What is Global Asia?

Global Asia is a quarterly journal published since 2006 by the East Asia Foundation. The foundation, established in Seoul in January 2005, strives to promote peace, prosperity, security and sustainability in East Asia by creating an open and creative forum for the exchange of ideas on regional cooperation and integration, among other goals.

The mission set for Global Asia is both bold and urgent. It is to provide a compelling, serious, and responsible forum for distinguished thinkers, policymakers, political leaders and business people to debate the most important issues in Asia today.

Global Asia is not a journal with a fixed point of view, or a particular agenda. Our aim is to give voice to the global dimension of what is happening in Asia.

In the pages of the journal and also on our website, we aim for Asia to speak to the world, and the world to Asia. That is important at a time when this region is playing an ever greater role in world affairs. There are other fine publications on international affairs. What sets us apart is our focus: Asia.

We believe, in fact, that the world is entering “the Age of Asia,” to borrow a phrase from one of the articles in the inaugural issue of Global Asia in September 2006. This transformation is not going to occur overnight, but it is well under way.

The region’s dynamic economic growth, stable and accountable political systems, maturing democracies, and evolving sense of community are giving Asia greater weight in the world.

These developments have huge implications for governments, businesses, societies and individuals across the globe. How that transformation is viewed, and shaped, inside Asia and how it is perceived outside Asia is an essential part of the story we have to tell.

The forces of globalization are having a profound impact throughout the world. And they are being influenced and perceived outside Asia is an essential part of the story we have to tell.

In our pages and on our website, we aim for Asia to speak to the world, and the world to Asia. That is important at a time when this region is playing an ever greater role in world affairs.
Every issue of Global Asia contains a mix of stories that examine the political, social and economic currents washing across Asia. The articles, as the next section details, are chosen and commissioned from a broad spectrum of writers with a rich mix of viewpoints.

But getting the mix right and being able to feature analysis by world-renowned writers would not be possible without Global Asia’s focus on tapping the experience of its editors, editorial board and international advisors. These constitute some of the most eminent figures in their fields, from government, universities, think tanks, research institutes, NGOs and the media.

Their advice and their close connections to contemporary diplomacy, politics and policymaking are what give Global Asia its unique ability to make sense of and inform the debates defining Asia’s present and future.

---

A Wealth of Experience in Our People

Publisher
Re-Myung Gong Chairman, East Asia Foundation, Former Korean Foreign Minister

Editor-in-Chief
Chung-in Moon Professor, Yonsei University

Managing Editor
David Platt Former Professor, Hong Kong University

Associate Managing Editor
Hyung Taek Hong Secretary General, East Asia Foundation

Regional Editors
Cheol Hee Park, Graduate School of International Studies, Seoul National University

Wang Yong Professor, School of International Studies, Peking University

John Swenson-Wright Director, East Asia Institute, Cambridge University

Satu Limaye Director, The East West Center, Washington DC

Book Review Editors
John Delury Professor, Graduate School of International Studies, Yonsei University

Toehwan Kim Director, Public Diplomacy Department, Korea Foundation

Editorial Board
Nayan Chanda Director, Yale Center for the Study of Globalization, Yale University

Choong Yong Ahn Foreign Investment Ombudsman, Korea Trade-Investment Promotion Agency

Barry Eichengreen Professor, University of California

Yoichi Funabashi President, Rebuild Japan Initiative Foundation

Tan Sri Mohamed Jawhar Hassan Chairman, Institute of Strategic and International Studies, Malaysia

Peter Hayes Executive Director, Nautilus Institute for Security and Sustainable Development, Sydney

W. Lee Howell Director, Centre for Global Events, World Economic Forum

G. John Ikenberry Professor, Princeton University

Wonhyuk Lim Director of Global Economy Research, Korea Development Institute

Nodari Simonia Professor, MGIMO University, former Director of Institute of World Economy and International Relations, Moscow

Yoshihide Soeya Professor, Faculty of Law, Keio University

Stein Tønnnessen Research Professor and Former Director, International Peace Research Institute, Oslo

Wang Jisi Professor, School of International Studies, Peking University

International Advisory Board
Samuel Richard Berger Chairman, Albright Stonebridge Group

Gareth Evans Chanceller, The Australian National University

Former Australian Foreign Minister

Yoriko Kawaguchi Member of House of Councillors, National Diet of Japan. Former Japanese Foreign Minister

Hong Koo Lee Former Prime Minister of South Korea

N.K. Singh Member of Parliament in India

---

With international conferences and policy forums and publishing Global Asia and research reports, we have endeavored to create a free-flowing space for exchanges between people and knowledge.

