

ACTION *Asia*

Immediate Release
13.October.2010

Action Asia racks up its 125th issue

The November/December issue sees the region's favorite outdoor magazine reach another milestone

Hong Kong (October 5, 2010) – Since its inception in 1992, *Action Asia* has been the must-read magazine for any lover of the wild outdoors but the upcoming November/December issue takes it to a whole new level. Besides the familiar mix of feature stories and departments, we draw on our expertise to humbly offer the 'Adventure Grand Slam' – 12 must-dos that span the entire region and range across the activities we traditionally encompass.

We'll also be rewinding the clock to show a few snapshots of previous issues: places we touted before they became mainstream, features that won us awards, gear that was revolutionary at the time, a few of the covers and pics that got tongues wagging.

Elsewhere in the magazine we'll take you paragliding in the Indian Himalayas and treasure hunting in the Coral Sea, while our Gear pages include a focus on one of the hottest trends shaping footwear at the moment: 'barefoot' running.

About Action Asia

First published in 1992, *Action Asia* has been the region's leading travel and lifestyle magazine for more than 18 years. Winner of Society of Publishers in Asia (SOPA) awards for editorial excellence for three years running, and with a readership of more than 145,000, *Action Asia* prides itself on raising the standards of publishing in Asia.

About Blu Inc Media

Blu Inc Media is a leading publisher of high-end leisure and industry magazines, including English-language, Chinese-language and bilingual titles. Distributed around Asia and the globe, the company's titles include *Asia-Pacific Boating*, *China Boating*, *JET Asia-Pacific*, *AsiaSpa*, *Action Asia*, *LP-Luxury Properties* and *Pinnacle* (Rolls Royce Magazine).

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