

Ad type	Width x Height (px)	US\$
Plastics and Rubber Asia Online & E-news PRA		
Leaderboard	728 x 90	3,300/mth
Premium top banner	227 x 127	2,200/mth
Standard banner	300 x 90	770/mth
Skyscraper	120 x 600	1,320/mth
News banner	468 x 60	550/mth
Rubber Journal Asia (RJA) Online		
Top banner	468 x 60	770/mth
Standard banner	300 x 90	550/mth
Skyscraper	160 x 600	660/mth
Box ad	250 x 250	275/mth
E-broadcast		
Discounts apply for more than one(1) e-broadcast		US\$1,600

About Us

Published since 1985, Plastics and Rubber Asia (PRA) magazine has become a stalwart in the plastics and rubber industry. Our print magazine published eight (8) times a year boasts of a circulation of 110,000 copies a year plus bonus distribution in key international industry events. Supplemented by online niche periodicals Rubber Journal Asia (www.rubberjournal.com) and Injection Moulding Asia (www.injectionmouldingasia.com), PRA has increased its online penetration and targeted viewership.

PRA is attuned to the shifts in global economic eminence, emerging new markets, and new mergers and acquisitions.

Amongst a number of unique challenges that the industries are facing is the coming together of economies to form trade clusters like the ASEAN Economic Community (AEC), Trans-Pacific Partnership (TPP) and the Regional Comprehensive Economic Partnership (RCEP). PRA expects exciting news headlines as these economic partnerships unfurl. The trade publication also foresees industries revitalised across the board. These developments signal positive breakthroughs for players in the plastics and rubber industry.

PRA will again play a major role in this game-changing cycle.

For news followers, PRA is a premier information platform. For advertisers, PRA is a wide-reaching channel for potential business leads, prospecting agents and distributors, and clients who may require products and services.

This year, PRA will be stepping up its strategies to reach an even broader reader base and serve more advertisers across the globe by harnessing technology and traditional means. We are confident that this will be a year of industry boom and we are proud that PRA, in its 31st year of publication, will again be part of making this progress happen.