

TERMS OF REFERENCE
DESIGN AND PRINTING – THE ASEAN MAGAZINE
PHASE 3 (2024-2026)

I. Background

The ASEAN magazine is designed to effectively communicate the goals, plans, programmes, and achievements of the ASEAN Socio-Cultural Community (ASCC) pillar and the larger ASEAN Community. It aims as well to highlight the impact of ASEAN Community initiatives on the lives of ordinary people. It seeks to open a conversation and generate new insights on a spectrum of issues and developments affecting the ASEAN people.

The ASEAN magazine is a product of the ASEAN Secretariat, with its management and production responsibilities administered by the ASCC Department (ASCCD). The readership currently includes ASEAN sectoral bodies, ASEAN entities, ASEAN partners, selected universities, think tanks, schools in the region, and various United Nations agencies.

The magazine's first issue 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 2024-2026 project cycle, the magazine will produce regular and special issues. Regular issues consist of 56 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 (a) design and layout 16 issues of *The ASEAN* magazine; and (b) print 16 issues of *The ASEAN* magazine. The issues to be designed, laid out, and printed will consist of 12 regular issues (56 pages including covers) and 4 special issues (40 pages including covers) over the course of the project.

II. Duties and Responsibilities

The vendor will be responsible for creating an engaging design for the magazine based on the direction of the magazine's editorial team. The responsibilities of the designer 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, 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. articles, figures, infographics, etc. preferably in vector format) to the editorial team after each publication.
- e. Work with the editorial team and amend text and design based on the edits of 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. Redesign or reformat images and text selected from each issue for social media posts.
- 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 hard copies 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 hard copies of *The ASEAN* magazine, ensuring that the hard copies 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 : 12 magazines each 56 pages including cover
 Special issue : 4 magazines 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
- f. Colour : 4/4 all in colour printing
- g. Social media content : Redesigning magazine images to be used for social media posts, at a maximum of 20 per issue (content can be static graphic, carousel, or simple motion graphic)
- h. Magazine sample for 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: 56 pages (including cover) Special issues: 40 pages (including cover)	
NUMBER OF COPY	200 printed copies x 12 regular issues (56 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	

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. The vendor is also expected to be reachable through WhatsApp and email for easier communication and coordination. The hard copies 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 design, and have English language working proficiency. Experience in magazine design is preferred;
- b. Ability to work methodically and meet tight deadline, with quick turnaround time;
- c. Demonstrate design style that is visually engaging, in line with *The ASEAN's* design aesthetic, 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;
- d. Demonstrate ability in designing infographics that is in line with *The ASEAN's* design aesthetic, informative, easy to read, and visually engaging, which would allow the readers to quickly digest the information;
- e. Demonstrate ability in designing social media content that is in line with *The ASEAN's* design aesthetic, informative, easy to read, and visually engaging, which would allow the readers to quickly digest the information;
- f. Demonstrate 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 February 2026. 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.	Design and print 200 copies The ASEAN magazine Issue 37 including the social media content and upload to The ASEAN magazine's microsite.	April 2024
2.	Design and print 200 copies The ASEAN magazine Issue 38 including the social media content and upload to The ASEAN magazine's microsite.	June 2024
3.	Design and print 200 copies The ASEAN magazine Issue 39 (Special Issue) including the social media content and upload to The ASEAN magazine's microsite.	July 2024
4.	Design and print 200 copies The ASEAN magazine Issue 40 including the social media content and upload to The ASEAN magazine's microsite.	September 2024

5.	Design and print 200 copies The ASEAN magazine Issue 41 (Special Issue) including the social media content and upload to The ASEAN magazine's microsite.	October 2024
6.	Design and print 200 copies The ASEAN magazine Issue 42 including the social media content and upload to The ASEAN magazine's microsite.	December 2024
7.	Design and print 200 copies The ASEAN magazine Issue 43 including the social media content and upload to The ASEAN magazine's microsite.	February 2025
8.	Design and print 200 copies The ASEAN magazine Issue 44 including the social media content and upload to The ASEAN magazine's microsite.	March 2025
9.	Design and print 200 copies The ASEAN magazine Issue 45 including the social media content and upload to The ASEAN magazine's microsite.	April 2025
10.	Design and print 200 copies The ASEAN magazine Issue 46 including the social media content and upload to The ASEAN magazine's microsite.	June 2025
11.	Design and print 200 copies The ASEAN magazine Issue 47 including the social media content and upload to The ASEAN magazine's microsite.	July 2025
12.	Design and print 200 copies The ASEAN magazine Issue 48 including the social media content and upload to The ASEAN magazine's microsite.	August 2025
13.	Design and print 200 copies The ASEAN magazine Issue 49 including the social media content and upload to The ASEAN magazine's microsite.	September 2025
14.	Design and print 200 copies The ASEAN magazine Issue 50 including the social media content and upload to The ASEAN magazine's microsite.	October 2025

15.	Design and print 200 copies The ASEAN magazine Issue 51 including the social media content and upload to The ASEAN magazine's microsite.	December 2025
16.	Design and print 200 copies The ASEAN magazine Issue 52 including the social media content and upload to The ASEAN magazine's microsite.	February 2026

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.	Softcopies and hard copies of The ASEAN magazine Issue 37, 38, 39, 40.	Upon concurrence of the ASEAN Secretariat, publication of the said issues, and delivery of the hard copies	25%
2.	Softcopies and hard copies of The ASEAN magazine Issue 41, 42, 43, 44.	Upon concurrence of the ASEAN Secretariat, publication of the said issues, and delivery of the hard copies	25%
3.	Softcopies and hard copies of The ASEAN magazine Issue 45, 46, 47, 48.	Upon concurrence of the ASEAN Secretariat, publication of the said issues, and delivery of the hard copies	25%
4.	Softcopies and hard copies of The ASEAN magazine Issue 49, 50, 51, 52.	Upon concurrence of the ASEAN Secretariat, publication of the said issues, and delivery of the hard copies	25%

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