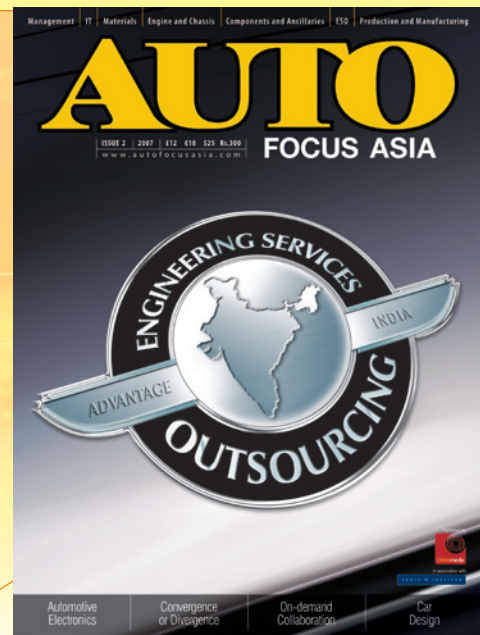
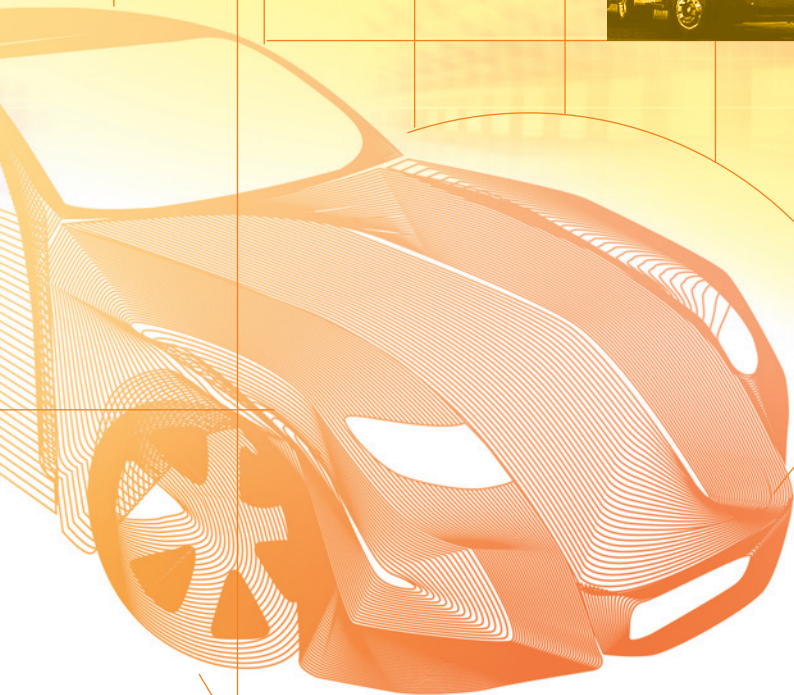


AUTO

FOCUS ASIA

The single voice for the Asian Automotive Industry



- Management
- Information Technology
- Materials
- Engine and Chassis
- Design and Testing
- Components and Ancillaries
- Production and Manufacturing
- Engineering Services

www.autofocusasia.com

Published by

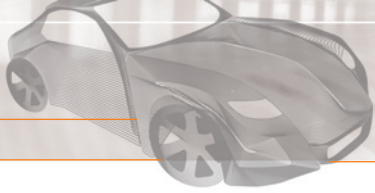


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Where knowledge talks business

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About Auto Focus Asia

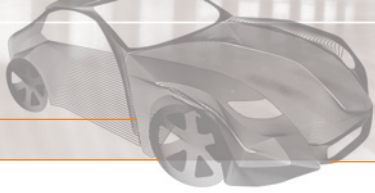
The Asian market for automotives is expected to lead the world in supply, manufacturing and development. According to Standard and Poor's sales of light vehicles in Asia are expected to rise from 5.5 million to 13.5 million by the year 2010. But this only represents half of the story, the market share of Asian-owned carmakers in the US rose to a record 35%. The automotive industry is a global business.

