

# IdN

## *Media Kit 05*



Since its establishment in 1992, IdN has developed a solid foundation and has become a leading authority in the digital-design publication field, covering the Asia-Pacific region and beyond. It has earned a solid reputation as a reliable source for the most up-to-date information on current market situations within the design community.

Today, IdN hosts conventions and design competitions as well as participating in industry events across the world. With a mission to amplify and unify the digital-content community in Asia-Pacific and other parts of the world, IdN has truly become an International designers Network.

# Creatives

## IdN magazine

IdN is available in three languages, English, Chinese and Japanese. We currently has six editions, International, Australia, Asia Pacific, H.K./China, Japan and Taiwan.



2005 v12n3  
English Edition



2005 v12n3  
Chinese Edition



2005 v12n3 (no.2)  
Japanese Edition

**It is fully loaded with stimulative global creative information and scenes for content creators.**

- Feature 1 A magazine which showcast the world-wide cutting edge design, fashion and art.
- Feature 2 From paper to printing method, fully demonstrate a fine specification and presentation.
- Feature 3 The supplemental DVD allows you to experience the borderness of design world through endless live interviews, motion clips and movie trailer.



V12N3 Mix-Photo



V12N3 Video Game



V12N3 Interactive

# Creatives



V12N3 Creative City



V12N3 VinylNation



V12N3 Poster



V12N3 Frame



V12N3 Propaganda



V12N3 Feature



V12N3 DVD



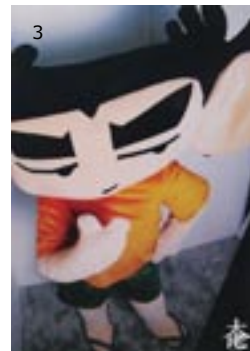
# Creatives

## Events

- 2005 Apm Leslie Kee Exhibition
- 2002 Onedotzero Hong Kong Film Festival
- 2001 Macromedia wwwhat Awards, the web design contest  
IdN decade Design Awards  
Dehara Yukinori figure Exhibition  
Macromedia Design for Impact Seminar in Hong Kong and Taiwan
- 2000 Macromedia wwwhat Award, the web design contest
- 1999 IdN Design Awards  
Content-Creation Presentation Programme in Singapore, Australia, Guangzhou and Taiwan
- 1998 Apple Design Competition for Apple Computer Roadshow of IdN Design Awards artwork
- 1997 IdN Design Awards  
Grand Prize Presentation in Hong Kong  
Local Design Awards presentation in Australia, Beijing, Taiwan and Singapore  
Formation of IdN Club Philippines
- 1996 PPDAC Design Competition for Adobe Systems & Fractal Design  
IdN Design Awards

## IdN Gallery

- 2005 Royal Elastics Free Art Party 5
- 2004 The Moment Exhibition 4
- 2003 G C G00-Bi Family Big Boss Exhibition 3  
Pathfinders: A Way Through Swiss Graphix 2  
4936 Come and Mix with Craig Exhibition 1



# Creatives

## IdN Conference

One of IdN's most popular innovations is its Fresh Conference. Following the huge success of the inaugural conference in Hong Kong in February 2001, the event was staged to even greater acclaim in Sydney in September 2001, and the last Fresh was staged in Singapore April 2002. After the three Fresh Conference, the first IdN My Favourite Conference in Hong Kong 2002 and the last My Favourite Conference in Singapore 2004 has attracted a record-breaking of around 5,000 attendees, where it successfully linked up creative professionals from all around the world.

2004	IdN My Favourite Conference	Singapore
2002	IdN My Favourite Conference	Hong Kong
	IdN Fresh Conference	Singapore
2001	IdN Fresh Conference	Sydney
	IdN Fresh Conference	Hong Kong
1996	IdN Conference	Hong Kong

IdN My Favourite Conference Singapore 2004



# Readership

## Readership research reveals the following about IdN readers:

### Gender

Men	55%
Women	45%

### Age

Median Age	27
Under 18	1%
18-24	46%
25-34	38%
35-44	8%
Over 45	7%

### Education Level

University educated	57%
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### Income

Mean household income is US\$ 58,565.00

### Occupation

Designer/Content Creator.....	43%
Design Student.....	24%
Creative/Art Director.....	15%
Managerial Level.....	7%
Photographer.....	5%
Producer.....	2%
System Support.....	1%
Professor/Lecture.....	1%
Other.....	2%



### Business Nature / Studying Field

Graphic design.....	45%
Web/Interactive.....	21%
TV/Animation/Motion Graphics.....	14%
Advertising/Public Relations.....	10%
Output Production.....	3%
Institute.....	3%
Illustration/Photo library.....	2%
New Media/Multimedia Design.....	1%
Other.....	1%



### Reach over 349,000 top design professionals worldwide

With an average pass-on readership of 4.08 each copy of IdN is read by more than 349,395 of the top design professionals in the world. This mean trough promotion in IdN your company can directly speak to the most influential individuals in the design world—those responsible for creating tomorrow’s culture and trends.

### Be part of a collectors item

98% of readers retain their copy for reference or keep as part of a collection, the remaining 2 % pass their copy on to a colleague. This maintains visibility not just for months but for years making advertising in IdN a cost effective promotional solution for the long term.

# Comments

## A word from our readers

*"When I'm interested in the graphic design and prepress market in the Far East, it is a pleasure to turn to IdN. It is one of the most well produced magazines I've ever held – beautiful, informative, exciting..."*  
**David Berlow / Font Bureau, Boston**

*"Each month I am tremendously impressed by the quality and quantity of work developed in Asia with "desktop technology" tools and displayed so beautifully in the pages of IdN. IdN truly presents the technology for the artist to express ideas...IdN is where I find the best of the Asia region..."*  
**Tom Lewis / Vice President, Tehabi Books, Del Mar, CA**

*IdN is one of the most informative and attractive magazines dealing with the international electronic design scene. Its editorial content is excellent and the quality of its layout and reproduction is superb, far surpassing similar magazine being produced in North America.*  
**Louis Fishauf / Creative Director, Reactor Art + Design Limited, Toronto, Canada**

*"IdN is one of the most beautifully edited and printed magazines of its kind. It offers a unique combination of elegant design sensibility with up to the minute information on the state-of-the-art technology. It explores the work of some of the most distinguished designers, computer artists and photographers from all over the globe making it a great reference book you want to collect."*  
**Ryszard Horowitz / Ryszard Horowitz Ltd, New York**

### **Comprehensive promotional solution**

IdN offers excellent visibility for advertisers through its 349,000 readership worldwide with many issues becoming collector items. Now combined with idnworld.com you reach more design professionals than ever. A choice of a wide range of promotional methods provides a platform for all providers of quality products or services.

### **High standards of design, print and production**

IdN creates a perfect environment to showcase your products or services. The high standards run all the way through the magazine covering, editorial, design, print, paper and advertising. Many advertisers use IdN to showcase their own design talents and tailor make adverts for IdN to appeal to the selective, highly design literature audience. The limited availability of advertising pages means each ad is part of a showcase, a gallery of essential products or services.

# Circulation

## Distribution Around the World

(Circulation Breakdown for IdN as at March 2005)

	Asia Pacific	Australia	HK/ China	Taiwan	Japan
Paid Annual	4,400	3,490	3,650	1,890	560
Retail Sale	13,500	8,850	7,900	4,900	19,140
Controlled Free Circulation	300	200	300	100	300
<b>Total Six Editions - 85,480</b>	<b>18,200</b>	<b>12,540</b>	<b>11,850</b>	<b>6,890</b>	<b>20,000</b>

International Edition - 16,000  
 Total Readership - 349,395





# Advertising

## Advertising Rate (Full Color Printing)

### 1 insertion

### 3 insertion

#### Asia-Pacific Edition

	HK\$	US\$	HK\$	US\$
Back Cover	49,300	6,630	46,835	6,300
Inside Front Cover	40,800	5,490	38,760	5,220
Inside Back Cover	27,880	3,760	26,490	3,570
Opposite Inside Front	26,450	3,390	24,450	3,120
Opposite Inside Back	23,000	2,960	21,000	2,690
ROP Full Page	21,080	2,840	20,020	2,700

#### Australia Edition

	AU\$	US\$	AU\$	US\$
Back Cover	5,500	2,900	4,900	2,670
Inside Front Cover	4,600	2,600	4,100	2,400
Inside Back Cover	3,150	1,660	2,810	1,490
Opposite Inside Front	2,990	1,580	2,590	1,370
Opposite Inside Back	2,600	1,380	2,230	1,180
ROP Full Page	3,800	2,060	3,400	1,860

#### Hong Kong/China Edition

	HK\$	US\$	HK\$	US\$
Back Cover	36,800	4,730	34,800	4,460
Inside Front Cover	27,600	3,540	25,600	3,270
Inside Back Cover	25,300	3,250	23,300	3,135
Opposite Inside Front	23,800	3,205	22,610	3,040
Opposite Inside Back	21,930	2,950	20,830	2,800
ROP Full Page	18,400	2,360	16,400	2,090

#### Japan Edition

	Yen¥	US\$	Yen¥	US\$
Inside Front Cover	500,000	4,820	472,000	4,550
Opposite Inside Front	500,000	4,820	472,000	4,550
Opposite Inside Back	480,000	4,630	454,000	4,410
ROP Full Page	400,000	3,850	378,000	3,420
Double Page Spread	800,000	7,720	756,000	6,840

#### Taiwan Edition

	HK\$	US\$	HK\$	US\$
Back Cover	16,000	2,070	14,500	1,870
Inside Front Cover	12,000	1,560	10,500	1,350
Inside Back Cover	11,000	1,430	10,130	1,310
Opposite Inside Front	10,350	1,340	9,830	1,270
Opposite Inside Back	9,540	1,240	8,510	1,100
ROP Full Page	9,000	1,160	8,000	1,030

# Advertising

## Advertisement Examples

**Advertorial** HP Design Jet 130



**CD/DVD Insert** Finnair



**Column** "The Company" NIKE—White Label



# Advertising

## Advertisement Examples

Book in Book Noise



# Booking

## Booking / Material Deadline

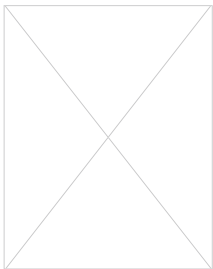
<b>Publishing Date</b>	<b>Issue</b>	<b>Booking</b>	<b>Materials</b>
Aug / Sep 2005	Vol. 12 No. 4	21 July 2005	28 July 2005
Oct / Nov 2005	Vol. 12 No. 5	21 Sep 2005	28 Sep 2005
Dec / Jan 2006	Vol. 12 No. 6	21 Nov 2005	28 Nov 2005
Feb / Mar 2006	Vol. 13 No. 1	21 Jan 2006	28 Jan 2006
Apr / May 2006	Vol. 13 No. 2	21 Mar 2006	28 Mar 2006
Jun / Jul 2006	Vol. 13 No. 3	21 May 2006	28 May 2006

## Mechanical Specifications

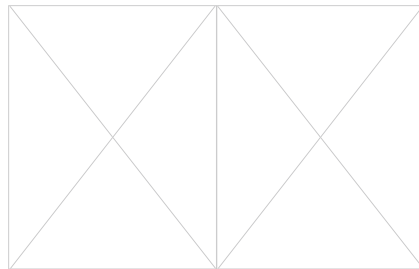
Full Page Trim Size 235mmx297mm, add 5mm to pages size for bleed materials. Please provide 4C positives color separations with color proofs, emulsion side down on right reading, 175lpi with registration marks, crop marks and separation names.

## Advertisement Sizes

The publisher reserves the right to trim 1/4 inch off each of the trimmed pages dimension. Add 5mm to page size for bleed materials. Type matter and illustrative materials not included to bleed must be kept within these tolerances. Standard advertisement sizes are shown on the right.



Full Page  
235mm x 297mm



Double Pagespread  
470mm x 297mm

**:We want, not expect, your business.**

## ◇ **Inquiries**

International designers Network  
Shop C, 5-9 Gresson Street, Wanchai, Hong Kong.  
Tel: (852) 2528 5744 ext. 211  
Fax: (852) 2529 1296

## **Customised Opportunities**

Please call for information about unique promotions, including sponsorship opportunities, advertorials, DVD clippings, inserts and mailouts.

**Jenny Cheung      Communication Executive      [jenny@idnworld.com](mailto:jenny@idnworld.com)**