



Asia's leading retail and supply chain business monthly
Cover Price: USD 5.00

MARKET POSITION:

Since the economic crises of 1997 and 1998 we have seen the emergence of a revitalised Asia. By restructuring the economic set up of the countries as well as revamping the corporate governance the area has once again positive GDP growth...which is on the rise again. This region is now home to two billion consumers and, combined with the positive economic indicators for the future, it is clear that consumption expenditure is going to gain strong impetus. In order to keep abreast of the changing market and ever demanding customers and retailers in the region will now have to invest, expand and refurbish their stores, supermarkets and outlets.

		Retail Asia
Total Circulation	(Publisher statement 08)	15,408
Readership	(Publisher statement 08)	60,314

EDITORIAL CONTENT:

Besides being well established in Asia and the Pacific region **Retail Asia** is also well respected as a professional business tool in both the USA and to a lesser extent throughout Europe. A unique product, this magazine contains all the essential information needed by the key decision makers in the retail and supply chain industry. The target audience ranges from the President, Chairman and CEO to operations and logistics managers, merchandisers and buyers – all the key players. The editorial is structured into 12 distinct sections each focusing on a specific aspect of the retail industry and providing an in depth and comprehensive coverage of the market.

TECHNICAL SPECIFICATIONS:

Please contact us for details.

COPY DEADLINE:

4 Weeks prior to publication

If you would like to receive copies, a media pack or coverage rankings, please contact
GCA International Media Sales 020 7730 6033
Email: gca@gca-international.co.uk