Auto Focus Asia is being produced to meet the demand for information: from the multinationals looking to develop their Asian operations and the Asian manufacturers who are fighting for global market share. Developed to focus on the key industry issues of interest to senior management, *Auto Focus Asia* will provide a single voice for the Asian automotive industry.

Focusing on the primary issues driving the development of the market, *Auto Focus Asia* will provide required reading for the senior executives working in this

rapidly expanding market. *Auto Focus Asia* will present insightful articles with a judicious blend of relevant global and pan-Asian perspectives, written by the world's leading business and automotive experts. The magazine will cover topics such as the need for increased manufacturing capacity, the importance of product quality, the issues of cost reduction, the development of hybrid technology, the development of Asian branding and more...

Auto Focus Asia will provide the senior management with the direction they need to make the strategic decisions necessary to capture market share. Supported by *automotives-global.com*, which will address the information needs of middle management, when looking to specify the products and services required to implement their company's strategic direction, *Auto Focus Asia* will address the needs of the both specifiers and the purchasers.



Editorial Agenda

Auto Focus Asia delivers the inspiration and unbiased information automotive directors need to perform their jobs more effectively. Drawing on the views of a combination of strategists, practitioners, and journalists, our analysis allows readers to understand and react to the constantly evolving challenges facing the Asian automotive industry.

Each issue provides sound business-oriented coverage through leader articles, interviews, features and surveys. The broad focus areas that will be regularly featured in the magazine are: Management, Information Technology, Materials, Design and Testing, Engine and Chassis, Components and Ancillaries, Production and Manufacturing, and Engineering Services.

Driven by the regulatory and environmental concerns *AutoFocusAsia* extends its editorial voice and influence through associations with leading conferences and research, and through our extensive online knowledge portal www.automotives-global.com.

For Editorial/Advertorial coverage please contact:

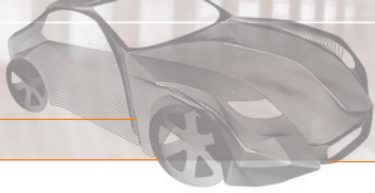
Vinaya Kumar Mylavaram,
Editor, Automotives

Sadhu Ramakrishna,
Senior Business Analyst, Automotives

e-mail: editorial@autofocusasia.com
Tel: 91 40 66655000 (Ext 220)

Maximising your market potential

We work hard to ensure that your message gets the opportunity it deserves. We have pulled together an impressive stable of contributors, experts and opinion formers to create the next issue of *Auto Focus Asia*. Your advertisement will appear alongside the most relevant article, to ensure that it is seen by the people who matter the most – your target market.



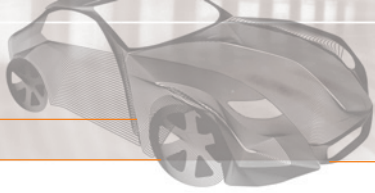
Editorial Contributors

Auto Focus Asia brings together a most distinguished team of international experts and industry chiefs from automobile manufacturing companies, engineering, research and consulting firms. The list of contributors to Auto Focus Asia includes :

- **Adriana Monk**, Chief Designer – Interiors, Jaguar & Land Rover, Advanced Design
- **Martin Smith**, Executive Design Director, Ford of Europe
- **Ronald Haddock**, Vice President and Director, Booz Allen Hamilton, Greater China
- **Regu Ayyaswamy**, VP and Global Head, Engineering and Industrial Services Business Unit, Tata Consultancy Services, India
- **Paolo Martella**, Active Steering Systems Design Responsible, Fiat Group Automobiles SpA
- **Krishna Bodnapu**, Vice President, Strategy, Infotech Enterprises, India
- **Andrea Ferrari**, Director, Testing Facilities, Fiat Powertrain Technologies, Italy

For the Editorial Content of the Latest Issue, go to:

<http://www.autofocusasia.com/magazine>



Distribution & Readership

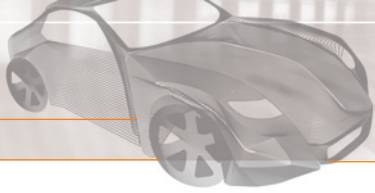
Exclusively the senior management of all major automotive manufacturers and their Tier 1 suppliers read *Auto Focus Asia*.

