

## **Custom publishing:** Reach your customers through your own publications

- Customised collaterals designed for your organisation to collaboratively communicate to stakeholders the strength of your franchise
- Compelling integrated marketing solutions to meet your regional sales and marketing objectives
- Cost effective managed services by our professional team including editorial, design, production, print and distribution to generate qualified leads

## 1. Preamble

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You need to develop print and online content in order to reach out to your clients. Research shows that traditional channels of media are increasingly being transformed into custom media, allowing the customer to be in control. You require targeted editorial vehicles offered by custom publishing solutions to help you engage your customers more actively.

Custom publishing is a complete publication management service to enhance your brand visibility in this highly crowded market place. You can now create customer-orientated solutions designed to increase value to your clients, strengthen customer loyalty and retention, and generate qualified leads.

The Asian Banker provides cost effective managed services for your marketing and publishing needs including editorial, design, production, print and distribution. With our experienced team of writers, designers, and account managers we can design a high quality communications plan to ensure that you reach your business objectives and your marketing efforts not only reach your target audience but also exceed their expectations. Our expert editors and researchers are able to identify the hot topics in the industry and develop timely content catered to your objectives.

Established in 1996, The Asian Banker has built up a reputation for authoritative commentary on the FSI. We are the only publication with direct access to the highest level of decision makers in Asia's banking community, including China. The reputation combined with our extensive reach and in depth coverage of issues and trends in commercial banking makes The Asian Banker a "must read" for any professional in the FSI.

## 2. Why work with us?

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1. Hand over your marketing and publishing needs to our professional team of writers and designers so that we can customize a viable and compelling integrated marketing solution to meet your regional sales and marketing goals.
2. The Asian Banker constantly engages with the FSI community through The Asian Banker Journal available in print and e-version, both in English and Chinese, at roundtables, training seminars and through our research, benchmarking and consulting services. We can help you reach out to over 30000 senior decision makers in our database across Asia.
3. The Asian Banker is recognized as the credible source of information, for its authoritative commentary and analysis on the banking industry in Asia. Associate yourself with a leading brand and achieve your business goals, including:
  - Exclusive positioning
  - Industry Representation
  - Thought Leadership
4. The Asian Banker is targeted at the C-Suite in the financial services community. Therefore, our readers possess a high level of decision making power and are discerning in their choice of information.
5. Enjoy our complete project management services from start to finish including cost-effective printing and distribution capabilities.

### **3. Solutions designed to meet your organisation's unique needs**

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The Asian Banker editorial and marketing teams provide cost-effective managed services including content development, market research, illustrative design, production, print and distribution of your marketing collaterals. A few of the ways in which you can engage our custom publishing services include:

1. Create standalone supplements showcasing your products, services and solutions for your target audience in print and/or in an e-book format with customised features to suit your requirements such as embedded hotlinks/webcasts, etc. *(16 pages 4 times a year - \$25000 per issue)*
2. Co-publish a report with The Asian Banker Editorial, positioning you as a thought leader in the area of your interest and increase your brand perception. *(specifications to be discussed with your team)*
3. Feature your winning case studies in a special report written by The Asian Banker Editorial with neutral content. *(specifications to be discussed with your team)*
4. Have a corporate brochure created to meet your marketing objectives. *(specifications to be discussed with your team)*
5. Assign your client publications to us and we will help you exceed your client's expectations. *(specifications to be discussed with your team)*
6. Distribute your marketing collaterals to our database along with The Asian Banker Journal (print and e-version) sent out to 38,000 readers to build additional brand awareness. *(from US\$8000 up)*
7. Translate your marketing collaterals into simplified Chinese and insert it into The Asian Banker Journal Chinese Edition. *(The cost will be quoted based on your requirements)*

Note: Companies will receive soft-copies of all co-published articles, supplements, special reports and brochures in print ready format with full distribution and re-print rights.

**\* To discuss an integrated marketing package which is customised to your unique needs, please feel free to email Eunice Foong at [efoong@theasianbanker.com](mailto:efoong@theasianbanker.com) or call at +65-6236 6512. Research shows that custom media commands greater audience attention than alternative media, increases brand loyalty and drives future sales. We look forward to helping your organisation to grow.**