

To : - All Members  
- All Advertisers

updated 15 July 2008

Cc : - Board and Executive Members of ABWA  
- ABWI

Subject: New Offer – The Asia Middle East Magazine

Dear Friends and Colleagues,

By now you may already know that we have decided to discontinue our working relationship with Zenith Publications on the Asia Pacific Quarterly Magazine. As a result, we have withdrawn our marketing, publication, printing and distribution rights from Zenith back to ABWA, as from 01 January 2008. It has been our intention to publish this magazine ourselves. We have done this in the past prior to Zenith's time. In the new issues, we may have to implement some modifications, different to what you use to see previously. We have also been reported that quite a few of our members, receive the magazines on an irregular basis or none at all. We may have to revise our distribution system by giving our Country Representatives more activities and power within their territory as they are the ones who know their region well, better than any of us, and thus improve our distribution system as well.

Here are our proposals:

**1. Publication Schedule**

At the moment, we plan to issue this two times for 2008; one in June 2008 and one in December 2008.

**2. Contents**

- a) We will give equal attention to the small – medium – big industrialists in this business.
- b) Balanced attention will be given to [Asia and the Middle East](#) as this publication is based on a cooperation between the two parties [and the chapters within ABWA](#).
- c) Products and Services from ABWA and our Sister Associations **members** will be given priority for inclusion and will be highlighted upon request.
- d) Company Features or Profiles entry of **members** from ABWA and ABWI will **not** be charged. They can come from Suppliers, Distributors, Bottlers, Regulatory Bodies and any other activity related to our bottled water industry. They may tell about your expansions, mergers, change of management, training program results, new products, new staff etc. It is our intention to utilize this publication or magazine more as a **GUIDE** or **REFERENCE** into our industry and our world rather than a money-making machine. Some uniquely-written, uniquely-designed or eye-catching Company Features or Profiles will also be included in our Web, at **no** cost to our members.

However, hard selling advertorials will be charged. Rest assured, we will keep the charges for these advertorials at a very minimal fee.

- e) The Editors of the [Asia Middle East Magazine](#) reserve the right to edit or to cancel any materials received that are deemed to be unsuitable for publication for whatever reason, without prior notification.

**3. Advertising Charges**

Despite of what we have stated above, we all know that we can never survive without a reasonable income to cover our publication costs such as printing, design and distribution. In this area of technology, however, materials can be sent by emails. We can scan and adjust them readily and easily. And since we are an Association and not a Publishing Firm, advertisements are not our core business thus also not our core income. Your advertisements and advertorials are information and guidance for our members to find the correct contacts, items and services that they need.

**4. The Advertising Rates are attached.**

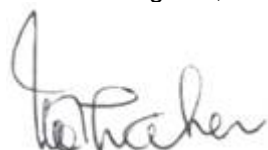
**5. Free Copies of the Magazines**

Members and Advertisers will receive **one copy** each of the magazine. For those needing more copies, ABWA will charge **US \$10.00** per piece which already includes the airmail shipment cost.

I look forward to your active participation. Any information from you will guide so many other people in our industry.

Just a footnote, as a closing comment from me, ABWA has never received any income from its relationship with Zenith Publications on this magazine, in case if you are curious and raising this question to yourself.

With best regards,



Ita Thaher  
Secretary-General / Director  
*Who will be acting as the Asia Pacific Bottled Water publication  
Chief Editor (without pay) besides being Director and Secretary-General*

**Enclosure : Advertising Rates**

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**Asia Middle East Bottled Water Association**

*Permanent Secretariat:*

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