With a global market value of \$750 billion, it is estimated that Asia will contribute 57% of the growth in global capacity. Distribution will include those key specifiers and directors who are responsible for the growth and development of the Asian automotive industry.

Published quarterly, with a minimum circulation of 10,000 copies (with an estimated readership of 53,600 key decision makers, Source: Publisher's Survey) distributed throughout Asia Pacific - China, Hong Kong, India, Indonesia, Japan, Malaysia, Philippines, Republic of Korea, Singapore, Taiwan, Thailand, and Vietnam. Included in this circulation is an additional distribution to heads of Asian operations based out of Asia.

EXAMPLE JOB TITLES

Chairman of the Board and Chief Executive Officer
President and Chief Operating Officer
Chief Financial Officer
Group Vice President, Manufacturing
Senior Vice President, Global Purchasing
Vice President, Global Sales
Chief Operating Officer for Automobile Operations
Chief Operating Officer for Production Operations and Risk Management Officer
Senior Vice President, Administration and Finance
Executive Vice President and Chief Operating Officer
Group Vice President, Product Development
Group Vice President, Corporate Human Resources and Labour Affairs
Group Vice President and Chief Creative Officer
Global Product Development and Chief Technical Officer
Group Vice President, Corporate Affairs
Senior Vice President, Corporate Strategy and Chief Information Officer
Senior Vice President and Chief Marketing Officer
Vice President, International Governmental Affairs
Vice President, Environmental and Safety Engineering
Vice President and President, Customer Service Division
Vice President, Global Quality
Chief Executive Officer/
Chief Operating Officer Automotive Component Holdings
Vice President and Controller
Vice President, Research and Advanced Engineering



5 Reasons to Advertise with us

1 A meticulously crafted circulation database of companies that matter to you – A market place custom-built to your needs

2 Readers are carefully chosen top executives. A judicious blend of purchase decision makers and specifiers - the individuals who matter most to your company

3 Valuable content – Insights and incisive analysis of industry dynamics and emerging trends in equipment and manufacturing technologies written by the leading experts

4 Listing on the search engine optimised website - Print advert doubling-up as online vehicle

5 In sum, focused marketing translating into ‘value for money’



Advertising Rates

Advertising Options	Rates (In USD)
Double Page Spread	\$8,900
Full Page	\$4,500
Half Page	\$2,450
1/3rd Page Vertical Outer	\$1,475
1/3rd Page Product Flash	\$750

COVER POSITIONS

Inside Front Cover	\$5,800
Inside Back Cover	\$5,800
Outside Back Cover	\$6,900

OTHER POSITIONS

Page Facing Contents	\$5,100
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SPECIAL POSITIONS

1. Corporate Showcase	
a. 8-Pages, with flash on front cover	\$27,450
b. 4-Pages	\$14,850
2. Gatefold	
a. Cover: 2-Pages	\$10,850
b. Inner: 2-Pages	\$10,500
3. Island	\$6,500

The publication is a high design, full colour publication 203mm wide x 273mm deep. In order to maximise the impact, a strictly limited number of advertising positions have been made available.

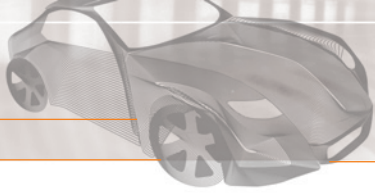
Note:

1. Advertisers are provided with one copy of the publication only.
2. Requirement for extra copies needs to be indicated at the time of approving the advert. Such copies entail extra charges @ \$10 per copy, plus cost of delivery
3. The above ad tariff is exclusive of the Ad agency commission
4. Corporate Showcase (8-pages) option entails flash of your logo on the cover page bottom part (Size: 20 mm X 35 mm).
5. Font "Adobe Garamond Pro" is not allowed for the contents of corporate showcase.

