

ARCHITECTURE ASIA MAGAZINE

Request for Proposal from ARCASIA Member Institutes for Publisher for the publication and supply of Architecture Asia Magazine and its advertising sales

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1. INTRODUCTION

- a. ARCASIA is seeking a Publisher to produce Architecture Asia Magazine, the magazine of the Architects Regional Council of Asia. The magazine is currently distributed to the Member Institutes of ARCASIA and their members, as well as commercially available via subscription.
- b. Architecture Asia Magazine is in English and features editorial related to Architects, Architectural or design work, industry news and information related to ARCASIA.
- c. The Publisher will supply print and electronic versions of the magazine. These include e-magazines/e-books to be made available on the Architecture Asia website (maintained by the Publisher) and other appropriate e-magazine publishing portals such as Zinio (or similar).
- d. The contract period for the publication is for five years, from **1 January 2026 to 31 December 2030** inclusive.
- e. The Publisher will enter a contract for the period engaged with ARCASIA, the terms of which shall be basically consistent with those stated in APPENDIX A and their proposed terms which are accepted by ARCASIA.
- f. The Publisher will work with the Incumbent Publisher (ASC+TJU) to ensure a smooth handover prior to the publication its first issue in 2026.
- g. The Publisher shall declare if they are involved in the production of any magazine or website of any other regional architectural organisation that is a competitor of ARCASIA.


2. INVITATION TO SUBMIT PROPOSAL

- a. Publishers are invited to quote for the publication and supply of Architecture Asia Magazine, including advertising sales.
- b. Publishers must submit a proposal based on a model where ARCASIA is not required to provide any financial outlay. ARCASIA will not bear any costs or losses in the event that the publications generate zero or negative revenue and shall not contribute any revenue towards the production of the magazine.
- c. All publication and production costs of the magazine will be borne by the Publisher, including delivery of the magazine to one location per Member Institute. The cost of production (which includes technical requirements and maintenance of the e-books, editorial work, printing, photography for editorials where applicable) should be deducted from the advertising and listing revenue generated through advertisement sales or other mutually agreed means.

3. RFP SUBMISSION REQUIREMENTS

- a. Interested Publishers are required to submit:
 - i. Samples of their proposed content, design and layout for the magazine as part of the selection process.
 - ii. Strategy, content and revenue proposals
- b. Due Date: XXX
- c. Submit via email to arcasia.hon.sec@gmail.com

For and on behalf of ARCASIA,



Ar. Dexter Koh
Honorary Secretary 2024-2025

APPENDIX A

Publishing Agreement for Architecture Asia (draft)

This agreement is made on _____ between the parties below.
(Date) (Month) (Year)

Parties:

- 1) Architects Regional Council Asia (ARCASIA) Ltd, Co. Regn. No. 202018266H, c/o ARCASIA Secretariat 2024-25, PAM Centre, 99L, Jalan Tandok, Bangsar, 59100 Kuala Lumpur, Malaysia (hereinafter referred to as 'ARCASIA')
- 2) **Name of Member Institute** (hereinafter referred to as 'The Publisher'), **Address of Member Institute**

Whereas:

- a. ARCASIA wishes to enter a publishing agreement with the Publisher, **Name of Member Institute**, who will produce, supply and distribute the print and electronic versions of the magazine.
- b. **Name of Member Institute** (Publisher) has the responsibilities of coordination and supervision and accepts the corresponding duties and has full legal responsibility.

The Parties hereby agree as follows:

TERMS AND CONDITIONS FOR COLLABORATION

1. INTRODUCTION

- a. Architecture Asia Magazine is the journal of Architects Regional Council Asia (ARCASIA). The magazine is owned by ARCASIA and is currently distributed to the Member Institutes of ARCASIA as well as commercially available via subscription. The magazine is published in English and features editorial content related to architects, architecture, industry news and information related to ARCASIA.

2. PUBLISHER

2.1 PRODUCTION

- a. The quarterly magazine shall be released in print and digitally at mutually agreed times of the year. (Indicatively in February, May, August and November)
- b. A minimum 45 editorial pages is to be produced in each issue, of which at least half must be from or feature ARCASIA member countries (regions).
- c. While the maximum number of pages shall not be limited, the proportion of pages for advertisements shall not exceed 15% of the total number of pages.
- d. Print specifications and quantity of the magazine shall be mutually agreed.

- e. ARCASIA reserves the right to use up to 25% of each issue at no charge for ARCASIA news, features or promotion of ARCASIA activities. The content shall be provided to the Publisher 60 days before the date of publication of the relevant issue. The Publisher shall provide copywriting and artwork based on content supplied by ARCASIA. ARCASIA shall have the right to use the artwork and copy produced by the Publisher in other mediums.
- f. All publication and production costs of the magazine will be borne by the Publisher, including delivery of 2 copies of the magazine to one location per Member Institute by trackable air mail. Member Institutes will pay the subscription and delivery fees for extra copies except the 2 copies mentioned above. The cost of production (which includes technical requirements and maintenance of the e-books, editorial work, printing, photography for editorials where applicable) should be deducted from the advertising and listing revenue generated through advertisement sales or other mutually agreed means.

