



AsiaIP

INFORMED ANALYSIS

2021 MEDIA KIT

IN PRINT • ONLINE • IN PERSON

Helping Companies Protect their Intellectual Assets

Helping Law Firms Reach Their Market



Reaching Your Potential Clients

Asia's leading IP resource is your gateway to key IP owners, brand managers and in-house counsel, all with an interest in Asia. Asia IP is the go-to source for information on the issues behind the headlines.

Helping companies manage and protect their intellectual assets, Asia IP explains recent legislative changes, speaks with leading advisers, and highlights the strategies companies should be using to secure their IP rights in Asia.

Editorial Calendar

Some of the topics planned for 2021 include:

ISSUE	TOPICS	EVENTS
December 2020 / January 2021	<ul style="list-style-type: none"> • 2020 Asia IP Awards: The Winners • IP Experts: India 	
February 2021	<ul style="list-style-type: none"> • Asia IP Survey - Copyright • IP Experts: Japan • IP Experts: Hong Kong 	
March 2021	<ul style="list-style-type: none"> • 2020 China Awards: The Shortlist • IP Experts: Philippines • IP Experts: Indonesia 	
April 2021	<ul style="list-style-type: none"> • 2020 India Awards: The Shortlist • 2020 China Awards: The Winners • Special Focus: Enforcement 	
May 2021	<ul style="list-style-type: none"> • Asia IP Survey - Trademarks • Special Focus: Licensing Strategies • IP Experts: Thailand 	27-28 May - LESI Virtual Annual Conference
June/July 2021	<ul style="list-style-type: none"> • 2020 India Awards: The Winners • IP Experts: Singapore • IP Experts: Malaysia • Special Focus: Patent Strategies • Special Focus: IP Strategies in the Philippines 	
August 2021	<ul style="list-style-type: none"> • Special Focus: IP Strategies in China • Special Focus: IP Strategies in India • Special Focus: Trademark Strategies 	23 - 25 August - IP Week @ SG
September 2021	<ul style="list-style-type: none"> • Asia IP Survey - Patents • IP Experts: South Korea • IP Experts: Taiwan 	
October 2021	<ul style="list-style-type: none"> • 2021 Asia IP Awards: The Shortlist • Special Focus: IP in ASEAN • Country Focus: Japan • IP Experts: Vietnam • IP Experts: China 	<ul style="list-style-type: none"> • 16-20 October - AIPPI World IP Congress, Hangzhou, China • 28 October - 2021 Asia IP Awards, Gold Coast, Australia • 29 Oct - 2 Nov - APAA - Gold Coast, Australia
November 2021	<ul style="list-style-type: none"> • IP Experts: India • Special Focus: IP Strategies in Myanmar • Special Focus: Litigation Strategies 	15-19 November - INTA Annual Meeting, Houston, USA
December 2021 / January 2022	<ul style="list-style-type: none"> • 2021 Asia IP Awards: The Winners 	December - BIP Asia Forum, Hong Kong

Editorial Sections

Asia IP combines the very best of up to the minute coverage of issues and events, with indepth articles covering some of the most important areas of IP law and their developments, and interviews with Asia's IP decision-makers. You should take part covering Indian issues.

Regular sections of the magazine can include:

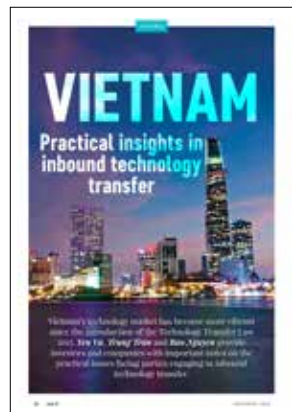
COVER STORY

An indepth look at some of the most prominent issues affecting IP owners around the region, written by our team of in-house journalists



SPECIAL FEATURES

Analysis of the latest trends that are impacting intellectual asset owners across Asia and the Pacific, and from further afield.



EXPERT STRATEGIES

In-depth, insightful analysis of the latest issues, in a country by country format, and written by some of the leading IP lawyers in each jurisdiction. Essential information for in-house counsel looking to protect their IP



IN PRACTICE

Leading lawyers share their experience and expertise on the key topics of the day.



CASENOTES

Indepth reports from the courts of the latest ground-breaking cases that will impact IP jurisprudence in the region, with analysis of what it means for companies.



CORPORATE INSIGHT

The view from inside. Commentary from some of Asia's leading in-house counsel on the issues they face when trying to protect their IP.