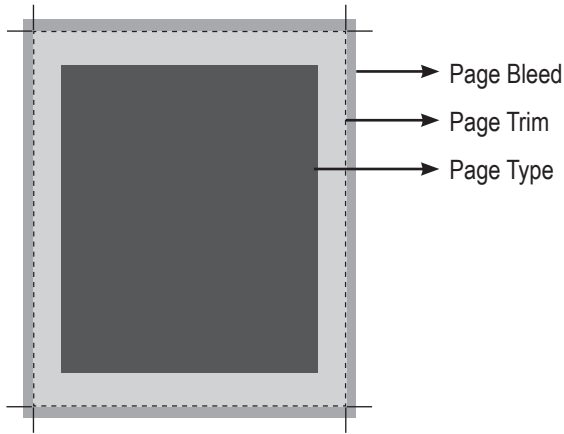
CUSTOM PUBLISHING

In addition to the standard advertising options mentioned, we also undertake custom publishing POA

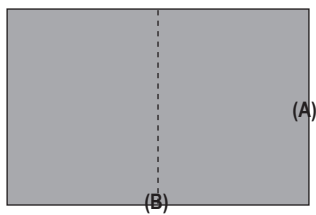
Please contact **Sunita John** to discuss advertising and custom publishing opportunities at sunita@ochre-media.com



Mechanical Details

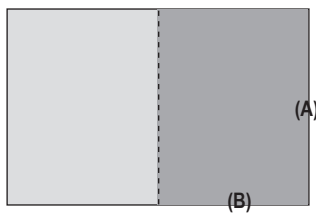


DOUBLE PAGE SPREAD



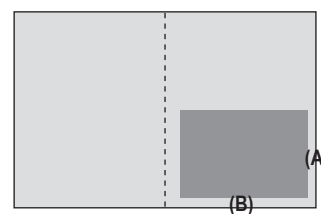
	Height (A)	X	Width (B)
Double page type	243mm	X	376mm
Double page trim	273mm	X	406mm
Double page bleed	279mm	X	412mm

FULL PAGE



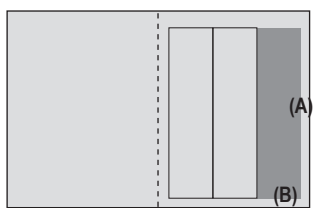
	Height (A)	X	Width (B)
Full page type	243mm	X	173mm
Full page trim	273mm	X	203mm
Full page bleed	279mm	X	209mm

HALF PAGE HORIZONTAL



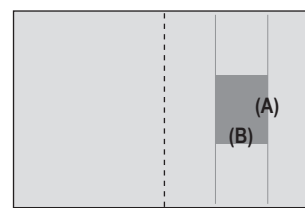
	Height (A)	X	Width (B)
Half page horizontal	112mm	X	172mm

