

**CONTACT | Sylvie Gyuran**

Regional Director  
 sylvie\_gyuran@businessweek.com  
 33-1-4075-2510  
 mediakit.businessweek.com

# AL-ARABIYA



Launched in October 2005, **BusinessWeek Al-Arabiya** is published in conjunction with InfoPro Management. The monthly edition provides insightful coverage and commentary for the business professional in this key emerging market. Editorial content in the magazine comes from BusinessWeek Global Edition as well as locally originated content covering the Arabic-speaking world.

**2009 AL-ARABIYA RATE BASE: 30,000**

**DISTRIBUTION DETAILS**

■ <b>AVG. CIRCULATION:</b>	30,000
■ <b>FREQUENCY:</b>	12x per year
■ <b>DISTRIBUTION:</b>	
KSA	12,000
Jeddah	41%
Riyadh	38%
Eastern Province	21%
UAE	8,000
Dubai	40%
Abu Dhabi	45%
Other Emirates	15%
Kuwait	3,000
Bahrain	2,000
Qatar	2,000
Other Arab countries	3,000

	<b>4-COLOR</b>
<b>FULL PAGE</b>	<b>US\$7,800</b>
<b>FULL PAGE/FIRST 10 PAGES</b>	<b>9,700</b>
<b>FULL PAGE/PAGES 11-20</b>	<b>8,700</b>
<b>CENTER SPREAD</b>	<b>13,550</b>
<b>DOUBLE SPREAD</b>	<b>12,300</b>
<b>2ND COVER SPREAD</b>	<b>16,350</b>
<b>2ND COVER</b>	<b>10,350</b>
<b>3RD COVER</b>	<b>8,250</b>
<b>4TH COVER</b>	<b>18,400</b>
<b>1/2 PAGE DOUBLE SPREAD</b>	<b>9,250</b>
<b>1/2 PAGE</b>	<b>4,600</b>
<b>1/3 PAGE VERTICAL</b>	<b>3,100</b>
<b>1/4 PAGE</b>	<b>2,250</b>
<b>ADVERTORIAL*</b>	<b>50% surcharge</b>

**BLEED:** Only on a full page and full page spread. No surcharge.

**POSITIONING:** When special positions available, a 10% surcharge applies.

\*The word "Advertorial" must appear at the top of each page.

For production specs, issue dates, and ad close dates: [mediakit.businessweek.com](http://mediakit.businessweek.com)

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Regional Director  
sylvie\_gyuran@businessweek.com  
33-1-4075-2510  
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# AL-ARABIYA

# EDITORIAL CALENDAR (1 of 2)

### EDITORIAL CALENDAR IS SUBJECT TO CHANGE.

Ad close is three weeks prior to on-sale date.

ISSUE DATE	EDITORIAL REPORT	ON-SALE
January	Real Estate	1/2
	Insurance	
	2009 Investment Outlook*	
February	Information Technology	2/1
	Investment Banking	
	Emerging Market Report*	
March	Private Equity Funds	3/1
	Telecommunications Companies	
	Smart Infrastructure*	
April	Automobiles	4/2
	Real Estate Companies	
	Future of Technology*	
May	Hotels	5/2
	Vacations	
	Mobile Phones	
	Emerging Market Report*	
June	Islamic Banks	6/1
	Top 10 Executive Directors of Islamic Banks	
	Stocks of Arab Real Estate Companies	
	The Outlook for Energy*	
July	Electronic Products	7/1
	Arab Banking	
	Emerging Market Report*	
August	Commercial Real Estate	8/1
	Top 10 Commercial Real Estate Projects	
	Credit Cards	
	The Business of a Sustainable Planet*	

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# AL-ARABIYA

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ISSUE DATE	EDITORIAL REPORT	ON-SALE
September	Office Technology	9/1
	Residential Real Estate	
	Top 10 Residential Projects	
	Emerging Market Report*	
October	Stocks of Telecommunications Companies	10/1
	Top 10 Arab Telecommunications Stocks	
	Aviation	
November	Arab Real Estate	11/1
	Fast Cars and Faster Demand	
	Best Global Brands*	
December	Loans	12/1
	Watches and Jewelry	
January 2010	Real Estate Developers	1/2
	Foreign Banks	
	Investment Outlook*	
	Innovation & Design*	

**CONTACT | Thomas Lehner**

Regional Director  
 thomas\_lehner@businessweek.com  
 49-69-33999-210

# BULGARIA



Launched in January 2006, **BusinessWeek Bulgaria** is published in conjunction with CASH Group. The weekly edition provides insightful coverage and commentary for the business professional in this key emerging market. Editorial content in the magazine comes from BusinessWeek Global Edition as well as local editorial developed by CASH's journalists.

