



BUSINESS **TRANSFORMATION**

ASIA THE CHANGE TO FUTURISTIC BUSINESS

MEDIA KIT 2023



WHY BUSINESS TRANSFORMATION?

Companies and businesses in the Asia region have been evolving fast and disrupting the global market and the World Economic Forum indicates that by 2030, the region is expected to contribute roughly 60% of global growth.

Rapid development of enabling technologies such as cloud, mobility, analytics and tools such as artificial intelligence, blockchain, AR/VR, internet of things, robotics, and 3D printing are also making it easier for organisations to quickly innovate, automate, and transform to meet the challenges of the VUCA world and ever-changing customer needs.

Needless to say that the key to survival in the dynamic new normal is the ability of organisations to successfully adopt digital technologies to rebuild business models that can influence the extended ecosystem, including society with its disruptive offerings – products, solutions and services.

“We stand on the brink of a technological revolution that will fundamentally alter the way we live, work, and relate to one another. In its scale, scope, and complexity, the transformation will be unlike anything humankind has experienced before.”

KLAUS SCHWAB

FOUNDER & EXECUTIVE CHAIRMAN, WORLD
ECONOMIC FORUM

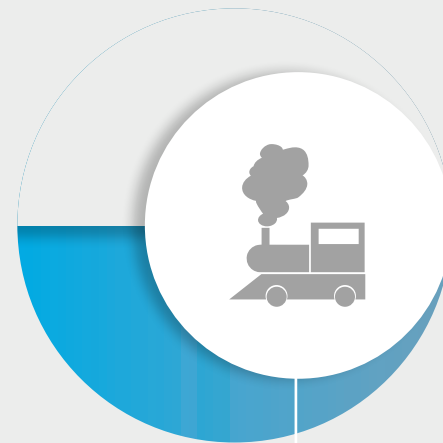


DRIVING CHANGE

4TH INDUSTRIAL REVOLUTION

2ND INDUSTRIAL REVOLUTION

Used electric power to create mass production



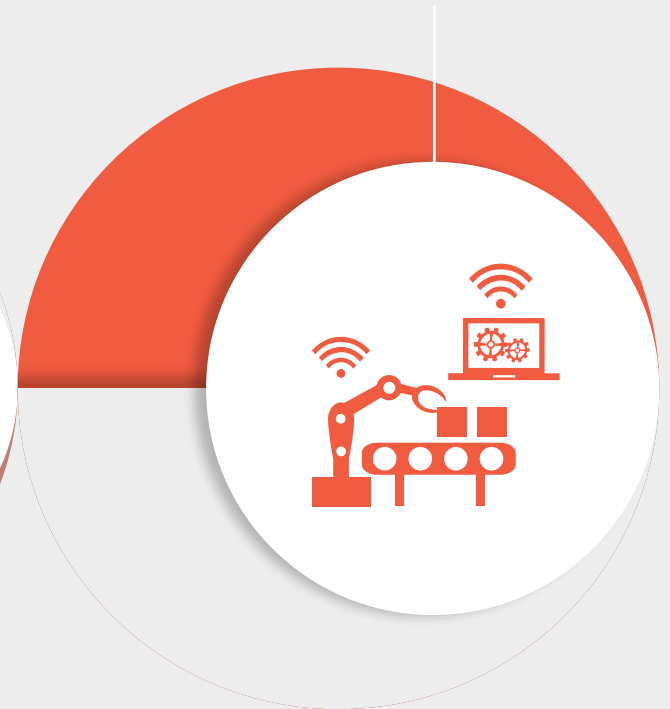
1ST INDUSTRIAL REVOLUTION

Driven by water and steam power to mechanise production



3RD INDUSTRIAL REVOLUTION

Led by electronics and IT to automate production



4TH INDUSTRIAL REVOLUTION

Riding on the digital revolution and fusion of technologies; blurring lines between physical, digital, and biological spheres

