ISSUE #45 2009 ASIA'S CREATIVE ADVERTISING MAGAZINE

Campaign Brief Asia

RATE CARD

Campaign Brief Asia IS ASIA'S LEADING CREATIVE AD MAGAZINE, BUT DON'T JUST TAKE OUR WORD FOR IT.

"What I love about *Campaign Brief Asia* is the absolute lack of confusion. It's a magazine about creativity, for creative people by creative people. While the majority of industry press tries to be everything to everyone, *Campaign Brief Asia* remains true to its origins. An unadulterated, hedonistic, up to the minute commentary on ads and creative people. With loyalty to ideas, not agencies or countries. We spend our whole careers fighting compromise and politics. Worrying about deadlines and agency stability. *Campaign Brief Asia* represents everything that keeps us sane. Producing great work, having a laugh, inspiring one another, celebrating success, discovering new talents and of course a bit of mindless gossip. And the added bonus, is that it is run by people who actually care about advertising. Its success is a barometer of our success."

DAVID DROGA, CREATIVE CHAIRMAN
DROGA5 LA/NY

"The advertising business is about advertising, first and foremost: That's our product, without which we wouldn't have a business. *Campaign Brief Asia* is about advertising. It is focussed, edgy, relevant, topical, and above all, interesting... in fact, it is everything a good ad should be. To have *Campaign Brief* in Asia is exactly what this region needs. It's reminded us what business we're in, and it keeps us on our toes. It's compulsory reading for anyone in this racket."

NEIL FRENCH, WORLDWIDE CREATIVE 'GODFATHER'
WPP GROUP

"The usual campaign brief that hits your desk is lousy. Fortunately, the *Campaign Brief Asia* that hits your desk isn't. There is no better read source of inspiration for creative people than *Campaign Brief Asia*. Every word, every picture, is devoured and debated passionately. Old Campaign Brief Asia's hang around in agencies for months, years even. As an author of advertising and marketing books, *Campaign Brief Asia* is consistently one of my most invaluable resources."

JIM AITCHISON, AUTHOR AND CREATIVE LEGEND
SINGAPORE

"Asia, I'm jealous. *Campaign Brief Asia* gives creative people a voice. It's about THE WORK (and don't that make a change?). But most importantly, it doesn't take life too seriously. I wish we had it in London."

TREVOR BEATTIE, EXECUTIVE CREATIVE DIRECTOR
BEATTIE McGUINNESS BUNGAY, LONDON

Campaign Brief Asia offers a range of advertising sizes and rates to suit any individual or company. So you don't have to be rich to become famous. For details and information on advertising and editorial opportunities within the magazine contact:

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