1/3rd PAGE VERTICAL OUTER

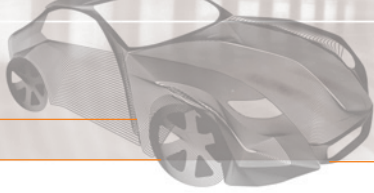


	Height (A)	X	Width (B)
1/3rd Page Vertical Outer	223mm	X	55mm

ISLAND

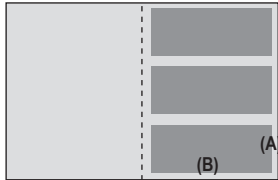


	Height (A)	X	Width (B)
1/3rd Page Vertical Outer	80mm	X	55mm



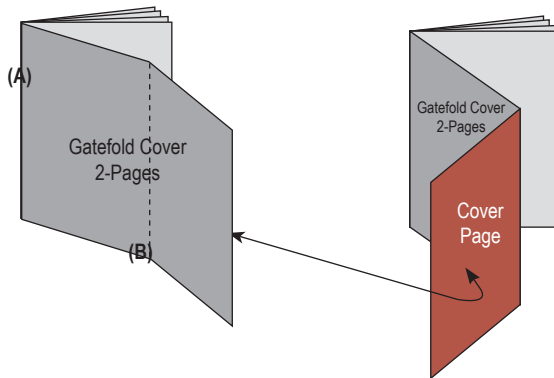
Mechanical Details

1/3rd PAGE PRODUCT FLASH



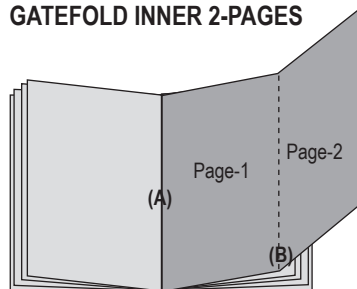
	Height (A)		Width (B)
1/3rd Page Product Flash	70mm	X	173mm

GATEFOLD COVER 2-PAGES



	Height (A)		Width (B)
Double page type	243mm	X	376mm
Double page trim	273mm	X	406mm
Double page bleed	279mm	X	412mm

GATEFOLD INNER 2-PAGES



	Height (A)		Width (B)
Double page type	243mm	X	376mm
Double page trim	273mm	X	406mm
Double page bleed	279mm	X	412mm

ARTWORK

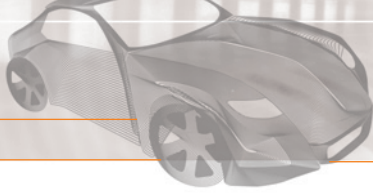
SOFTWARE: InDesign, Photoshop, Illustrator & High resolution PDF (file must have all images at 300dpi with fonts embedded)

(Not Compatible: PageMaker, CorelDraw or any other software or files from the Internet)

PICTURES RESOLUTION: 300dpi at 100% scaling for images, either as TIFF, JPG, EPS, or PDF

COLOUR: All colours to be CMYK breakdowns, including InDesign, Illustrator and Photoshop files

FONTS: Include all print and screen fonts



Terms & Conditions

Conditions set out in the Joint Agreement for Advertisement

1. Scope of our agreement: These are the conditions of the contract between you, the client ("you" and "your") and Ochre Media ("Ochre Media", "we", "us" and "our") relating to the provision by us of advertising space in the magazine, as specified on your purchase order.

2. Content and artwork responsibility: You are responsible for providing all text and illustrations ("copy material") for your advertisement/s and any other insert/s ("advertisement") in such a format as Ochre Media may specify by the copy deadline specified on your purchase order.

We shall prepare a proof of your advertisement and send across to you for approval. If you wish to change any element of it, you must send your changes to Ochre Media by the return date shown on the proof. If we have not received any changes by the return date, we will assume that you have approved the proof.

If you fail to supply copy material by the copy deadline, Ochre Media reserves the right to repeat standing copy or to independently determine the copy to be published (including sourcing from the public domain). Failure by you to supply the necessary copy material for your advertisement by the copy deadline will not affect your obligation to pay for the advertisement in accordance with clause 4 below.

If your copy material is provided in a form different from that specified then you will be responsible for any reasonable extra costs that may arise for preparing the material.

Notwithstanding the above, you agree that Ochre Media shall at all times retain full editorial approval over the advertisement and that, except as expressly provided in your purchase order, the positioning of the advertisement shall be at Ochre Media's sole discretion. Ochre Media reserves the right at its absolute discretion to reject, withdraw or amend text/information supplied by you for the advertisement and such will not affect your obligation to pay for the advertisement in full in accordance with clause 4.

3. Rights: In consideration of Ochre Media providing its advertising, marketing and design services to you, you assign to Ochre Media full title guarantee, for use throughout the world, the copyright (whether vested, contingent or future) in the copy material supplied by you and all rights of action in respect of that copy material.

The above will not operate as an assignment of your trade marks, service marks and logos which will remain your property. Accordingly, you hereby grant to Ochre Media a worldwide, non-exclusive, fully paid licence to reproduce and display all trademarks, service marks and logos contained within the copy material for the duration of this contract.

4. Invoice and settlement: An invoice for the amount specified in your purchase order (plus applicable taxes) will be issued at the time your advertisement is first published.

We will then invoice you for each renewed period (as defined in clause 7) at Ochre Media's then current rates on or shortly after the relevant anniversary of the date of first publication. You may request a copy of the rates that will apply in any renewed period from Ochre Media at any time within three calendar months before the commencement of that renewed period.

Settlement of all invoices is due 14 days from the date of the invoice. If your account falls overdue, then interest will be charged at the rate of 12% per annum. This will be calculated on a daily basis from the due date to the actual payment date. All prices quoted in the purchase order are exclusive of applicable taxes.

5. Warranty and indemnity: You warrant and represent to Ochre Media that: (i) you have all necessary rights to grant the rights and licences set out in this contract to Ochre Media; (ii) neither the copy material provided by you nor any material which may be linked to through your advertisement will contain anything that is defamatory, obscene, false or misleading or which otherwise violates any intellectual property rights or other rights of any person; (iii) use of the copy material provided by you will not violate any applicable law or regulation.

You agree to indemnify and keep indemnified Ochre Media and hold Ochre Media harmless against any and all damages, costs or fees arising from a breach of the above warranties including any claim or action by a third party.

6. Liability: Ochre Media does not accept any liability for any damages (including, without limitation, damages for any consequential loss or loss of business opportunities or projects, or loss of profits) howsoever arising and whether in contract, tort or otherwise from the use of or inability to use the advertisement, or any of its contents, or from any action or omission taken as a result of using the advertisement or any such contents. Ochre Media does not exclude liability for death or personal injury arising out of its negligence.

You agree that Ochre Media has not made any guarantees with respect to usage statistics, which include, without limitation, levels of impressions or click-throughs for the advertisement.

7. Cancellation: This contract represents a legally binding commitment between you and Ochre Media. You may only cancel your advertisement and terminate this contract in accordance with clause 7 or, prior to the date your advertisement is first published, with the written consent of Ochre Media. Ochre Media's consent will be at its sole and absolute discretion. If Ochre Media consents, prior to the date your advertisement is first published, to your advertisement being cancelled and this contract being terminated you will be liable to pay at least 50% of the amount specified in your purchase order (plus applicable taxes) and such amount will become payable within 14 days following the date of Ochre Media's written consent.

8. General: You may not resell, assign or transfer any of your rights under this contract without Ochre Media's prior written consent. Any attempt to resell, assign or transfer rights without Ochre Media's consent will entitle Ochre Media to terminate this contract immediately without liability to you.

A person who is not a party to this contract has no right to rely upon or enforce any terms of this contract.

In the event of a dispute arising out of or in connection with these terms or any contract between you and us, then you agree to attempt to settle the dispute by engaging in good faith with us in a process of mediation before commencing arbitration in accordance with The Arbitration and Conciliation Act, 1996.

This agreement is governed by and will be construed in accordance with laws of India and each party irrevocably agrees that the courts of Hyderabad shall have the exclusive jurisdiction to deal with any disputes arising out of or in connection with this agreement. These terms and conditions along with the purchase order constitute the entire agreement and understanding between you and Ochre Media and supersede any previous agreement between the parties. You agree that all the details of this contract appear in the purchase order and these terms and conditions and that no employee of Ochre Media has made any promise or commitment to you that does not appear here. Both parties agree that the terms and conditions described here are binding and may only be varied in writing signed by you and by a director of Ochre Media. Nothing in this contract shall operate to limit or exclude liability for fraud. Printed terms and conditions in any additional documents issued by you or your agent will not be recognised as binding.