BUSINESS TRANSFORMATION

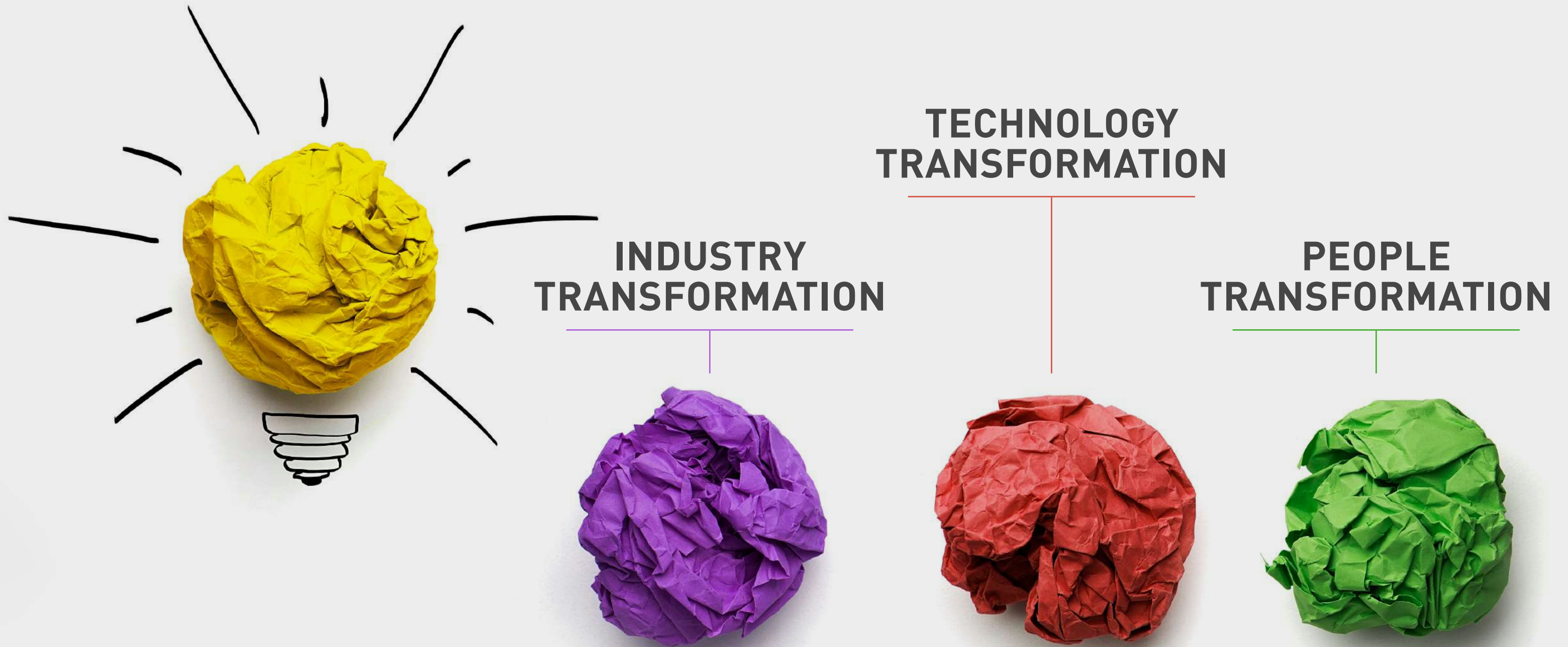
ASIA THE CHANGE TO FUTURISTIC BUSINESS



Business Transformation is a media publication and content portal launched with the objective of partnering with businesses, consultants, and technology vendors to enable the process of transformation and business restructuring for the digital age. Published since 2018, the primary focus of Business Transformation magazine is to showcase how success can be enabled when organisations are ready to rebuild themselves using new technology platforms.

The Asian Edition of the magazine, which has so far been published for GCC, the Rest of Middle East, Turkey, and African countries, was launched in November 2021. Published from New Delhi, India Business Transformation Asia has a footprint across 20 countries. As a repository of content, the magazine is focused on showcasing the full stack of milestones along the road of organisational transformation.