2.2 EDITORIAL QUALITY

- a. The Publisher is responsible for the editorial content of the magazine, but ARCASIA retains a veto over any proposed content and the right to suggest editorial topics and other content, as well as revisions or amendments to any articles produced by the editorial team. Such veto shall be the decision of Office Bearers and announced by the president of ARCASIA.
- b. The magazine shall be guided by an Editorial Board comprising the following board members:
 - The current ARCASIA President (or his/her appointee)
 - 3x the ARCASIA Vice President of each Zone (or his/her appointee)
 - 2x appointees from the Publisher
 - 1x Chief Editor (appointed by the Publisher)
 - 1x External Advisor (proposed by the Publisher and approved by ARCASIA)
- c. The Editorial Board may appoint additional non-board members as required to provide expertise and support for the production of the magazine.
- d. The Publisher must ensure that the quality and content of the magazine is of a high standard and comparable to international publications of a similar nature.
- e. Obtaining appropriate usage rights for articles, photographs, permission, and other intellectual property for the magazine will be the sole responsibility of the Publisher. The Publisher shall indemnify ARCASIA against claims for unauthorised use of intellectual property.

2.3 ADVERTISEMENT

- a. The Publisher shall be responsible for the canvassing of advertisements, negotiating the package, coordinating the ad booking and artwork as well as any advertorial pages.
- b. The Publisher shall determine the advertising rates and any discounts given will be at its own discretion.
- c. The Publisher shall produce advertising and publicity materials like advertising rate cards, subscription forms and documents pertaining to these.

- d. The Publisher shall be responsible for invoicing and recovering any debts from its advertisers.
- e. The Publisher shall declare the audited advertising revenue and production cost to ARCASIA on an annual basis.
- f. ARCASIA will provide guidance on the types of advertisers or advertisement that would not be acceptable and will retain the right to refuse any advertiser or advertisement it broadly deems offensive or inappropriate, or not in keeping with ARCASIA's founding principles and brand values.

2.4 SUBSCRIPTION, NEWSSTAND & DISTRIBUTION

- a. The Publisher shall be responsible for the acquisition of subscribers and newsstand sales.
- b. The Publisher shall determine the newsstand price and the subscription rate.
- c. Members of ARCASIA Member Institutes shall be given discounted subscription rates. The Publisher shall review the discounted offer with ARCASIA.
- d. The Publisher shall liaise directly with distributor(s) for the sold copies.
- e. The Publisher shall be responsible for distributing the magazines to the Member Institutes of ARCASIA member countries (regions) and their members based on the number of copies subscribed.

2.5 OTHER TERMS

- a. The Publisher shall pay ARCASIA royalties of **USD XXX** for each issue of AA published, which may be off set annually from the postage reimbursement due from the ARCASIA Secretariat, if applicable.
- b. The Publisher shall not use ARCASIA's brand for any purpose without prior consent.

3. ARCASIA

- a. ARCASIA shall issue a letter of recommendation and authorization to the Publisher for use during this period of collaboration. This endorsement from ARCASIA will aid in the negotiation of advertising canvassing as well as other publishing functions.
- b. ARCASIA shall forward to the Publisher any leads or sales enquiries for their follow-up.
- c. ARCASIA Secretariat shall reimburse the Publisher for the postage charges incurred for sending the magazines to new Member Institutes that sign on after the publishing contract has been entered.
- d. All Member Institutes shall help promote the magazine among the Architects from their Institutes and to get subscribers for the magazines. The subscription rates can be varied to accommodate the affordability level of each Member Institute.
- e. ARCASIA shall promote and facilitate contributions of projects from all Member Institutes in order to make Architecture Asia truly reflective of ARCASIA's membership.

4. PERIOD OF COLLABORATION AND TERMINATION

- a. The agreement shall commence **1 January** 2026.
- b. Both parties will collaborate for a period of 5 years, with annual review. Subsequent extensions beyond 5 years will be subject to mutual agreement.
- c. Should one party fail to deliver on their obligations, the other party shall be entitled to terminate this agreement immediately.
- d. Notwithstanding the above, either party shall be entitled to terminate this agreement by giving a minimum of 6 months' notice to the other party.
- e. On the expiry or termination of this agreement, any future advertising contracts signed by the Publisher will be transferred to ARCASIA or its next appointed Publisher during the handover. However, the Publisher will be entitled to 50% of this future revenue.
- f. ARCASIA or its next appointed Publisher must fulfil any outstanding subscriptions to subscribers after termination of the Agreement. The Publisher will refund any outstanding subscription fees to ARCASIA or its next appointed Publisher.

5. EXCLUSIVITY

- a. ARCASIA agrees to work exclusively with the Publisher for this collaboration during the period of collaboration.

6. COUNTRY OF JURISDICTION

- a. If any dispute is not resolved by friendly consultations within [sixty (60)] days after the date such consultations were first requested by a Party, then any Party may submit the dispute to the SIAC in Singapore in accordance with its rules of arbitration procedure.
- b. The validity, interpretation and implementation of this Contract shall be governed by the laws of [the Republic of Singapore.]
- c. Financial and accounting management and auditing during the operation of the magazine shall be subject to the rules and regulations of the Country where the magazine is published.

Signed as an Agreement:

Signed for and on behalf of
Architects Regional Council Asia
(ARCASIA)

Signed for and on behalf of
Name of Member Institute
(Publisher)

(Authorised Signatory)
Name:
Designation:

(Authorised Signatory)
Name:
Designation: