

THE ASIAN BANKER[®]

STRATEGIC BUSINESS INTELLIGENCE FOR ASIA'S FINANCIAL SERVICES COMMUNITY *Journal*



Strategic Business Intelligence
For the Financial Services Community

2 0 0 8 / 0 9
M E D I A K I T

www.theasianbanker.com



We help businesses **Succeed** in the financial services industry

“Plan your marketing budget with us to deliver value to the financial services industry”



The Asian Banker Journal offers a carefully-crafted blend of news, opinion and analysis on regional and global banking issues and developments. It is a must-read for chief executives, presidents and other key decision-makers at financial institutions.

As the flagship magazine of The Asian Banker, the leading and the most respected provider of intelligence to the financial services industry in the Asia Pacific, The Asian Banker Journal enjoys unique access to industry newsmakers, innovators and senior management professionals of commercial banks.

The Asian Banker Journal is put together by a high-caliber team of writers and editors, and receives strong research and data support from Asian Banker Research, making the publication an indispensable tool for decision-making in almost all levels of operations and strategic planning.

Editorial Mission

The Asian Banker Journal is dedicated to providing incisive commentary and analysis on the strategic developments in the financial services industry.

It focuses on the crux of issues and challenges faced by senior practitioners in the financial services industry.

Content

Published by **The Asian Banker**, an established research and intelligence house, **The Asian Banker Journal** covers the following areas:

- **Functional areas:** Strategy, Risk Management, Distribution and Retail Delivery, Payment Systems and Cards, Marketing, Operations, Technology and Human Resources.
- **Business segments:** Retail banking, Corporate Banking, Trade Finance, Private Banking, Investment Banking, Asset Management and Capital Market.



Regular Issues Include:

- **Current Account:** Incisive commentary and analysis on current issues and developments in the financial services industry, ranging from international 'hot topics' to Asia specific ones.
- **FI Business:** Investigates the issues that drive bank to bank services, and the forces that move the tides of the industry.
- **FSI technology:** Reports on the most significant developments in the IT industry and its leading figures.
- **Interview:** Highlights the personality and achievements of noteworthy CEOs, as well as chairmen, regulators, and other industry luminaries.
- **Opinion:** Perspectives on the burning issues of the day by authoritative practitioners from the industry and leading centres of expertise around the world.
- **People:** Chronicles the activities and thoughts of significant industry movers and shakers in Asia and the rest of the world.
- **Regulators:** Examines the myriad regulatory issues affecting the countries around the region from the perspective of their relevance to the region as a whole.
- **Research notes/report:** Select findings from The Asian Banker's research team, presented through concise analysis and authoritative charts.
- **Retail Banking:** Covers the entire spectrum of retail banking from payments to wealth management, ATMs to branch networks and e-banking.
- **Risk management:** Regular coverage of issues related to operational risk, balance sheet, systems, cards, loans, and other risk management topics.

Special Annual Issues:

- **The Leadership Issue:** Features the most prestigious awards recognising and celebrating the most outstanding individuals in the banking profession.
- **The Excellence in Retail Financial Services Results:** Presents the findings of a comprehensive research project that identifies winning banks in each country and across a wide range of product, service and process categories.
- **The Asian Banker 300.** A definitive ranking of banks, both by asset size and by strength, it is the annual reference source on commercial banks in Asia and the Middle East.
- **Industry Outlook:** A year-end issue that provides analysis on the important issues for the financial industry in the 12 months to come, country-by-country and regionally.

Special Publications:

- **Country reports – China, Indonesia, Malaysia, Philippines, Thailand.** The reports are designed to give readers an overview of the major issues that face the FSI community in identified country. The report is a showcase piece to promote the best banks in the country to the global financial community.
- **The Excellence in Retail Financial Services Awards (consumer edition).** This edition highlights the achievements of award winning banks and explains what makes their banks stand out.





Some of our noteworthy interviews

Interview
Kitayama Teisuke,
president,
Sumitomo Mitsui
Financial Group
page 58



“We would like to strengthen our global activities”

Interview
Chartsiri Sophonpanich,
president,
Bangkok Bank
page 54



“We have had different things to handle”

Interview
Pham Huy Hung,
chairman,
VietinBank
page 58



“We are intent on completing our equitisation”

Interview
Sandy Flockhart, CEO,
HSBC Asia
page 56



“This is the best vehicle we could acquire”

“Bad business judgements made”
Paul Sarbanes speaks out on regulation and the subprime crisis




Interview
Amando M. Tetangco,
Bangko Sentral ng Pilipinas
page 54



“The strength of the peso has been a mitigating factor”

