

TERMS OF REFERENCE

DESIGN AND PRINTING – THE ASEAN MAGAZINE (PHASE 2-2023)

I. Background

The ASEAN magazine provides analyses on issues affecting ASEAN and communicates this in an easy to understand manner, while maintaining high editorial standards. It also features programmes and achievements of the ASEAN Socio-Cultural Community (ASCC) pillar and the larger ASEAN Community. This contributes towards building better understanding on the work of ASEAN among people in the region and beyond.

The first issue of the magazine was released in May 2020, supported by ASEAN-India under the 2019-2021 project cycle, and subsequent issues have been published regularly since then. The magazine is published online and has received positive feedback. It has also received high recognition within ASEAN.

For the 2022-2024 project cycle, the magazine will produce regular and special issues. Regular issues consist of 64 pages and feature both a thematic and general section, covering important issues and ASEAN's projects implemented to address these issues. Special issues will be 40 pages long. It will focus on one issue that needs highlighting in a timely fashion, or prepared to support a high-level event.

For this purpose, the ASEAN Secretariat is seeking to appoint a vendor to (i) **design and layout** 11 issues of The ASEAN magazine, including the social media content and its upload to The ASEAN magazine's microsite; and (b) **print** 14 issues of The ASEAN magazine. The issues to be layouted will consist of 9 regular issues (64-page including covers) and 2 special issues (40-page including covers) over the remaining course of the project, while the issues to be printed will consist of 10 regular issues (64 pages including covers) and 4 special issues (40 pages including covers).

II. Duties and Responsibilities

The vendor will be responsible for creating an engaging design and deliver printed hardcopies of The ASEAN magazine based on the direction of the magazine's editorial team. The responsibilities of the vendor are as follows:

Designing The ASEAN magazine

- a. Develop design concepts by studying information and materials given by the editorial team.

- b. Provide recommendations to the editorial team regarding the design style, format, printing and other specifications.
- c. Design the overall layout and develop and/or provide illustrations, images, and infographics for the magazine, including the magazine's cover if needed, and other aesthetic aspects in accordance with the theme of the magazine as briefed by the editorial team.
- d. Provide individual raw files of all design elements used in the magazine as well as the InDesign file of the magazine. All materials should be extractable and submitted in individual files (e.g. artfiles, figures, infographics, etc. preferably in vector format) to the editorial team after each publication.
- e. Work with the editorial team and amend designs based on feedback from the editorial team.
- f. Create a web-ready version of the digital file to be uploaded to ASEAN Secretariat's website and create a print-ready version of the magazine.
- g. Upload articles and update The ASEAN magazine's microsite.
- h. Prepare up to 10 social media contents of each issue for dissemination to the magazine's social media.
- i. Collaborate in preparing finished copy for printing and assist in the production process of the magazine, including ensuring that the deadlines are strictly met, and the material is printed to the highest quality.

Printing The ASEAN magazine

- a. Provide dummy hardcopies to The ASEAN Editorial Team prior to commencing printing and incorporate any feedback prior to commencing the full batch printing.
- b. Print and deliver the specified number of hardcopies of The ASEAN magazine, ensuring that the hardcopies are of the highest quality and meet the specifications.

III. Project Output

The following outputs are expected from the selected vendor:

Design

- a. Number of pages :
 Regular issue: 9 magazines with each 64 pages including cover
 Special issue : 2 magazines with each 40 pages including cover
- b. Unlimited number of stock photos
- c. Unlimited number of revisions
- d. Final size (width x depth in mm) : 205 x 268
- e. Binding : Saddle stitch binding
- f. Colour : 4/4 all in color printing
- g. Social media content : up to 10 contents per issue of magazine (can be static graphic, carousel, or simple motion graphic)
- h. Magazine sample for design reference : The ASEAN

(<https://asean.org/serialparent/serial-parent-1/>)

Print

SPECIFICATIONS	COVER	CONTENT
SIZE	Folded: 205 x 268 mm Open: 410 x 268 mm	Consists of: Texts, tables, graphics, photos
COLOR	4/4	4/4
TYPE OF PAPER	Art Paper 260 gsm	Art Paper 120 gsm
NUMBER OF PAGE	Regular issues: 64 pages (including cover) Special issues: 40 pages (including cover)	
NUMBER OF COPY	200 printed copies x 10 regular issues (64 pages) 200 printed copies x 4 special issues (40 pages)	
NUMBER OF HARD DUMMY	Up to 3 x hard dummies	
BINDING	Saddle stitch binding	
FINISHING	Laminated Doff on front and back cover	

For the printing of issues that have been previously published, The ASEAN magazine's Editorial Team will provide the print-ready file.

IV. Intellectual Property Rights and Data Privacy

All outputs produced under this contract shall be the exclusive property of ASEAN.

The Service Provider agrees to protect the privacy and confidentiality of all organizational files and records, including usernames and passwords, which were made available or turned over by ASEAN to the Service Provider.

All communication (email, sms, Whatsapp) containing usernames and passwords shall not be shared by the Service Provider and shall be deleted or disposed upon project completion.

V. Location

The meetings between The ASEAN Editorial Team and the vendor will take place mostly at the ASEAN Secretariat in Jakarta or virtually during the work from home period. The vendor is also expected to be reachable through Whatsapp and Email for easier communication and coordination. The hardcopies shall be delivered to the ASEAN Secretariat office in Jakarta.

