



亞洲餐飲

Http://www.A-R-N.net

刊號: ISSN 1544-6263

電話: 1-888-727-888-1

地址: SBS, Inc. 47428 Fremont Blvd. Fremont, CA 94538, USA

Asian Restaurant News

Published in English, and printed twelve times a year, Asian Restaurant News presents monthly update on restaurant industry news and trends, with special coverage emphasizing hot Asian restaurant concepts, new Asian cuisine dining trends, professional cooking innovations and restaurant marketing and management ideas.

Every month, we will inspect issues and trends that drive foodservice industry to change and offer ideas to help restaurateurs to manage daily detail, stay on top of technology, understand changing markets and expand into new profit boundaries. Asian Restaurant News will provide "food-for-thought" for Asian restaurant owners and operators to grow their business.

The first issue of Asian Restaurant News (A-R-N.net) is published in October 2004, distributing to 21,004 Asian-themed restaurants including Japanese (8,383), Thai (3,710), Vietnamese (2,645), Indian (2,014), Korean (1,271), and Other Pan Asian (1,955), Indonesian, Philippine, Malay Restaurants.

Asian Restaurant News is the fourth title of trade magazine published under SBS, Inc., and also is a sister trade magazine of Chinese Restaurant News (C-R-N.com) a national monthly magazine since 1995, published in Chinese and distributed to 40,889 American-Chinese restaurants.

Our Audience

Owners and operators of Asian-themed restaurants, executive managers of high-volume independent restaurants, multi-unit or chain stores, and prospect owners of new restaurants are Asian Restaurant News target audience. Collectively American Asian restaurants account for over 6% of the total number of restaurants in the United States.

Discover A New Market

Asian restaurants have gained increased popularity in the last 10 years as much as it was seen for Chinese foods in the 1980s. Especially Japanese, Thai and Vietnamese cuisines have been listed among American's favorite dining choices. Supplying to Asian restaurants' operation needs has hence become a profitable new market frontier. Asian Restaurants News is the first foodservice magazine dedicated to serve Asian restaurants' business needs, and it offers an effective and special channel to sell your products. Asian Restaurant News opens a new and rapid growing market!

Reaching Decision-makers

Each copy of Asian Restaurant News is directly mailed to owners and operators of 21004 Asian restaurants in the U.S, who make decisions of daily purchases for their businesses. Advertising in Asian Restaurant News will make a difference because we deliver your message directly to decision-makers of great purchasing powers.

To advertise call toll free number 1-888-727-8881 or 1-888-909-1234 now. Or visit <http://www.A-R-N.net> (Current CRN advertisers will have privileges in rate discounts and choices of position preference.)



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亞洲餐飲廣告價目表 2008

| 四色內頁廣告 | 1 期 | 3 期/每期 | 6 期/每期 | 9 期/每期 | 12 期/每期 |
|---------------|----------|----------|----------|----------|----------|
| 整頁 | \$ 2,970 | \$ 2,525 | \$ 2,376 | \$ 2,228 | \$ 2,079 |
| 1/2 頁 | \$ 1,782 | \$ 1,515 | \$ 1,426 | \$ 1,337 | \$ 1,247 |
| 1/3 頁 | \$1,277 | \$ 1,086 | \$ 1,022 | \$ 958 | \$ 894 |
| 1/4 頁 | \$1,040 | \$ 884 | \$ 832 | \$ 780 | \$728 |
| 前後扉頁廣告 | | | | | |
| 前扉頁 P4-P9 | \$ 4,455 | \$ 3,787 | \$ 3,564 | \$ 3,341 | \$ 3,119 |
| 後扉頁 P4-P9 | \$ 4,455 | \$ 3,787 | \$ 3,564 | \$ 3,341 | \$ 3,119 |

| | | | | | |
|--------|----------|----------|----------|----------|----------|
| 後扉頁 P3 | \$ 5,940 | \$ 5,049 | \$ 4,752 | \$ 4,455 | \$ 4,158 |
| 前扉頁 P3 | \$ 7,425 | \$ 6,311 | \$ 5,940 | \$ 5,569 | \$ 5,198 |

封面廣告

| | | | | | |
|-----|-----------|-----------|----------|----------|----------|
| 封面 | \$ 11,880 | \$ 10,098 | \$ 9,504 | / | / |
| 封底 | \$ 10,395 | \$ 8,836 | \$ 7,416 | \$ 7,796 | \$ 7,277 |
| 封 2 | \$ 9,890 | \$ 8,407 | \$ 7,912 | \$ 7,418 | \$ 6,923 |
| 封 3 | \$ 8,910 | \$ 7,574 | \$ 7,128 | \$ 6,683 | \$ 6,237 |

《亞洲餐館通訊》以全彩色印刷、英文出版，郵寄到 21,004 家日、韓、泰、印裔等亞洲餐館。

美東 -

1-888-909-1234

美西 -

1-888-727-6368

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1-888-727-8881

深圳 -

0755-82287097

<http://english.A-R-N.net>

Email: sales@A-R-N.net

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廣告業務專線

▶ 發行量

廣告價計算基數 21,004，每期
總發行 30,000

▶ 截稿日期

每月二日之前截定下月稿件

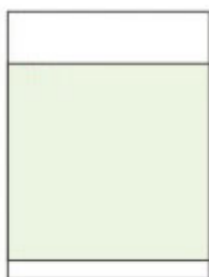
▶ 制定版面

加收 20%，預交定金

▶ 付款約定

預付第一期廣告費，餘款按每月
帳單支付

▼ 廣告尺寸



封面

$8\frac{1}{8}''(W) \times 7\frac{1}{2}''(D)$



封底

$8\frac{1}{8}''(W) \times 7\frac{1}{2}''(D)$



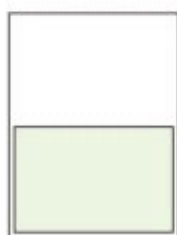
對頁

$16\frac{1}{4}''(W) \times 10\frac{3}{4}''(D)$



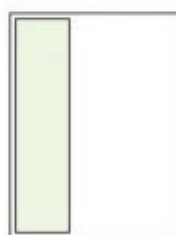
整頁

$8\frac{1}{8}''(W) \times 10\frac{3}{4}''(D)$



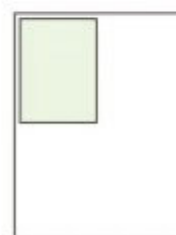
半頁

$7\frac{1}{2}''(W) \times 5''(D)$



三分之一頁

$2\frac{1}{2}''(W) \times 10''(D)$



四分之一頁

$3\frac{1}{2}''(W) \times 5''(D)$