---

EAST ASIA FOUNDATION

About Global Asia’s Publisher

A public service foundation, The East Asia Foundation was established on the philosophy that economic prosperity and trust will promote peace not only on the Korean peninsula and East Asia but around the world. It seeks to distinguish itself from other similar organizations on several accounts:

First, it is a truly trans-regional organization. Although physically located in the Republic of Korea, it places a greater emphasis on regional, rather than country-specific, agenda, and close working partnerships with leading think-tanks in China, Japan, Russia, and the US to help ensure a more trans-regional character.

Second, it serves as a dynamic organization, rather than static, by forming and utilizing dense human and knowledge networks among prominent specialists and eminent figures and organizations in the region.

Finally, it aims at playing a midwifery role of shaping collective wisdom, not only through the active participation of governmental and non-governmental actors in the region, but also by making a durable and resourceful knowledge hub for new ideas and policies.

“Since its establishment, the East Asia Foundation has sought to be the bridge-builder between domestic and international academics and experts engaged in various strata of society,” says the foundation’s chairman, Gang Ro Myung. “By executing projects such as holding international conferences and policy forums, publishing the international English policy journal Global Asia and various research reports, we have endeavored to create a free-flowing space for exchanges between people and knowledge.”

The foundation is specifically committed to achieving the following objectives:

• Searching for new ideas, policies, and knowledge to promote peace, prosperity and harmony in East Asia.

• Contributing to the formation of an East Asian community by enhancing mutual understanding and trust among countries and peoples in the region.

• Cultivating and expanding human and knowledge networks.

• Serving as a regional knowledge hub to spread new and innovative ideas and policies.

• Supporting activities that encourage a new generation of global leadership in the region.
What’s in the journal & who writes for us?

Readers of Global Asia are well educated in Asian affairs and deeply committed to intelligent and provocative discussion on the challenges and opportunities facing the region. Global Asia is not an academic journal, but one of debate and ideas for a well-informed audience; We aim to make articles accessible, direct and strong in argumentation, not wishy-washy. Articles are not targeted at a specialist or academic audience. Each issue typically contains:

**Cover Package:** Between five and ten articles offering in-depth analysis of an event, challenge or trend affecting Asia. These are commissioned pieces of 2,000-3,000 words, and are in-depth essays on a wide variety of regional topics. Recent issues have focused on the rise of soft power in Asia, Russia’s future in the region, nuclear security and the repercussions of the US “pivot” to Asia.

**The Debate:** A head-to-head debate between two leading thinkers on a burning, contemporary policy issue, with the two writers facing off in pieces of 1,000 to 1,500 words each.

**Feature Essays** A selected variety of articles on pressing economic, social and political affairs across Asia. Short features are sharp, strongly argued pieces typically of 1,500-2,500 words that present a compelling perspective on a topic of regional or global significance, often policy issues arising out of recent, major news events that call for informed, intelligent analysis. Long features tend to be 3,000-5,000 words and provide a broad, historically informed perspective on a key issue, surveying the topic from a range of angles and providing the reader with an in-depth perspective on the topic.

**In Focus** A new section added this year that takes an in-depth look over several articles at a particular country in Asia — especially those less in the news — and assesses its progress and problems in the political, economic and social arenas.

**Book Reviews:** Critiques of new books that are shaping Asia’s academic and policy discourse. These are pieces of 1,000 to 3,000 words that review one or more books and use the review as the basis for a broader essay on the subject matter of the books. Each issue typically also has about six capsule reviews of other newly released books, and we also occasionally publish excerpts of forthcoming books.