**2009 BULGARIA RATE BASE: 16,500**

	B&W	4-COLOR
1 PAGE	US\$2,650	US\$3,350
2/3 PAGE	2,200	2,850
1/2 PAGE	1,950	2,500
1/3 PAGE	1,550	1,700
2ND COVER SPREAD	-	5,500
3RD COVER	-	3,700
4TH COVER	-	4,950
CENTER SPREAD	-	5,500
PAGES 2 AND 3	-	4,850
PAGES 4 AND 5	-	4,850
INSIDE SPREAD	-	4,600

**DISTRIBUTION DETAILS**

- **AVG. CIRCULATION:** 16,500
- **FREQUENCY:** 50x per year
- **DISTRIBUTION:**
  - Sofia 52%
  - Other big cities 28%  
(including Plovdiv, Varna, Bourgas, and Russe)
  - Small cities 12%  
(including Stara Zagora and Pleven)
  - Outside Bulgaria 8%  
(including Bulgarian embassies in Europe and Asia, Skopje [Macedonia], and Thessalonica [Greece])

**BLEED:** Add 15%..

**POSITIONING:** Limited premium positions available including covers, center spread, and selected editorial adjacencies. Fixed position: add 10%.

For production specs, issue dates, and ad close dates: [mediakit.businessweek.com](http://mediakit.businessweek.com)

**CONTACT | Thomas Lehner**

Regional Director  
 thomas\_lehner@businessweek.com  
 49-69-33999-210

# BULGARIA

# EDITORIAL CALENDAR (1 of 2)

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Ad close is three weeks prior to on-sale date.

ISSUE DATE	EDITORIAL REPORT	ON-SALE
1/2-12		1/2
1/19		1/9
1/26		1/16
2/2-9		1/23
2/16		2/6
2/23		2/13
3/2	Smart Infrastructure*	2/20
3/9	Top 25 Customer Service Champions with J.D. Power and Associates*	2/27
3/16	Young Professionals: Best Undergrad B-Schools*	3/6
	Future of Technology*	
3/23	Emerging Market Report*	3/13
	Fashion During a Downturn: Budgeting and Introducing New Collections	
3/30-4/6	Game-Changing Management Ideas*	3/20
	Young Professionals: B-School Life*	
4/13	BusinessWeek 50*	4/3
4/20	Bulgarian Business: First Quarter Report - Surviving the Gaz Supply Crisis and Southern Borders Blockade	4/10
4/27-5/4	Innovation & Design: Most Innovative Companies*	4/17
	IN: Inside Innovation Feature Insert*	
	The Outlook for Energy*	
	BalpEx - The Biggest Real Estate Fair in Bulgaria: Trends in Construction Investment	
5/11	Business and Management Outlook: Bulgaria After 2009 Parliamentary Elections	5/1
5/18	The First 100 Days for Business*	5/8
5/25		5/15
6/1		5/22
6/8-15	Future of Technology*	5/29
	The Business of a Sustainable Planet*	

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Regional Director  
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# BULGARIA

# EDITORIAL CALENDAR (2 of 2)

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Ad close is three weeks prior to on-sale date.

ISSUE DATE	EDITORIAL REPORT	ON-SALE
6/22-29	Emerging Market Report* IN: Inside Innovation Feature Insert*	6/12
7/6-13	Autos: What Lies Ahead—Sofia Auto Show Report	6/26
7/20-27	Bulgaria's Top Brands	7/10
8/3-10		7/24
8/17-24		8/7
8/31-9/7		8/21
9/14	Future of Technology*	9/4
9/21	Young Professionals: Best Places to Launch a Career*	9/11
9/28	IN: Inside Innovation Feature Insert*	9/18
10/5	Best Global Brands*	9/25
10/12	Emerging Market Report*	10/2
10/19	Trade Fairs: What Trends They Mark in the Tough 2009	10/9
10/26		10/16
11/2	Bulgarian Tourism Bottom Line: Who Came From Where	10/23
11/9	The Power 100: The Most Powerful People in Sports*	10/30
11/16		11/6
11/23	Best Executive Education*	11/13
11/30	Future of Technology*	11/20
12/7	IN: Inside Innovation Feature Insert*	11/27
12/14	Philanthropy*	12/4
12/21	Innovation & Design: Best Buildings for Business Awards with Architectural Record*	12/11
12/28	World's Most Influential Companies*	12/18
1/4/10-1/7/10	Investment Outlook*	12/25/09-1/1/10

**CONTACT | Christina Lee**

Asia Managing Director  
christina\_lee@businessweek.com  
65-6530-6441

# CHINA



Launched in October 1986, **BusinessWeek/China** is published in collaboration with China Commerce and Trade Press (CCTP), an affiliated agency of China's Ministry of Commerce (MOFCOM). Editorial content in the magazine comes from BusinessWeek Global Edition and includes localized editorial material. BusinessWeek/China, the only business publication licensed to sell on newsstands in China, is distributed in 32 provinces and cities around the country.

### 2009 CHINA RATE BASE: 160,000

	B&W	B&W+1 COLOR	4-COLOR
1 PAGE	US\$14,100	US\$18,300	US\$20,800
2/3 PAGE	10,500	13,700	15,700
1/2 PAGE	8,700	11,400	13,000
1/3 PAGE	5,600	7,300	8,300
1/6 PAGE	-	-	4,700

#### DISTRIBUTION DETAILS

- **AVG. CIRCULATION:** 160,000
- **FREQUENCY:** 12x per year
- **DISTRIBUTION:**
  - Northeast 2.5%  
(Heilongjiang, Jilin, Liaoning)
  - North 12.7%  
(Beijing, Tianjin, Hebei, Inner Mongolia, Shanxi)
  - Northwest 1.6%  
(Gansu, Ningxia, Qinghai, Shaanxi, Xinjiang)
  - East 30.1%  
(Shanghai, Anhui, Fujian, Jiangsu, Jiangxi, Shandong, Zhejiang)
  - Central South 21.7%  
(Guangdong, Guangxi, Hainan, Henan, Hunan)
  - Southwest 2.5%  
(Chongqing, Guizhou, Sichuan, Tibet, Yunnan)
  - Single Copy Sales Across China 28.8%

**BLEED:** Add 15%.

**PREMIUM CHARGES:** Add 15% for inside front cover spread and adjacency to TOC. Add 10% for inside 3rd cover. Add 20% for 4th cover. Add 12% for first DPS after inside front cover. Add 10% for special position.

For production specs, issue dates, and ad close dates: [mediakit.businessweek.com](http://mediakit.businessweek.com)

**CONTACT | Christina Lee**

Asia Managing Director  
christina\_lee@businessweek.com  
65-6530-6441

**EDITORIAL CALENDAR  
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# CHINA

# EDITORIAL CALENDAR

ISSUE DATE	EDITORIAL REPORT	ON-SALE
January	2009 Investment Outlook*	1/1
February	Best and Worst Managers* Inauguration Special*	2/1
March	Future of Technology*	3/1
April	Green Biz Top 25 Customer Service Champions with J.D. Power and Associates*	4/1
May	Game-Changing Management Ideas* Most Innovative Companies* IN: Inside Innovation Feature Insert*	5/1
June	Auto Report Future of Technology: IT100*	6/1
July	Global BusinessWeek 50*	7/1
August	IN: Inside Innovation*	8/1
September	Innovation & Design: Industrial Design Awards*	9/1
October	Future of Technology in China Best Places to Launch a Career* IN: Inside Innovation	10/1
November	Best Global Brands*	11/1
December	Stars of China The Power 100: Most Powerful People in Sports*	12/1

### CONTACT | Christina Lee

Asia Managing Director  
christina\_lee@businessweek.com  
65-6530-6441

# INDONESIA



Launched in June 2002, **BusinessWeek Indonesia** is published by Indomedia Dinamika. Editorial content in the magazine comes from BusinessWeek Global Edition and includes some original local editorial developed by Indomedia Dinamika. BusinessWeek Indonesia is available on the newsstands of the 20 major cities in Indonesia, including Jakarta, Medan, Bandung, Semarang, Yogyakarta, and Surabaya.