THE BIG DIFFERENTIATOR





TRANSFORMING TECHNOLOGY

3D printing	Devices
5G	Drones
Alliances	Ecosystem
Analytics	Frameworks
Artificial intelligence	IIoT
Augmented reality	IoT
Big data	Mobility
Broadband	Networking
Business applications	Open platforms
Cloud	Robotics
Collaboration	Security
Communication	Sensors
Compute	Service providers
Consultants	System integrators
Datacentres	Virtual reality
Developers	



BUSINESS MANAGEMENT

Business intelligence
Change management
Customer experience
Employee productivity
New business revenue
Transforming business model
Transforming department
Transforming governments
Transforming job roles
Transforming nations
Transforming organisation
Workflow and collaboration

PUBLISHED EDITIONS 2022

JAN 2022



FEB 2022



MAR 2022



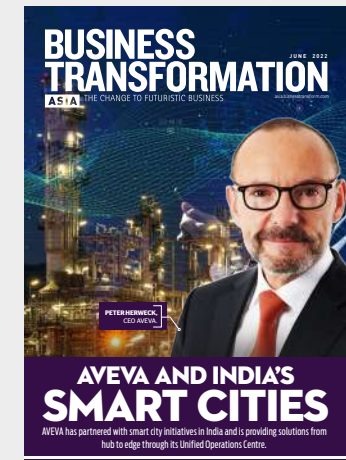
APR 2022



MAY 2022



JUN 2022



JUL 2022



AUG 2022



SEP 2022



OCT 2022



NOV 2022



DEC 2022

READERSHIP

BY COUNTRY

India	52
Singapore	16
Philippines	9
Bangladesh	4
Malaysia	4
Nepal	2
Indonesia	2
Sri Lanka	2
Taiwan	2
Thailand	2
Vietnam	1
Rest of Asia*	4

*Rest of Asia includes Cambodia, China, Iran, Israel, Japan, Laos, Mongolia, Pakistan, and South Korea.

BY MARKETS

IT & ITES	23
Retail & e-Commerce	15
Manufacturing	13
BFSI	9
Government	7
Logistics	7
Education	6
Healthcare	6
Energy	5
Telecom	4
Media & Entertainment	3
Hospitality	2



ADVERTISEMENT & TARRIF

PRINT

	RATES (INR)
Full page	4,50,000
Double spread	10,00,000
Front Cover + 3 inside page story	13,50,000
Front Cover Gatefold	17,50,000
Back Gatefold	17,50,000
Back Cover	15,00,000
IFC	11,00,000
IBC	11,00,000
Half Page	3,00,000
1st Page facing IFC	8,00,000
Page opposite to Editors Page	7,50,000
Island	2,75,000
Strip	3,00,000
Quarter page	3,00,000

ONLINE

	SIZE (PIXALS)	RATES (INR)
EDM	800 x 600	1,50,000/shoot
Billboard	970 x 250	3,00,000
Wide Skyscaper	120 x 600	2,00,000
Wide Skyscaper	160 x 600	2,00,000
Leaderboard	728 x 90	2,25,000
Leaderboard-Middle	728 x 90	2,25,000
Full Banner	468 x 60	1,50,000
Medium Rectangle	300 x 250	1,50,000
Half Page	300 x 600	2,50,000

Material Specifications
Advertisement
Dimensions
(H x W in centimetres)

Specification	Non-Bleed	Bleed Size
Double Spread	28h x 40 w	31h x 43 w
Full Page	28h x 19 w	31h x 22 w
Half Page Horizontal	12h x 19w	
Half Page Vertical	28h x 9 w	

File Format : PDF or TIFF
Colour Mode : CMYK
Resolution : 300 DPI
All advertisements must include
a Colour Proof Electronic files
may be supplied on DVD / FTP
or through email

Material Specifications
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Dimensions
(W x H in pixels)

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Founded in 2012, GEC Media Group is a leading media & research company. Over the years, it has expanded well beyond the flagship technology publication to provide senior leaders across the enterprise with indispensable business insights whilst forging cross-border knowledge sharing, facilitating the advice and tools they need to achieve their mission-critical priorities and build their company for next-Gen.

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