

TIME MAGAZINE - ASIA

Active, Expired and Prospective Subscribers

Actives 247,364

Expires 714,053

Prospects 169,836

TIME

This list offers about 800,000 active and lapsed subscribers as well as highly-targeted prospects who are well educated. These individuals, mostly involved in business or commerce, are key decision-makers at work who come from diverse industries. 71% hold top/middle management positions, 24% are professionals and 16% are in education.

On average, these individuals travel more than six times a year either for business or leisure thus qualifying them for frequent flyer programs offered by various airlines. They spend an average of more than 21 room-nights a year in hotels worldwide. These individuals are also interested in sports and have active social lives. TIME subscribers are prime prospects for marketers of luxury products, business products, the latest technological innovations, travel and leisure, conference organizers, health and fitness, holidays and travel, seminars, newspapers, book sellers, credit cards, hotels, airlines, investment, personal development, charities & fundraising, among others.

Fast Facts:

- Male 73%
- Average Age 40 years
- University Degree+ 77%
- Asian 92%
- Average Household Income per year US\$86,950
- Average Personal Income per year US\$60,100
- Top Management 33%
- Middle Management 38%
- Main Income Earner 62%
- Has Traveled by Air in Past 12 Months 75%
- Has Took 5 or More Trips 55%
- Average Length as a TIME Reader 5.1 Years



MINIMUM QUANTITY: 5,000

RENTAL COST:

US\$325 per 1,000 Actives

US\$250 per 1,000 Expires

US\$250 per 1,000 Prospects

US\$250 per 1,000 Actives, Rate for Fundraisers Only

US\$200 per 1,000 Expires, Rate for Fundraisers Only

SELECTIONS AVAILABLE:

By Nth name, country, recency, local language, geographical location, flagging, gender, A/B split at US\$10 per 1,000. Local language order request additional US\$100 flat per order.

LIST BREAKDOWN				
Countries	Actives	Expires	Prospects	Sub Total
Bangladesh	151	640	2	793
Brunei	116	511	155	782
China	291	1,271	3,534	5,096
Hong Kong	15,584	17,616	9,300	42,500
India	17,534	47,068	1,401	66,003
Indonesia	4,633	21,310	4,075	30,018
Japan	33,374	80,159	11,464	124,997
Korea (South)	26,188	134,337	2,307	162,832
Malaysia	8,161	31,144	12,963	52,268
Pakistan	4,726	17,794	875	23,395
Philippines	30,220	82,084	90,804	203,108
Singapore	8,850	36,355	21,816	67,021
Sri Lanka	2,161	6,856	100	9,117
Taiwan	5,332	15,810	4,626	25,768
Thailand	4,112	16,053	4,903	25,068
Rest of the World	851		1,511	2,362
AUSTRALASIA	85,080	206,045		290,125
GRAND TOTAL	247,364	714,053	169,836	1,131,253

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