NEWS ANALYSIS

Concise and authoritative coverage of the latest news and views from around the region.



PEOPLE & PLACES

All the latest office and personal news from around the region, including mergers, new hirings, promotions, and office relocations



CORRESPONDENT

Regular columns from Asia's leading IP experts, covering essential analysis of the latest developments in IP.

Asia IP's Annual Awards

Asia's Annual Awards recognise the very best law firms and IP practices from across Asia and the Pacific.

In April, leading domestic firms in China are honoured at the Asia IP China Awards, with leading Indian firms honoured in July at the **Asia IP India Awards**. Combining geographic and practice-area categories, our regional awards recognise outstanding leadership from some of the best firms in these two Asia giants.

November sees a city in Asia play host to the annual **Asia IP Awards**, rewarding excellence in patents, trademarks and copyright across 19 key Asia-Pacific jurisdictions, and three awards for Asia-Pacific Firm of the Year.

The Awards Process

Step 1

Law firms are invited to submit details of key cases, which are reviewed by our editorial team to draw up a shortlist

Step 2

The shortlist sent out to law firm clients, and is voted on by leading corporate counsel worldwide

Step 3

The votes are tabulated, and the winners announced



**China – March • India – July
Asia Pacific – November**





Asiaiplaw.com brings together law firms and their clients.

Asiaiplaw.com is a unique blend of open-access news and articles, and subscriber-only content, updated on a daily basis.

All sponsored articles and Analyst Columns are open access, ensuring your articles are accessible to thousands of unique visitors.

Online Law-firm Directory

asiaiplaw.com also incorporates a powerful online directory of law firms. The online directory links relevant articles to your online profile. For example, if someone is reading an article about Malaysia, the articles lists all Malaysian law firms featured in the directory, at the end of the article.

And of course, these profiles link directly to your own site, making client contacts easier.



Targeted Readership

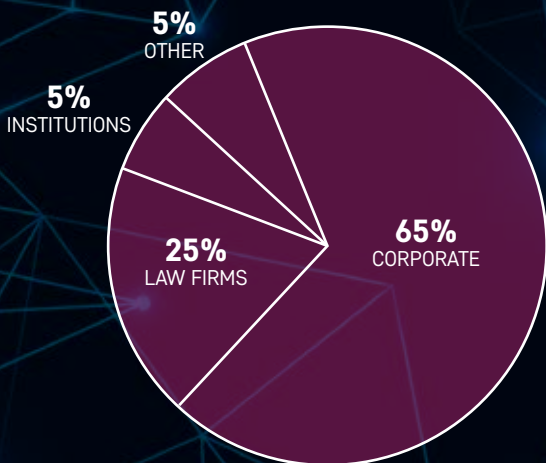
Asia IP's reaches the people that matter most – IP owners and decision-makers in companies with active IP portfolios, and the law firms they work with. Available to delegates at the INTA meeting, LESI Annual Meeting, BIP Asia Forum, and the AIPPI Annual Meeting, Asia IP reaches your potential clients.

Asia IP is your link to a global audience of IP decision-makers who all have an interest in Asia.