### 2009 INDONESIA RATE BASE: 27,000

#### DISTRIBUTION DETAILS

■ <b>AVG. CIRCULATION:</b>	27,000
■ <b>FREQUENCY:</b>	38x per year
■ <b>DISTRIBUTION:</b>	
Jakarta	67%
Surabaya	9%
Bandung	5%
Semarang, Solo, and Yogyakarta	6%
Medan and Batam	5%
Makassar	1%
Bali	2%
Others	5%

	4-COLOR
FULL PAGE	US\$3,100
2ND COVER	3,300
3RD COVER	3,200
4TH COVER	4,400
2ND COVER SPREAD	6,700
DOUBLE PAGE SPREAD	6,000
2/3 PAGE	2,700
1/2 PAGE	1,900
GATEFOLD/FOLD-OUT	9,500
FOLD-IN (4 PAGES)	15,800

B&W and Black + 1-Color rates available upon request.

For production specs, issue dates, and ad close dates: [mediakit.businessweek.com](http://mediakit.businessweek.com)

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Asia Managing Director  
christina\_lee@businessweek.com  
65-6530-6441

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# INDONESIA

## EDITORIAL CALENDAR (1 of 2)

ISSUE DATE	EDITORIAL REPORT	ON-SALE
1/14-21	Investment Outlook*	1/5
1/28-2/4	Managing Through a Crisis*	1/19
2/11-18	The Dirty Secret of Recycling Electronics	2/2
2/25-3/4	Exxon: Why Exxon is Weaker Than You Think*	2/16
3/11	Financing Your Retirement*	3/2
3/18-25	Top 25 Customer Service Champions*	3/9
4/1-8	Smart Infrastructure*	3/23
4/15	Game-Changing Management Ideas*	4/6
4/22	BusinessWeek 50*	4/13
4/29-5/6	Innovation & Design: Most Innovative Companies*	4/20
5/13	The Outlook for Energy*	5/4
5/20	Mobile Communication	5/11
5/27-6/3	The First 100 Days for Business*	5/18
6/10	Golf dan Gaya Hidup	6/1
6/17	Tech's Best Young Entrepreneurs*	6/8
6/24	Asia Investing*	6/15
7/1-8	IMAC	6/22
7/15	Future of Technology: IT100	7/6
7/22	Otomotif	7/13
7/29-8/5	Focus on Retirement: Retirement Guide*	7/20
8/12	Surviving Local Banking	8/3
8/19	IT Market	8/10
8/26	The Business of a Sustainable Planet*	8/17
9/2-9	Reader Collaboration Special Issue*	8/24
9/16	Future of Technology*	9/7

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Asia Managing Director  
christina\_lee@businessweek.com  
65-6530-6441

# INDONESIA

# EDITORIAL CALENDAR (2 of 2)

**EDITORIAL CALENDAR  
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Ad close is three weeks prior to on-sale date.

ISSUE DATE	EDITORIAL REPORT	ON-SALE
9/23-30, 10/7	Best Places to Launch a Career*	9/14
10/14	Best Global Brands*	10/5
10/21	Asia's Emerging Auto Market*	10/12
10/28	Most Valuable Products*	10/19
11/4	Destination	10/26
11/11	The Power 100: The Most Powerful People in Sports*	11/2
11/18	Health Benefits*	11/9
11/25-12/2	Best Executive Education*	11/16
12/9	Medical Tourism*	11/30
12/16	Philanthropy*	12/7
12/23	Best Buildings for Business Awards with Architectural Record*	12/14
12/30	The World's Most Influential Companies*	12/21

### CONTACT | Christina Lee

Asia Managing Director  
christina\_lee@businessweek.com  
65-6530-6441

# THAILAND



Launched in August 2007, **BusinessWeek Thailand** is published in conjunction with Bangkokstation Network. The monthly edition provides insightful coverage and commentary for the business professional in this key emerging market. Editorial content comes from BusinessWeek Global Edition as well as local editorial developed by Bangkokstation Network's journalists.

### 2009 THAILAND RATE BASE: 15,000

	4-COLOR
FULL PAGE	US\$2,970
2/3 PAGE	2,020
1/2 PAGE	1,520
1/3 PAGE	1,050
1/4 PAGE	775
2ND COVER	3,540
3RD COVER	3,370
4TH COVER	3,710
CENTER SPREAD	6,410
DOUBLE PAGE SPREAD	5,400

### MARKETPLACE (CLASSIFIED)

1/4 PAGE	760
1/8 PAGE	420
1/16 PAGE	220

**POSITIONING:** When special positions available, a 15% surcharge applies.

For production specs, issue dates, and ad close dates: [mediakit.businessweek.com](http://mediakit.businessweek.com)

### DISTRIBUTION DETAILS

- **AVG. CIRCULATION:** 15,000
- **FREQUENCY:** 12x per year
- **DISTRIBUTION:**
  - Bangkok 85%
  - Chang Mai, Chang Rai, Pattaya, Hat Yai, Phuket, and Krabi 15%

