

UPCOMING FEATURE NOTIFICATION

Doing Business with Asia's Other Billion

Our readers don't just read the NBR – they use it!

The NBR is a business tool used to make critical decisions and to guide companies, which means that our readers are deeply engaged with our content. They are part of a network dedicated to doing business intelligently, and are exactly the people our advertisers are trying to reach.

Feature description:

The non-Chinese part of Asia, also excluding India and Pakistan, is home to a billion people and an emerging middle class in the hundreds of millions outside Japan and Singapore. Indonesia alone has 40 million consumer who typically buy the most imports. Taken together, these nations actually account for more two-way trade with New Zealand than China or Australia at a value of \$22 billion. They range from mature economies such as Japan to those among world's fastest growing, such as Indonesia and the Philippines. Many are covered by bilateral free trade agreements (Malaysia, Thailand) or multilateral ones (the Asean nations). Others are in the pipeline (South Korea).

This NBR special feature will explore all facets of doing business with all these Asian markets and offer practical advice:

- Going to market – How to identify the best locations and consumers in Asia's widespread geography and populations.
- Meeting consumer demands – Rising incomes are increasing the size of the middle class and their aspirations for goods and services. A wide range of New Zealand-based companies are looking for these opportunities.
- Protecting your interests – How to understand the business environment, control intellectual property, handle finances and maintain business contracts.
- Building relationships and dealing with authority – Essential detail whether it's finding partners for joint ventures, avoiding the pitfalls that foreign companies can face or working in an unfamiliar regulated and licensed environment.

The Stats

NBR: The Readers

- *Are intelligent and ambitious*
- *45% of NBR readers are expected to choose/help/ suggest brands for the company they work for*
- *31% of NBR readers have participated in decisions to purchase goods or services of \$100,000 or more on behalf of their company in the last 12 months*
- *Come from businesses of all sizes*
 - *21% work in companies with 100+ employees*
 - *5% work in companies with 50 – 100 employees*
 - *56% work in companies with less than 50 employees*
- *28% of NBR readers are business managers or executives*
- *20% of NBR readers are proprietors or owners of businesses*

Nielsen Consumer and Media Insights Survey readers 18+

NBR: The Stats

- *41,000 business leaders read the NBR print edition every week*
- *55,000 unique browsers and 250,000+ page impressions on the NBR website per week*
- *Over 330 Corporate IP subscriptions*

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| Date: | 16 May 2014 |
| *Confirmation deadline: | 6 May 2014 |
| Material deadline date: | 13 May 2014 |
| Minimum order: | Quarter page |
| Rates: | Rate card |

* NBR endeavours to contact all advertisers in its features for editorial content which remains at the editor's discretion for publication. There will be no guarantee of the NBR contacting advertisers who have booked beyond the Confirmation deadline.

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