CEO Interview
Rana Talwar,
Centurion Bank of Punjab
page 52



“The transition was a shock”

CEO Interview:
Saito Hiroshi,
Mizuho Corporate Bank, Japan
page 54



“We cannot just stay within Japan”

CEO Interview:
Aditya Puri,
HDFC Bank, India
page 70



“ICICI is not our peer”

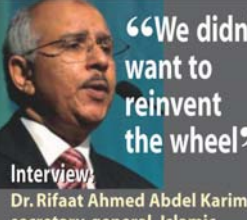
CEO Interview:
Mike Smith,
HSBC Asia Pacific
page 60



“I’ve always thought I was a frustrated investment banker”

“We didn’t want to reinvent the wheel”

Interview:
Dr. Rifaat Ahmed Abdel Karim,
secretary-general, Islamic Financial Services Board
page 70



CEO Interview
Vichit Suraphongchai,
Siam Commercial Bank, Thailand
page 66



“It’s much more difficult to survive”

“Good is the enemy of great”

Interview:
Anil Khandelwal, CMD,
Bank of Baroda
page 66



Jiang Jianqing
The story of the man who led his bank to the world’s largest IPO



“We can strike victory”

CEO Interview:
Ma Weihua,
China Merchants Bank
page 64



Asian Banker Summit 2005 Report:
Al Gore on sustainability
page 34



“I’m mostly on the accelerator”

Interview:
Kang Chung-Won,
CEO, Kookmin Bank
page 64



“It was quite exhilarating”

CEO Interview:
Bank Central Asia CEO
Djohan Emir Setiyoso
page 60



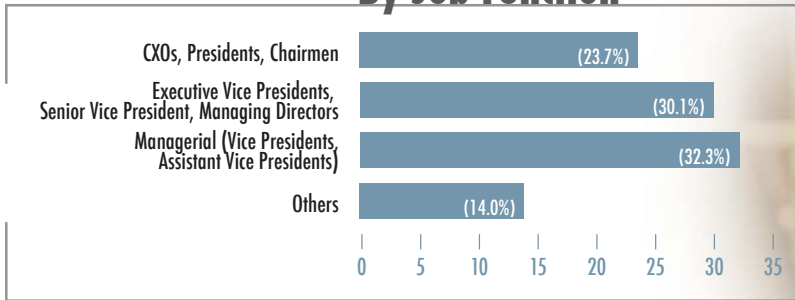


Readership and Circulation Details

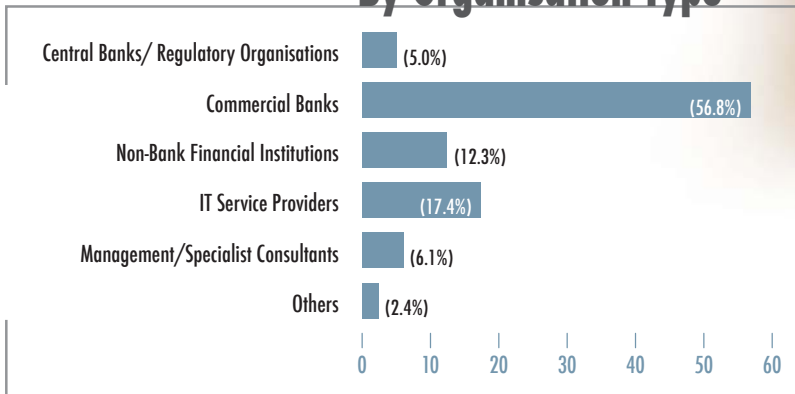
(1st March 2007)

The Asian Banker Journal is read by Asia's most senior decision-makers in the financial services industry and their partner institutions.