**New Trends & Ideas**, an occasional section, highlights provocative analysis of social and political thinking, and we produce special liftout infographic sections periodically to illustrate selected topics.

Meanwhile on www.globalasia.org...

Our website features the current journal stories, up-to-the-minute analysis and a full archive of articles and book store. It also has a feature called the Global Asia Forum: crisp, lively 1,000-word pieces that take a strong stand on a particular issue of contemporary importance to Asia. Readers are invited to comment and engage the writer in an online debate through their postings.
to meet the challenge of balancing an academic rigor with the accessibility of a magazine for the well-informed general reader, we invite writers from a range of disciplines who share two characteristics: a deep knowledge of their subject and an ability to communicate in a lucid and compelling style.

They include senior politicians and policymakers, businessmen and women, academics, leaders of international and regional organizations, journalists, and others who help shape the lives of Asians and define Asia’s place in the world.

The professions that Global Asia authors have (%):
- Academia: 41%
- Research: 14%
- NGOs: 15%
- Business: 6%
- Government: 7%
- Journalism: 14%
- Others: 3%

Appearing in Global Asia so far:


How to submit an article for publication

We welcome proposals and manuscripts for both the print and online editions of Global Asia. We ask prospective writers to study carefully the “mission statement” printed on page 2 of each issue before making a submission, and consult previous issues to get a sense of the style and substance of the publication. We welcome informal queries about topics or areas that you think might interest our readers.

Formal proposals should be no longer than 500 words and state succinctly the following:
1) The proposed topic
2) The argument you wish to make
3) Why you think it’s important
4) Your qualification for making the argument

Writers can submit proposals and/or manuscripts for the print edition of Global Asia or the online edition. All material published in print will also appear in the online edition. If a piece is accepted for publication, we reserve the right to decide if it will appear in the online edition prior to appearing in the print edition, or if it will appear in the online edition only, after consultation with the author(s). Writers should note that the online edition provides them with an opportunity to provide their insight and analysis on current events, outside of the quarterly cycle of the print edition.

Articles written for the Global Asia Forum on our website should be topical and address an issue of contemporary debate in Asia or about Asia’s place in the world. Contributors will be paid a modest honorarium upon publication of the articles online.

All proposals and manuscripts should be submitted by email (editorial@gLOBALasia.org). They will be considered for publication on a rolling basis. Writers should include a brief biographical sketch (or a link to a profile on the internet), and full contact details, including email address and phone number. The Editor-in-Chief and Managing Editor set payment rates for articles in Global Asia upon acceptance of the articles, or when an article is commissioned. Payment will be made upon publication in either the print or online edition, whichever occurs first.

Articles should be submitted in accordance with the The Chicago Manual of Style, 15th Edition. Footnotes should be avoided, but where they are used, their format should be consistent with The Chicago Manual of Style.

We welcome letters to the Editor for publication, but limited to 500 words; they may be edited by Global Asia for length and clarity. The letters may appear in either the print or online editions of Global Asia, or both.
Who are our readers?

The readership enjoyed by Global Asia is the envy of peer publications. Our readers span a spectrum of influence as they almost entirely come from key industries, consisting of business leaders, statesmen, diplomats, professors and principals predominantly in the Asia-Pacific region but also from around the world.

In the seven years since the journal was first published, our subscriber base of these powerful, affluent and connected readers has grown rapidly and consistently, and at the end of 2012 circulation had reached almost 11,000 copies.

About 45% of our readers are business and industry executives, with over half of these Asia-based, giving us unparalleled reach in the region. Universities and research institutions account for about a third of our circulation and government officials and diplomats about a quarter, giving us high visibility both in the corridors of power and the influential think tanks that initiate policy debates.

Geographically, our readers come from all over the world, but over 60 percent are concentrated in the Asia-Pacific region and about 15 percent each in North America and Europe.

Many of our readers say they see Global Asia as an essential Asian counterpart to US-focused magazines such as Foreign Affairs, bringing them intelligence on Asia that is vital for their strategic decision-making.

