

THE ASSET

Asian and International Magazine Subscribers

ML 3834

LIST DESCRIPTION:

THE ASSET is one of Asia's most respected financial monthly magazines. It has a carefully selected and targeted circulation among senior decision-makers within multinationals, top-tier and middle market corporations in Asia, institutional investors worldwide as well as international and domestic banks.

40% are chairmen/presidents/board directors, 40% are senior finance professionals and management executives, 14% are chief investment officers/portfolio managers, and the remaining 6% are consultants & government policy-makers.

Subscribers to The Asset pay US\$280 for one year. Subscribers are sourced via telemarketing and direct mail. The list contains 100% named individuals.

This list is updated daily.

QUANTITY: 14,354

MINIMUM QUANTITY: 5000

RENTAL COST: US\$380 per 1,000

SELECTIONS AVAILABLE:

By country, industry at US\$20 per 1,000. By job title at US\$20 per 1,000.

ADDRESSING:

Self-adhesive labels (3 ½ x 1 ½) at US\$20 per 1,000. Keycoding at US\$10 per 1,000. Email at US\$30 flat fee.

DELIVERY: 8 - 10 Working Days

LETTERS SHOPPING:

Addresses supplied to approved lettershops for one-time use only. Copying is forbidden. List is seeded to detect unauthorised use.

RESTRICTIONS & SPECIFICATIONS:

Two mailing pieces to be supplied for listowner's approval. Pre-payment is required.

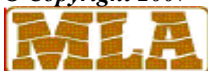
Note:- All orders are subject to our general terms and conditions. Costs and counts are subject to change.

LIST BREAKDOWN: By Country

ASIA

Bangladesh	187
China	1,017
Hong Kong	2,483
India	566
Indonesia	614

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Tel: 63 (2) 811 0177 Fax: 63(2) 811 0178 Efax: 1(703) 991
Web: www.MLAresponse.com E-mail: info@MLAresponse.com

Japan	599
Korea (South)	1,079
Macao	9
Malaysia	905
Pakistan	17
Philippines	851
Singapore	1,638
Sri Lanka	110
Taiwan	878
Thailand	598
Vietnam	143
Total	11,694

AUSTRALASIA

Australia	672
New Zealand	46
Total	718

MIDDLE EAST

Bahrain	73
Kuwait	3
Saudi Arabia	189
Turkey	47
UAE	122
Total	434

N AMERICA

Canada	9
USA	874
Total	883

W EUROPE

Austria	1
Belgium	5
Finland	6
France	27
Germany	31
Ireland (EIRE)	5
Italy	17
Luxembourg	8
Spain	2
Sweden	2
Switzerland	27
The Netherlands	11
United Kingdom	483
Total	625