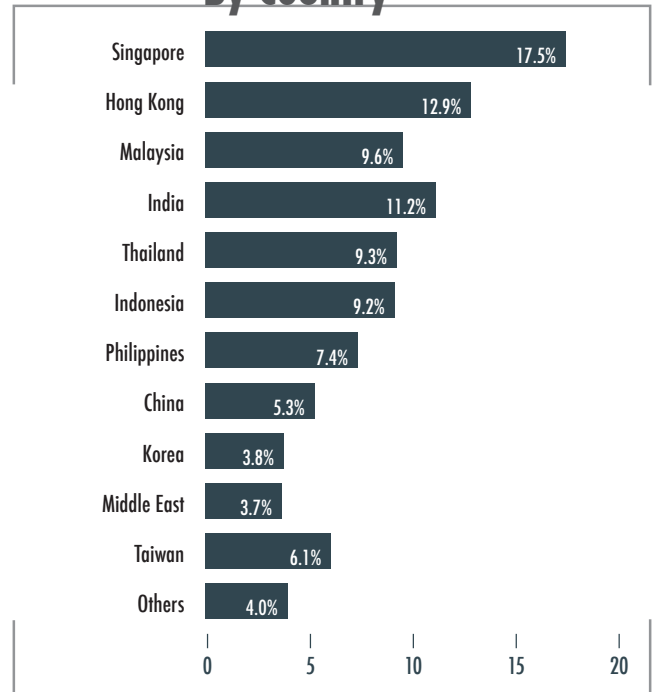
By Job Function



By Organisation Type



By Country



Paid and controlled circulation:
10,600

Also distributed at:

- Airport Lounges and Club Houses
- Banking Associations
- SIBOS, IMF meetings
- The Asian Banker's large financial services events

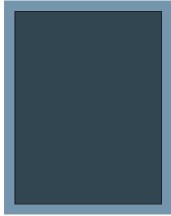
Published electronically in:

- Factiva
- Financial Times Online
- Internet Securities
- Lexis Nexis



Mechanical Specifications

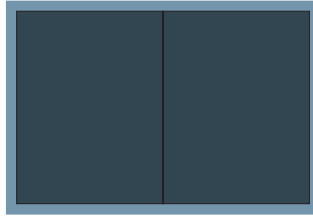
The advertisement sizes below are stated in width (w) by height (h) and are measured in millimetres (mm) :



Full Page

Trim size : 216mm x 280mm

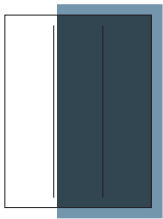
Bleed size : 226mm x 290mm



Double Page Spread

Trim size : 432mm x 280mm

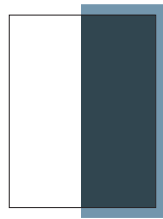
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Two-Third Page

Trim size : 144mm x 280mm

Bleed size : 154mm x 290mm



Half-Page Vertical

Trim size : 108mm x 280mm

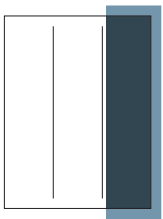
Bleed size : 118mm x 290mm



Half-Page Horizontal

Trim size : 216mm x 140mm

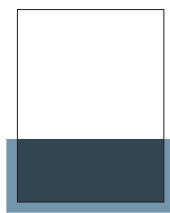
Bleed size : 226mm x 150mm



One-Third Page Vertical

Trim size : 72mm x 280mm

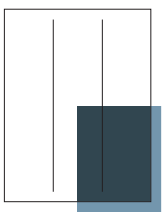
Bleed size : 82mm x 290mm



One-Third Page Horizontal

Trim size : 216mm x 93.3mm

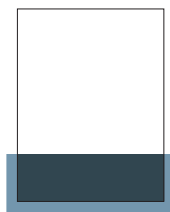
Bleed size : 226mm x 103.3mm



One-Quarter Page

Trim size : 108mm x 140mm

Bleed size : 118mm x 150mm



One-Quarter Page Horizontal

Trim size : 216mm x 70mm

Bleed size : 226mm x 80mm

Digital Format

- All files should be sent in PDF version (preferably created by Adobe Acrobat Distiller 7.0).
- All advertisement sizes must have specified 'cropmark' and 'bleed' on all sides.
- All fonts should be embedded in font suitcase. All images must be saved in 300 dpi.
- All images must be in CMYK colour for 4C and 2C ads and in grayscale mode for B&W ads. Images in RGB or spot colour are NOT accepted.
- A digital proof which represents the final digital file, should be sent to provide colour guidance on print. If no proof is supplied, the publisher does not accept the responsibility for the final print outcome.



The Asian Banker E-newsletters

The Asian Banker E-newsletter is the industry's most definitive source of continuous news on banking developments worldwide. The e-newsletters are read by an estimated 38,000 readers in Asia Pacific and the Middle East region, as well as Europe and North America.