As a perfect-bound quarterly publication with a core readership in academic and business circles, Global Asia has a correspondingly long publication life and so enjoys an exceptionally high average issue readership of about 45,000. It is a journal of ideas and narrative journalism, and the average time our readers spend with each issue is correspondingly long, averaging almost three hours.

Readership of our website reflects a similar picture (see chart), but with a higher concentration of readers in the United States and Canada reflecting ease of online access to our stories.
Why advertise in Global Asia?

**A selection of Global Asia’s advertisers**


As Global Asia enjoys and cultivates one of Asia’s most influential readerships — including captains of industry and business executives, principals, academics, statesmen and policymakers — it is a uniquely attractive showcase for advertising and advertorial messages from businesses, institutions and government agencies wishing to talk to a sophisticated audience of global opinion-leaders.

Advertisers thrive in such an environment. They reach a readership with exceptional influence: they know that their message will reach people who matter, are persuasive and whose opinions are trend-setting.

Added to this is the longevity that issues of Global Asia enjoy: as a quarterly magazine physically designed to become part of our readers’ personal libraries. Not only does its high level of reader engagement — almost three hours spent with each issue in multiple sessions — mean that advertisers have rich opportunities for exposure, but Global Asia is a resource turned to again and again, unlike a monthly magazine on coated paper readership, it is an irresistible combination.

**Advertising on our tablet edition**

A third key reason why advertising in Global Asia is effective is our cross-platform approach. With our new, low-price tablet edition we are targeting, among regular readers, a new readership especially in the younger, aspirational demographic that includes tertiary-level students, graduates as well as junior business executives and government and NGO white-collar workers.

We thus offer access to a market segment of readers with growing purchasing power and trend-influencing behaviours, chiefly through their assimilation into social media and professional online networks. Taken with our print readership, it is an irresistible combination.
How to Advertise?

Advertising in Print

Global Asia is perfect bound. Page size is 175mm wide by 260mm high. We accept full-page, half-page and quarter-page ads as well as double-page ads as standard.

As an extra service to our print advertisers, we will also place your ad in our tablet edition for free, and we offer you a free ad space on our website and in our newsletter (see pages 18-19).

All ads must be submitted electronically, and we encourage PDF format. Please see opposite electronically, and we encourage newsletter (see pages 18-19).

Print ad rates*

Run of paper (ROP)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-page spread</td>
<td>$11,000</td>
</tr>
<tr>
<td>Full-page</td>
<td>$5,000</td>
</tr>
<tr>
<td>Half-page</td>
<td>$2,500</td>
</tr>
<tr>
<td>Quarter-page</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

Fixed position (full-page ads only)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$32,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$16,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$8,000</td>
</tr>
<tr>
<td>Inside Last Page</td>
<td>$6,000</td>
</tr>
<tr>
<td>Inside Pages 3 or 5</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

* Any applicable value-added tax is separately charged

Rates are negotiable for ad packages or multiple insertions and we offer attractive frequency discounts to regular advertisers. Typically we offer a 10% discount for advertisers appearing in two issues per year, 15% for three issues and 20% for all four issues.

Print ad rates*

Run of paper (ROP)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-page spread</td>
<td>$11,000</td>
</tr>
<tr>
<td>Full-page</td>
<td>$5,000</td>
</tr>
<tr>
<td>Half-page</td>
<td>$2,500</td>
</tr>
<tr>
<td>Quarter-page</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

Fixed position (full-page ads only)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$32,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$16,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$8,000</td>
</tr>
<tr>
<td>Inside Last Page</td>
<td>$6,000</td>
</tr>
<tr>
<td>Inside Pages 3 or 5</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

* Any applicable value-added tax is separately charged

Rates are negotiable for ad packages or multiple insertions and we offer attractive frequency discounts to regular advertisers. Typically we offer a 10% discount for advertisers appearing in two issues per year, 15% for three issues and 20% for all four issues.