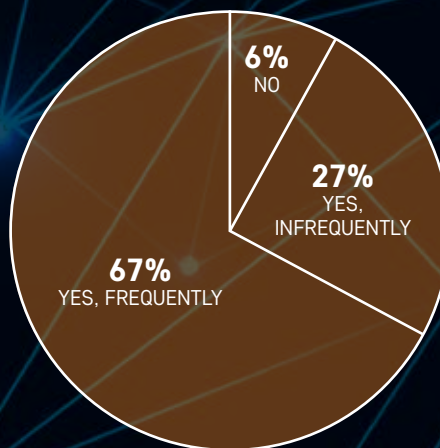
MONTHLY PRINT READERSHIP

15,283

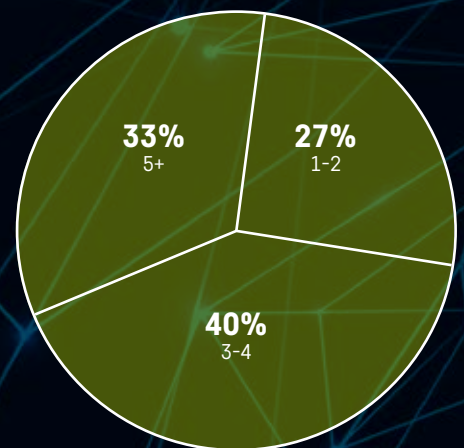
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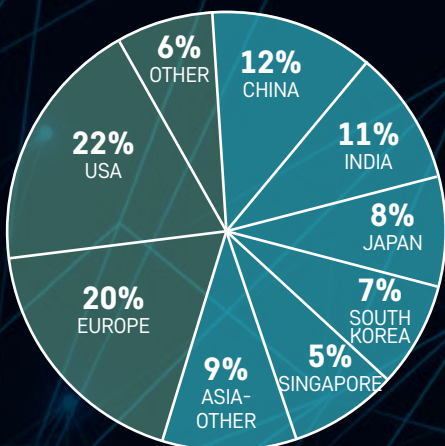
DO YOU REVIEW YOUR EXTERNAL IP COUNSEL?



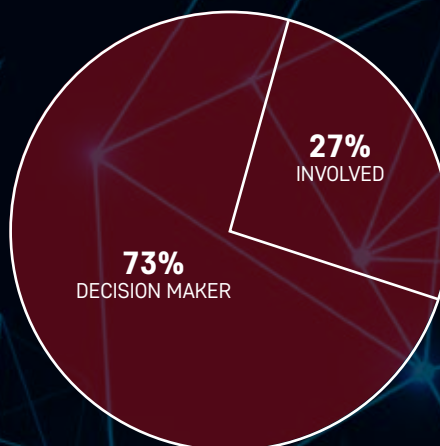
HOW MANY EXTERNAL COUNSEL DO YOU HAVE IN A COUNTRY?



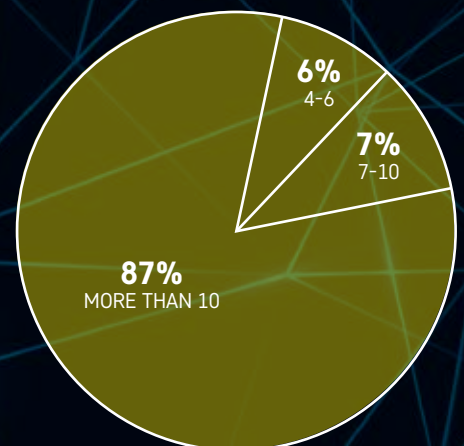
WHERE ARE READERS BASED?



ARE YOU INVOLVED IN CHOOSING EXTERNAL COUNSEL?



HOW OFTEN DO YOU USE EXTERNAL IP COUNSEL?



Correspondent

Becoming a Correspondent is a unique opportunity to reach the top echelons of the IP community – In-house Counsel, brand managers, IP decision-makers and leading lawyers – in a regular column covering key issues they need to know.

Correspondents can chose from the following key topics in their jurisdiction:

- Patents
- Trademarks
- Enforcement
- Media & Entertainment
- Licensing & Franchising



As a Correspondent, you will receive the following:

- An opportunity to write an exclusive 750 word column on the subject of your choice for one year (10 issues) in Asia IP
- The exclusion of all other firms from covering the same topic
- Photos of the authors, company logo and full contact details
- Professionally laid-out electronic version of your column for your own distribution
- 10 copies of each issue of Asia IP for the duration of your membership. You can either send these to clients yourself, or we will send them to your clients on your behalf
- First refusal on renewing your Membership at the end of the period

Rates	
Correspondent	
Length	Price per Issue
12 Months – 5 issues (Every other issue)	US\$ 1,495
12 Months – 10 Issues	US\$ 1,295
24 Months – 20 issues	US\$ 995

Correspondents represent a unique opportunity to influence key IP decision-makers, and promote the solutions and services your firm offers.

Confirm your position today, and ensure you secure the topic of your choice.

Your Article Online

In addition to appearing in print, your article will appear online at www.asiaiplaw.com with links from our site to yours.

All visitors will be able to read your analysis of the latest issues in your jurisdiction, and will be just a click away from directly contacting you.



Strategy Guides

Asia IP invites leading firms to author and sponsor a feature article on copyright protection in your jurisdiction, highlighting your expertise to potential clients.

Sponsoring and authoring an exclusive article is an effective way to reach key IP decision-makers, stand out from the crowd, and influence their next choice of external counsel.

Expert Strategies are special inbound guides to a key topic of interest to IP owners. Limited to just one firm per jurisdiction, and laid out in a similar format and style, Expert Strategies give law firms an opportunity to stand out in an essential expert guide.