The E-newsletter carries a selection of commentaries, updates and collections which includes:

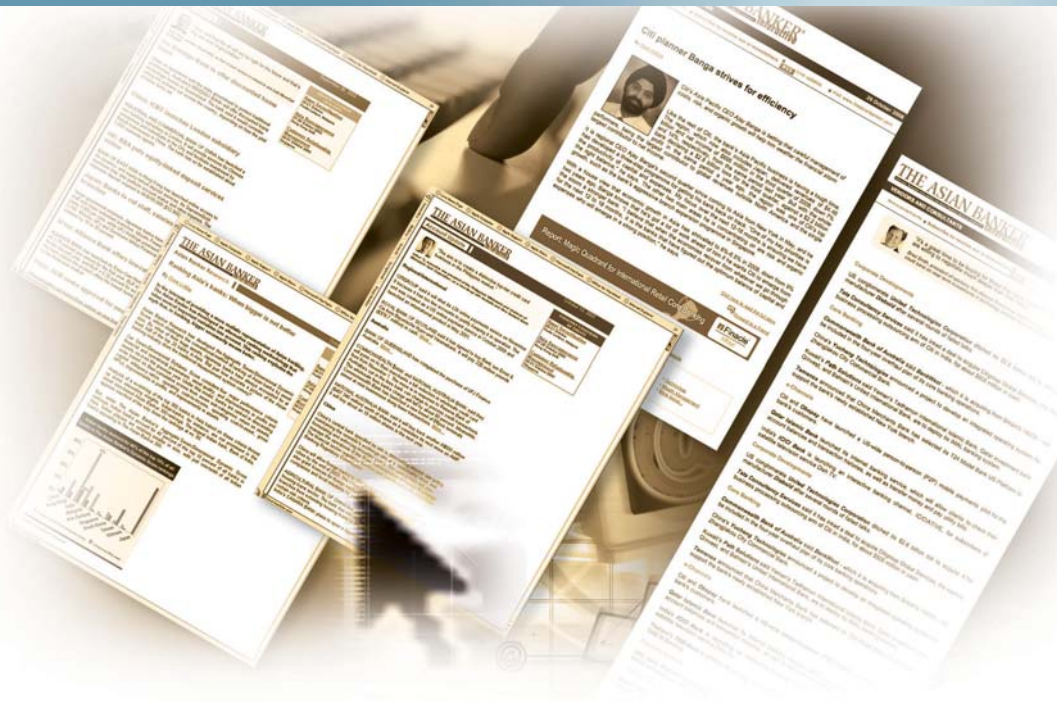
- **Asian Banker Perspectives / Account Update:** Presents commentaries on significant developments in the banking and finance industry in the Asia Pacific region. The Asian Banker Perspectives also includes Account Update, available every alternate Monday, that highlights relevant banking and financial news in major countries in the region.
- **News and Analysis:** Combines articles, analysis and news updates on Retail Banking, Financial Institutions, Risk Management and Research topics.
- **Vendors and Consultants:** Provides technology articles and news updates on the activities of IT vendors servicing the banks in the region.
- Special Interest Group topics such as Risk Management, Retail Distribution, Aggregation & e-banking, Payments, Wealth Management, Operations & Technology, CRM and Cash Management, to name a few.

The E-newsletter provides a unique and powerful platform for a sponsoring organisation to build Corporate visibility and to enhance brand awareness through:

- Dissemination to a mailing list of over 38,000 names worldwide
- High pass on and replication rate, estimated at three times the base number
- Creation of strong and relevant association with segments of banking related to the advertiser's business

The E-Newsletters that your company can choose to sponsor include the following:	Frequency
Generic Topics	
Account Update	Twice a month – alternate Mondays
Perspectives	Every Monday
News & Analyses	Every Wednesday
Vendors and Consultants	Every Friday
Chinese E-Newsletter	Every Wednesday
Special Interest Group Topics *(Published on demand – Thursday)	*
Account Aggregation and Internet Banking	*
CRM	*
Payment Systems	*
Retail Distribution	*
Operations and Technology	*
Risk Management	*
Wealth Management	*
Cash Management for FI's	*
Topics to be Introduced * New topics are always considered based on readership, interest and sponsorship potential, which we are happy to discuss with you.	

To find out more on how you can use this unique positioning opportunity effectively, please contact Eunice Foong at efoong@theasianbanker.com or tel +65-6236 6512



E-Newsletter - Strategic Banner Advertising

If you want to be associated with strong delivery of must read financial information, marketed to a very targeted top level decision- making audience and reach out to over 38,000 practitioners, then secure your ad space with the Asian Banker now.

