

TERMS OF REFERENCE

DESIGN, PRINTING, AND MICROSITE MAINTENANCE VENDOR FOR THE ASEAN MAGAZINE PHASE 4

I. Background

The ASEAN magazine is an ongoing project of the ASEAN Socio-Cultural Community (ASCC) Pillar, supported by the ASEAN-India Fund. The project's purpose is to deepen the public's understanding of the impact of ASEAN's regional cooperation on people's lives and well-being. It supports the ASEAN Community Vision 2045 and is aligned with the Plan of Action to Implement the ASEAN-India Comprehensive Strategic Partnership (2026-2030).

Since the project's first phase, which commenced in 2020, the magazine has featured 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. Published in both print and digital formats, the project's fourth phase (2026-2028) will aim to reflect ASEAN's work not only in the ASCC, but across the ASEAN Political-Security and Economic Communities as well as ASEAN Connectivity.

II. Duties and Responsibilities

The vendor will be responsible for creating an engaging design and deliver printed hardcopies and maintain the microsite of The ASEAN magazine. The responsibilities of the vendor are as follows:

Designing The ASEAN magazine

- a. Develop design concepts by studying information and materials provided by ASEAN Secretariat.
- b. Provide recommendations 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.
- 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. artifices, figures, infographics, etc. preferably in vector format) to the editorial team after each publication.
- e. Amend designs based on feedback received from the ASEAN Secretariat.

- f. Create a web-ready version of the digital file to be uploaded to the 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.
- i. Collaborate in preparing finished copy for printing and assist in the production process of the magazine, including ensuring that deadlines are strictly met, and the material is printed to the highest quality.

Printing The ASEAN magazine

- a. Provide dummy hardcopies 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.

Microsite Maintenance

- a. Maintain the microsite, including updating website content, ensuring the functionality and security of the website and its plugins, conducting regular backups, troubleshooting technical issues, and implementing necessary updates to ensure the microsite remains accessible and up to date throughout the contract period.

III. Project Output

The following outputs are expected from the selected vendor:

Design

- a. Number of pages :
 Regular issue: 12 magazines with each comprising 56-64 pages including cover
 Special issue: 4 magazines with each comprising 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, reels, and 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: 56-64 pages (including cover) Special issues: 40 pages (including cover)	
NUMBER OF COPY	300 printed copies x 12 regular issues (64 pages) 300 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	

Microsite Maintenance

- Functional and regularly updated *The ASEAN* magazine microsite throughout the contract period;
- Timely uploading of approved magazine content and related multimedia materials;
- Updated and secure website platform, plugins, and components;
- Regular website backups and restoration capability;
- Maintenance reports detailing updates, fixes, and technical support provided.

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

All meetings may take place 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 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 and should ideally meet the following criteria:

- a. Provide dedicated graphic designer(s) with at least 5 years of experience in print media, online media, and social media content development, including reels and other digital formats, with strong working proficiency in English. Possess a bachelor's degree in Graphic Design, Fine Arts, Visual Communication Design, or a related field (an advanced qualification is an advantage). Experience in magazine design is preferred. Vendor to submit CV(s) of dedicated graphic designer(s) demonstrating relevant qualifications, years of experience, portfolio, and proficiency in industry-standard design software (e.g. Adobe InDesign, Illustrator, Photoshop);
- b. Ability to work methodically and meet tight deadlines, with quick turnaround time. Vendor to submit a realistic work plan/timetable and expected deliverables that aligns with the timetable indicated in this Terms of Reference;
- c. Demonstrate a design style that is minimalist and visually engaging, with the ability to incorporate suitable illustrations or stock photos as necessary, allowing readers to focus on the content. Familiarity and understanding of The ASEAN magazine's contents is a plus. Vendor to provide a sample layout design for The ASEAN magazine's article (as attached in Annex B) that demonstrates a strong understanding of the magazine's visual identity and editorial style, presents a balanced and reader-friendly composition of text, images, graphics, and white space, and maintains consistency with The ASEAN magazine's design aesthetic and branding; refer to Annex A – Terms of Reference for details on the specification for the sample layout;
- d. Demonstrate the ability to design infographics that present information in a clear, concise, and visually engaging manner, effectively balancing text, graphics, images, and white space, and incorporating appropriate photographs, illustrations, icons, or charts to enhance understanding of key messages and data. Vendor to provide a sample infographic layout for The ASEAN magazine (as attached in Annex C) that maintains consistency with The ASEAN magazine's visual identity, branding, and overall design aesthetic; refer to Annex A – Terms of Reference for details on the specification for the proposed layout;
- e. Demonstrate the ability to design social media content that communicates key messages in a clear, concise, and visually engaging manner across digital platforms, effectively balancing text, images, graphics, and white space, and incorporating appropriate photographs, illustrations, or icons to enhance audience engagement and readability. Vendor to provide a sample social media

content layout for The ASEAN magazine using the infographics developed under Annex C, maintaining consistency with The ASEAN magazine's visual identity, branding, and overall design aesthetic;

- f. Demonstrate relevant experience in print media production and microsite/website maintenance. Vendor to submit samples of relevant past projects completed that demonstrate experience in magazine design, infographic development, social media content creation, print media production, and/or microsite or website maintenance relevant to the scope of work under this Terms of Reference.

VII. Duration of Service

The vendor will be responsible for the design, layout and printing of The ASEAN Magazine issues throughout the implementation period of Phase 4. The theme of each issue will be informed to the vendor prior to the design process. The vendor shall submit dummies of the hardcopy and receive approval from the ASEAN Secretariat prior to commencing the printing.

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 hardcopies of The ASEAN magazine Issue 53,54,55,56	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	25%
2.	Softcopies and hardcopies of The ASEAN magazine Issue 57,58,59,60	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	25%
3.	Softcopies and hardcopies of The ASEAN magazine Issue 61,62,63,64	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	25%

4.	Softcopies and hardcopies of The ASEAN magazine Issue 65,66,67,68	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	25%
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