Country Features give law firms from that jurisdiction an opportunity to stand out in an issue specially dedicated to their jurisdiction. The exact topic is up to the firm.

Special Features give law firms an opportunity to highlight a particular practice area, in an issue of the magazine with a specific focus. Totally exclusive, with only one firm from each jurisdiction involved, these are an opportunity to stand out as the leader in that field.

As a Sponsor, you will receive the following:

- A 2000 word article of your choice
- The exclusion of all other firms from your jurisdiction from writing an article
- Detailed biographies of your authors
- ½ page full colour advert to accompany your article
- 10 copies of this issue of Asia IP
- A highly effective way to stand out to potential clients.

Sponsorship represents a unique opportunity to reach and influence key IP decision-makers, and promote the solutions and services your firm can offer.

To really stand out, write an article in this issue of Asia IP.



Rates

Strategy Guides

Length	Price in US \$
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Detailed biographies	included
Copies for distribution	included

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As well as appearing in print, your article will appear online at www.asiaiplaw.com with links from our site to yours.

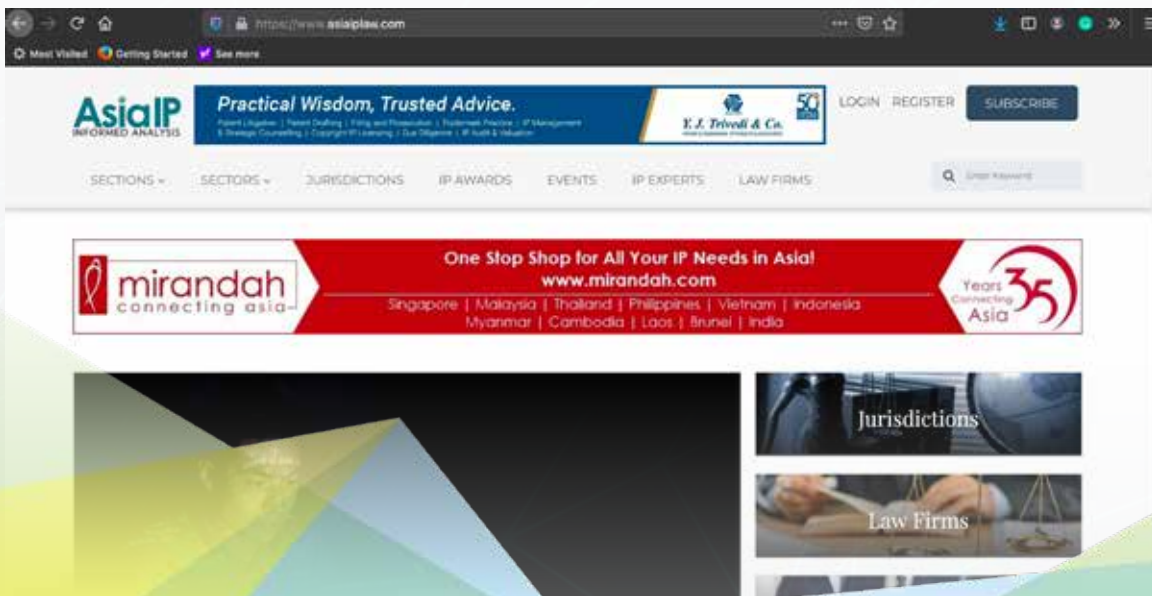
All visitors will be able to read your analysis of the latest copyright issues in Asia, and will be just a click away from directly contacting you.

Online Reach

www.asiaiplaw.com is the go-to site for everyone connected to intellectual property in Asia. With feature articles from the magazine, breaking news, and unique online content, **www.asiaiplaw.com** is indispensable reading for every IP owner, intellectual asset manager, IP lawyer and adviser with an active interest in this dynamic region.

Banner advertising allows clients the opportunity to stand out on the magazine's home page, events page or articles, with direct click-through to your own site.

NEW PAGE VIEWS STATS FOR JANUARY 2020



E-Newsletter

(sent up to twice weekly)

To view ad banner, please register as a free user at www.asiaiplaw.com to start receiving weekly e-newsletters. More than two ad banner spaces available.

Distributed at least once a week, Asia IP's e- newsletter brings the latest news and features direct to the inbox of the region's IP owners, experts and lawyers.

Advertising on the e-newsletter gives to direct access to the people directly managing their IP portfolio in Asia and the Pacific, and the lawyers and law firms that advise them.



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