



The Futurist edition 2018

Brought to you by: **MARKETING MAGAZINE GROUP**

The Future of Marketing Communications: Predictions of Asia Pacific's Industry Leaders

PROBLEM: The world is ever-changing, what about marketing?

In the digital age, everything moves faster. Campaigns, information and data can be retrieved within seconds. But with opportunities come with risks that will confound the heads and test the conviction of even the most unwavering institutions and industries.

For the marketing communication industry, the dynamic digital landscape has provided conveniences and challenges to the marketers – with the explosion of big data, what can be sieved through to be useful to better marketing communications. Challenges of connecting with the right person on the right platform at the right time have never been harder. How can marketers be smart and streamline their marketing strategies with the help of data in the smart cities. So the question is, how will the industry evolve and how marketers can best do well in this demanding context.

SOLUTION: Illuminating insights for the community

Marketing Magazine Group has invited the industry's most renowned and respected thought leaders to enlighten the community on the trends that have the potency and power to determine and shape the future of the industry.

WHY WILL THE FUTURIST BE SO WELL READ?

Featured on the Jan/Feb edition of 2018, the Futurist will load you with the forecast of the marketing communications industry, keeping our readers in tune to the marketing rhythm at the start of the year.

The special annual edition will be read and retained by two types of executive; client marketer & agency professionals. They will read the Futurist because it provides then only collection of invoking thought leadership from the industry's cream of the crop.

Marketing Magazine Group's Futurist Edition is the most astute collection of forecasts and visionary predictions of the marketing communications industry in Asia Pacific.

Marketing Magazine Group has invited some of the industry's best visionaries to share their vision for the potential of marketing communications in the coming year of 2018. As the heavy-weights of the industry, these marketing elites illuminate of what the future may hold, especially with global takeover of digitization and imagination that will change the game entirely.

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Why you should be a part of the Futurist:

Every year, Marketing allocates a few slots in this platform for marketing technology providers and media owners to narrate the future in a certain facet of the marketing communications spectrum along with your expertise and solutions to the community.

In addition to being a part of the legendary line-up of experts in recognized opinion leaders of the industry, here are some reasons why you should be a part of the Futurist:

- ✚ The Futurist is the year's most in-depth collection of visionary predictions ever produced in Singapore's marketing and communications landscape
- ✚ Given its authentic, forward-looking content that will have top marketers in the region reading again and again, it is no doubt that Marketing's Futurist provides excellent media value.

MEDIA	DISTRIBUTION
PRINT	9,800 Print subscribers Readership Value of more than 20,000
ONLINE	Available on marketing-interactive.com with over 700,000 page views , and 100,000 unique visitors from Singapore monthly
E-NEWSLETTER	Your Futurist online article link will be sent to over 51,000 e-newsletter subscribers .

advertising + marketing

06 FEBRUARY 2017

Malaysia marketing salary guide 2017

BREAKING NEWS
Indar names AJGC chief creative officer
Turkish Airlines launches multi-venue campaign
Samuel L. Jackson gets Lee Jong-Suk to front new youth campaign

JOIN THE BATTLE FOR GLORY BY 24 FEB

Analytics 2017
DON'T GET LEFT BEHIND! REGISTER NOW!

Chief creative officer Ali Shabaz departs from Grey Group Southeast Asia
AUM understands he will be moving on within the WPP network in Dubai.

The Futurist: Speed, scope, systems and death
Agencies need to understand the relationship between brands and customers across all channels and devices at the individual level.

Ipsos Public Affairs launches in Malaysia and Singapore
The goal of the team is to help clients manage issues, advance reputations, determine and propose paths in attitude and opinion, and enhance communications.

24 February 2017
Shangri-La Hotel, Singapore

Bloomberg TV's Michael Chan heads to MYTV as CEO
He is replacing Haniul Hassan, previously CEO of MYTV.

Proton Eedar hands Abdul Rashid Musa CEO title
He would be reporting to Ahmad Fuad Hassan, CEO of Proton.

Top 7 Malaysian bank brands show strong growth in ASEAN
Maybank and CIMB top the list.

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The Futurist: Speed, scope, systems and death

Tan Kian Eng, group CEO, Ipsos One Malaysia and Leo Burnett Group Malaysia

Speed, scope, systems and death

THE FUTURE

Speed, scope, systems and death

Thank you

A heartfelt thank you to all the great talents in the Leo Burnett Group of Agencies for winning Overall Agency of the Year three years in a row.

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PLACEMENT	STANDARD RATE
1 Page Prediction + 1 Full Page Ad Available on marketing-interactive.com after print. Article link sent in e-newsletter	SGD \$12,000
PLACEMENT	DISCOUNT RATE (9 th Dec 2017)
1 Page Prediction + 1 Full Page Ad Available on marketing-interactive.com after print. Article link sent in e-newsletter	SGD \$7,500
Reach double your audience with double the placements in Singapore & Malaysia at a combined offer rate at SGD\$12,500	

DEADLINE:

Book by: 5th Jan 2018 / Material Submission by: 12th Jan 2018

For bookings, please contact **Marketing** at +65 6423 0329 or reach out to your account manager directly.

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Expand your leadership opinion across 2 geographies!

The current global economy dynamics brings the world closer and more connected than we can ever imagine. Lessons can be learnt from everywhere and anyone. Grasping a strong foothold in Malaysia and keeping in tune with Malaysian's top marketers and practitioners, *Advertising + Marketing* Malaysia, the sister brand of *Marketing* Singapore produces the same special feature with a focused outlook on Malaysia's marketing industry.

BE a part of the Futurist edition in Advertising + Marketing Malaysia and bring your brand to greater heights:

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ONLINE	Available on marketing-interactive.com with over 700,000 page views, and 50,000 unique visitors from Malaysia monthly
E-NEWSLETTER	Your Futurist online article link will be sent to over 34,000 e-newsletter subscribers.

The screenshot shows the website interface with a navigation bar, a main content area with several news items, and a large 'Thank you' graphic on the right side. The news items include: 'Malaysia marketing salary guide 2017', 'Nobor names ABC chief creative officer', 'Turkish Airlines launches multi-sense campaign', 'Samsung gets Lee Jong-ho to front new youth campaign', 'JOIN THE BATTLE FOR GLORY BY 24 FEB', 'Analytics 2017', 'DON'T GET LEFT BEHIND! REGISTER NOW!', 'Chief creative officer Ali Shabaz departs from Grey Group Southeast Asia', 'The Futurist: Speed, scope, systems and death', 'Ipsos Public Affairs launches in Malaysia and Singapore', and 'MOB-EX AWARDS 2017'.

The graphic features a man in a dark shirt, a hand holding a pen, and the text 'Thank you' in a large, stylized font. Above the text is a calendar for 2016 and 2017. The background is white with some faint patterns.

PLACEMENT	STANDARD RATE
1 Page Prediction + 1 Full Page Ad Available on marketing-interactive.com after print. Article link sent in e-newsletter	SGD \$8,400
PLACEMENT	DISCOUNT RATE (9 th Dec 2017)
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Reach double your audience with double the placements in Malaysia & Singapore at a combined offer rate at SGD\$11,800	

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