VI. Qualifications

The vendor can be an individual (s) or representative of a firm, who ideally satisfy the following criteria:

- a. Provide dedicated graphic designer(s) with experience in print media, online media, and/or social media content, and have English language working proficiency. Experience in magazine design is preferred. Vendor to submit CV of dedicated graphic designer(s) stating their experience in design and English language proficiency;
- b. Ability to work methodically and meet tight deadline, with quick turnaround time. Vendor to submit workplan or timetable with expected deliverables;
- c. Demonstrate design style that is minimalist and visually engaging, with ability to incorporate suitable illustration or stock photos as necessary in the design, allowing readers to focus on the content. Familiarity and understanding of The ASEAN magazine contents is a plus. Please provide proposed layout for The ASEAN magazine's article (as attached in Annex B) and refer to Annex A – Terms of Reference for details on the specification for the proposed layout;
- d. Demonstrate ability in designing infographics that is informative, easy to read, and visually engaging, which would allow the readers to quickly digest the information. Please provide proposed layout for The ASEAN magazine's infographics (as attached in Annex C) and refer to Annex A – Terms of Reference for details on the specification for the proposed layout;
- e. Demonstrate ability in designing social media content that is informative, easy to read, and visually engaging, which would allow the readers to quickly digest the information. Please provide proposed layout for The ASEAN magazine's social media content using the infographics made with Annex C;
- f. Demonstrate experience in printing. Vendor to submit sample of relevant past projects completed and state experience in printing.

VII. Duration of Service

The vendor will be responsible to design and print the issues of The ASEAN magazine as indicated which will take place until end of December 2023. The theme of each issue will be decided by The ASEAN Editorial Team upon discussion with related ASEAN Secretariat's Divisions and will be informed to the vendor prior to the designing process. The vendor shall submit dummies of the hardcopy and receive approval from The ASEAN Editorial Team prior to commencing the printing.

The proposed indicative timeline of the project, which can be further discussed with the reporting parties, is specified as follows:

No.	Activities	Indicative Timeline
1.	Print 200 copies of The ASEAN magazine Issue 23; Print 200 copies of The ASEAN magazine Issue 24 (Special Issue);	Early February 2023

	Print 200 copies of The ASEAN magazine Issue 25 (Special Issue)	
2.	Design and print 200 copies The ASEAN magazine Issue 26 including the social media content and upload to The ASEAN magazine's microsite.	February 2023
3.	Design and print 200 copies The ASEAN magazine Issue 27 including the social media content and upload to The ASEAN magazine's microsite.	March 2023
4.	Design and print 200 copies The ASEAN magazine Issue 28 (Special Issue) including the social media content and upload to The ASEAN magazine's microsite.	April 2023
5.	Design and print 200 copies The ASEAN magazine Issue 29 including the social media content and upload to The ASEAN magazine's microsite.	May 2023
6.	Design and print 200 copies The ASEAN magazine Issue 30 (Special Issue) including the social media content and upload to The ASEAN magazine's microsite.	June 2023
7.	Design and print 200 copies The ASEAN magazine Issue 31 including the social media content and upload to The ASEAN magazine's microsite.	July 2023
8.	Design and print 200 copies The ASEAN magazine Issue 32 including the social media content and upload to The ASEAN magazine's microsite.	August 2023
9.	Design and print 200 copies The ASEAN magazine Issue 33 including the social media content and upload to The ASEAN magazine's microsite.	September 2023
10.	Design and print 200 copies The ASEAN magazine Issue 34 including the social media content and upload to The ASEAN magazine's microsite.	October 2023
11.	Design and print 200 copies The ASEAN magazine Issue 35 including the social media content and upload to The ASEAN magazine's microsite.	November 2023

12.	Design and print 200 copies The ASEAN magazine Issue 36 including the social media content and upload to The ASEAN magazine's microsite.	December 2023
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The funding for the vendor shall be obtained from the ASEAN-India Fund. The funds will be released based on the following schedule:

No.	Upon Submission to the ASEAN Secretariat of the following work	Latest date of submission	Amount
1.	Hardcopies of The ASEAN magazine Issue 23, 24 (special issue), 25	Upon concurrence of the ASEAN Secretariat and delivery of the hardcopies	30%
2.	Softcopies and hardcopies of The ASEAN magazine Issue 26, 27, 28	Upon concurrence of the ASEAN Secretariat, publication of the said issues, including the social media content and upload to The ASEAN magazine's microsite, and delivery of the hardcopies	20%
3.	Softcopies and hardcopies of The ASEAN magazine Issue 29 (Special Issue), 30, 31 (Special Issue)	Upon concurrence of the ASEAN Secretariat, publication of the said issues, including the social media content and upload to The ASEAN magazine's microsite , and delivery of the hardcopies	20%
4.	Softcopies and hardcopies of The ASEAN magazine Issue 32, 33, 34	Upon concurrence of the ASEAN Secretariat, publication of the said issues, including the social media content and upload to The ASEAN magazine's microsite, and delivery of the hardcopies	20%

5.	Softcopies and hardcopies of The ASEAN magazine Issue 35, 36	Upon concurrence of the ASEAN Secretariat, publication of the said issues, including the social media content and upload to The ASEAN magazine's microsite, and delivery of the hardcopies	10%
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