Publication dates and deadlines for print advertising

Global Asia is published quarterly on March 15, June 15, September 15 and December 15. The print advertising booking deadline is strictly 21 days before publication date, and material submission deadline is seven days before the date of publication:

**Spring Issue**
- Publication Date: March 15
- Booking Deadline: February 23
- Material Deadline: March 8

**Summer Issue**
- Publication Date: June 15
- Booking Deadline: May 25
- Material Deadline: June 8

**Fall Issue**
- Publication Date: September 15
- Booking Deadline: August 25
- Material Deadline: September 8

**Winter Issue**
- Publication Date: December 15
- Booking Deadline: November 25
- Material Deadline: December 8

Special executions

We welcome requests for special ad sizes, section sponsorships and special executions such as belly bands, card inserts or polybagged supplements.

Print advertising submission guidelines

Global Asia is printed by sheet-fed offset lithography with a screen ruling of 150 lpi. We accept ad materials only via digital file transmission. We ask advertisers to follow the following standards for material for our print edition:

**File Format & Preparation**
- Ads may be submitted as PDF, EPS, TIFF, Illustrator or Photoshop files. No JPEG images please.
- Image files must be a minimum 300dpi resolution at 100% size.
- PDF files must be created by Adobe Acrobat Distiller 4.0 or higher.
- Material should be right-reading, 100% size, with no rotations
- Set trapping and overprint according to requirements.
- All fonts should be embedded, including those in placed or embedded graphics.
- Build pages to trim size and extend the bleed to 3mm. Include standard trim, bleed and center marks in all separations, at least 3mm outside trim area.
- All type and live matter not intended to bleed must keep within the trim size, and we recommend that it should be at least 10mm inside the trim area. On spread ads, live material should not be placed within 10mm of the vertical center line.
- Files should be named using alphanumeric characters only.
- All images/scans must be in CMYK mode for standard color ads. No RGB images can be accepted.
- Color and grayscale images must be at 300dpi; monochrome bitmap images at 2400dpi.
- Total area ink density should not exceed 280%.

**File Delivery**
- Please upload files to the website www.webhard.net ID (username): koeaf PW (password): globalasia
- Upload files directly into “Upload Only” folder.
- Please also supply a digital proof from a certified SWOP proofing system (www.swop.org). The proof should represent the final digital file, sent as color guidance on press. If no proof is supplied, the agency accepts responsibility for the final print result.
- All proofs should be sent to our office address (see page 20) and marked for the attention of “Global Asia Editorial Production.”

**Publication Conditions**
- Global Asia’s publisher reserves the right to reject any advertisement or to cancel any advertising at any time prior to the publication date.
- The publisher reserves the right to add the word “advertisement” at the top of any page that, in our judgement, too closely resembles Global Asia editorial designs.

For queries on advertising rates or specifications, please e-mail us at editorial@globalasia.com
Advertising in our e-newsletter

The Global Asia newsletter goes out to 16,000 active subscribers eight times a year, with two editions of the newsletter sent out to publicize each of the four Global Asia issues published annually.

The newsletter highlights the contents of the latest journal and links to the stories on our website.

It is the key way of alerting Global Asia readers when a new edition is published, and we have been consistently growing subscriber numbers, making it an attractive destination for advertisers wanting exposure to our growing web audience.

16,000

e-newsletter subscribers

Advertise online

Our website features stories from the latest issue of the journal and a live debate forum. The site has a three-column structure with box ads in the first column and third column sidebars as well as banner ads at the top and bottom of pages. We accept the following types of ads as standard:

- Banner ads
- Leader ads
- Box ads
- Half box ads

Please contact us directly for bespoke sizes and other online advertising options such as pop-ups, videos and rollover ads.

For advertisers wishing to appear only on our digital platforms, however, please contact our staff directly for details of our low rates, including package discounts for advertising across tablet, website and newsletter. See page 20 for contact details.

Advertising options on tablet

When it comes to advertising in a tablet publication, the potential for interactivity is almost endless. From embedded video that plays with a swipe to animation, pinch-to-zoom, reader-activated hotspots, swipe-through to web activation and more, just about the only limitation is your power to imagine how you’d like to put across your message.

Our only restrictions are a total file size of 5MB and compatibility with Adobe Creative Suite products. Talk to us directly about tablet advertising options and we would be happy to help.

For all digital ad queries, please speak directly to our sales staff. See page 20 for contact details.