Key Benefits

- Associate your brand with a well respected publication that has earned its reputation as a must read in the banking and financial industry
- Leverage on this platform to build your brand equity with senior level decision-makers in the banking and financial industry
- Cast a wider reach with distribution of your advertisement to the Asia Pacific region and build your organization over time with a publication of choice

Our Key strengths

- We reach a targeted audience that possesses a high level of decision making power and is very discerning in their choice of reading material
- We are known to deliver newsworthy information on key issues related to banking and financial industry
- We have high credibility and have won the confidence and trust of the banking industry

Delivery of your advertising on the E-newsletter

- High frequency of our e-newsletter: 3 times a week on Mondays, Wednesdays and Fridays
- Reach out to over 38,000 subscribers
- Choice of different advertising space and format



Special Reports and Sponsored Supplements

Special Reports:

- A topical report with independent editorial content by The Asian Banker
- A platform to showcase your thought leadership in a select business area
- An opportunity to build brand awareness of your products

The Sponsored Supplements contain:

- 8 pages of marketing collateral
- Interviews with your key staff, clients/ partners and existing case studies
- Comprises of information on the sponsor's products and services



Achieving your business goals:

- Exclusive positioning;
- Industry Representation;
- Thought Ownership/Leadership;
- Marketing collateral for branding;
- Controlled circulation only to the preferred clients and target audience;
- Opportunity platform for case studies



Advertising Rate Card

Inclusive of offline, online advertising opportunities.

The Asian Banker Regular Edition covers on salient industry issues, published 6 times per year. On top four existing distribution channels, the journal will be made available regionally at the yearly Asian Banker Summit, high level roundtables, consultative forums, executive workshops and briefings as managed by The Asian Banker.

Rates in US\$

(Applicable from 1st Feb, 2008)

Four-Colour	Base	3x	6x
Full Page (ROP)	10890	10346	9257
Double Page Spread	17600	16720	14960
2/3 Page	9350	8883	7948
1/2 Page	7040	6688	5984
1/3 Page	4950	4703	4208
Outside Back Cover	15400	14630	13090
Inside Front Cover	14520	13794	12342
Double Page Spread (Inside Front Cover)	23100	21945	19635
Opposite to Table of Content	14080	13376	11968
Inside Back Cover	13530	12854	11501

Black & White	Base	3x	6x
Full Page (ROP)	8800	8360	7480
Double Page Spread	13970	13272	11875
2/3 Page	7700	7315	6545
1/2 Page	5720	5434	4862
1/3 Page	3850	3658	3273

Editorial cum Advertising	Base	3x	6x
Advertorial Per Page	13200	12540	11220
Advertorial Double Page	19800	18810	16830

View our Offline & Online advertising opportunities for a comprehensive coverage of your targeted market. Online advertising include website, enewsletter and more. Speak to our team of sales professional for further details.



Comments From CEOs

“Congratulations to The Asian Banker for innovation and success in publishing what, I believe, is now Asia’s most important financial services publication.”

Dr. David Morgan, CEO, Westpac Banking Corporation

“I read it from time to time. The way I see it, it is good in that you get to know other people in the region. This is something we’re actually missing today in the Asian region. A magazine like The Asian Banker fills that gap and I get to know who’s who, and it’s very important. Banking today, I would say for the smaller banks in this region, it’s important that we have the outlook and perspective. The global scenario is getting bigger and bigger through mergers and acquisitions. It is useful, and every time I see the magazine I look at who’s in it. You fill that gap ...”

Dr. Vichit Suraphongchai, Chairman and CEO, Siam Commercial Bank of Thailand

“The magazine has a very respectable presentation of the issues that affect the daily lives of Asian bankers.”

Mr Banthoon Lamsam, CEO, KasikornBank

“Only one or two magazines focus on the banking industry in this region. The Asian Banker is very impressive and informative.”

Mr. Goanpot Asvinivichit, President and CEO, Government Savings Bank in Thailand



The Asian Banker

The Asian Banker is the region's foremost provider of integrated business intelligence to the financial services industry. The mission of The Asian Banker is to chart developments in the industry, identify best practices and provide value-added information to support senior decision-makers in the region's financial institutions, central banks, and other related institutions. The company delivers its services via its three core products and services: research, publications and forums.

Asian Banker Research offers a wide range of intelligence-based reports and research products for the banking and financial services community. It is designed to provide senior management with critical business intelligence to secure a market leader position in the industry.

Asian Banker Publications comprises of The Asian Banker Journal, A ten issues per year publication, The Asian Banker E-Newsletters that provide the latest news and analysis on developments in the industry and an insight into global best practices and benchmarks.

Asian Banker Forums organises conferences and roundtables for senior executives on key areas of developments in the industry, to interact, share ideas and build a wealth of knowledge. Many of these events are conducted by invitation only. The company's flagship event is The Asian Banker Summit, inaugurated in 2000 and attended by delegates from around the region.

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