baring Private Equity

The Carlyle Group  
ChrysCapital  
CITIC Capital  
Clearwater Capital  
Partners  
Coller Capital  
Colony Capital

Credit Suisse  
CVC Asia Pacific  
EQT  
Globis Capital Partners  
HarbourVest Partners  
Hony Capital  
KKR

KPCB China  
Legend Capital  
Lexington Partners  
MBK Partners  
McKinsey & Company  
Morgan Stanley  
Navis Capital Partners

NEA  
Oaktree  
Pacific Equity Partners  
Permira  
Providence Equity  
TPG Capital  
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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