**CONTACT | Christina Lee**

Asia Managing Director  
christina\_lee@businessweek.com  
65-6530-6441

# THAILAND

# EDITORIAL CALENDAR

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ISSUE DATE	EDITORIAL REPORT	ON-SALE
January		1/2
February		2/2
March		3/2
April	Game-Changing Management Ideas*	4/2
May	BusinessWeek 50*	5/1
June		6/2
July	The Business of a Sustainable Planet*	7/1
August		8/3
September		9/1
October		10/1
November	Best Global Brands*	11/2
December	World's Most Influential Companies*	12/1

### CONTACT | Sylvie Gyuran

Regional Director  
sylvie\_gyuran@businessweek.com  
33-1-4075-2510  
mediakit.businessweek.com

# TURKIYE



Launched in November 2005, **BusinessWeek Turkiye** is published in conjunction with Infomag Publishing Company. The weekly edition provides insightful coverage and commentary for the business professional in this key emerging market. Editorial content comes from BusinessWeek Global Edition and includes unique localized content developed by Infomag Publishing Company.

### 2009 TURKIYE RATE BASE: 25,000

#### DISTRIBUTION DETAILS

■ <b>AVG. CIRCULATION:</b>	25,000
■ <b>FREQUENCY:</b>	47x per year
■ <b>DISTRIBUTION:</b>	
Istanbul	65%
Ankara	9%
Izmir	8%
Antalya	2%
Bursa	2%
Rest of Anatolia	14%

	4-COLOR
FULL PAGE RIGHT	US\$7,200
FULL PAGE LEFT	6,120
2/3 PAGE	5,760
1/2 PAGE	4,680
1/3 PAGE	3,240
3RD COVER	12,960
4TH COVER	15,840
CENTER SPREAD	15,840
PAGES 2 AND 3	15,840
PAGES 4 AND 5	14,400
PAGES 6 AND 7	12,960
DOUBLE PAGE SPREAD	12,240
INSERT	15,840

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Regional Director  
 sylvie\_gyuran@businessweek.com  
 33-1-4075-2510  
 mediakit.businessweek.com

# TURKIYE

# EDITORIAL CALENDAR (1 of 2)

**EDITORIAL CALENDAR  
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ISSUE DATE	EDITORIAL REPORT	ON-SALE
1/10		1/4
1/17	Best and Worst Managers*	1/11
1/24-31	Inauguration Special Report*	1/18
2/7		2/1
2/14	ABFT - U.S. Companies Survey	2/8
2/21	Future of Technology*	2/15
2/28		2/22
3/7	Best Undergrad B-Schools*	3/1
3/14	Emerging Market Report*	3/8
3/21	Game-Changing Management Ideas*	3/15
3/28	Women in Business	3/22
4/5	Municipality Elections	3/29
	BusinessWeek 50*	
4/11		4/5
4/18	Most Innovative Companies*	4/12
	IN: Inside Innovation*	
4/25	The Outlook for Energy*	4/19
5/2		4/26
5/9	The First 100 Days for Business*	5/3
5/16		5/10
5/23		5/17
5/30	Future of Technology: IT100*	5/24
6/6	The Business of a Sustainable Planet*	5/31
6/13	Emerging Market Report*	6/7
6/20	IN: Inside Innovation	6/14
6/27		6/21

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Regional Director  
sylvie\_gyuran@businessweek.com  
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mediakit.businessweek.com

# TURKIYE

# EDITORIAL CALENDAR (2 of 2)

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Ad close is three weeks prior to on-sale date.

ISSUE DATE	EDITORIAL REPORT	ON-SALE
7/4		6/28
7/11-18	Retirement Guide Turkiye	7/5
7/25		7/19
8/1		7/26
8/8		8/2
8/15		8/9
8/22-29	Reader Collaboration	8/16
9/5		8/30
9/12		9/6
9/19	Best B-Schools	9/13
9/26-10/3	Best Global Brands*	9/20
10/10	The Future of Tech in Turkiye/CeBIT	10/4
10/17		10/11
10/24		10/18
10/31		10/25
11/7		11/1
11/14	Best Executive Education*	11/8
11/21		11/15
11/28		11/22
12/5		11/29
12/12		12/6
12/19	Most Influential Companies*	12/13
12/26	Marketing Trends	12/20
1/2/10	Investment Guide 2010	12/27