



## **New tabloid hits motorcycle industry**

*Award-winning publisher AdFokus announced the birth of a new publication that will cover the Philippine motorcycle industry — Metro ARANGKADA.*

QUEZON CITY, Philippines ([PRWEB](#)) May 25, 2004 — Award-winning publisher AdFokus announced the birth of a new publication that will cover the Philippine motorcycle industry — Metro ARANGKADA. Debuting May, Metro ARANGKADA is a bilingual tabloid-size, free-copy, monthly publication to be circulated in Metro Manila and other key regions in the country.

Metro ARANGKADA is positioning itself as a key industry resource by providing readers with comprehensive and insightful editorial and authentic perspectives on a breadth of industry issues. The tabloid will provide practical information and straightforward reporting on the many issues facing the Philippine motorcycle industry, as well as up close and informative profiles of the stakeholders driving the industry's diverse segments. There is a void in the Philippine motoring industry publishing field, particularly in the motorcycle segment, and Metro ARANGKADA is uniquely positioned to fill that niche, said Norman Tandoc, Metro ARANGKADA publisher and AdFokus president.

— Metro ARANGKADA will be a contemporary, information-delivery vehicle for the entire motorcycle industry: manufacturers, distributors, dealers, suppliers, allied businesses, tricycle operators and drivers and the Filipino motorcycle enthusiasts — everyone connected with the sector. The Metro ARANGKADA team will work with all facets of the motorcycle industry to effectively promote this sector's contribution to national development. Our advocacy is to bring together all segments of the industry through the effective delivery of information, with Metro ARANGKADA as the catalyst — Metro ARANGKADA executive editor Aldrin Bastador adds, — Our goal is to present, in an easy to read format, a practical approach in promoting the local motorcycle industry through news and information. By making Metro ARANGKADA a free-copy, bilingual tabloid, we will be able to reach a wider audience. —

AdFokus also publishes Journey Philippines Visitors Guide which recently bagged the 2003 People's Choice Award as the Most Promising Travel Magazine given by the National Consumer Affairs Foundation and the Asia-Pacific Award as Outstanding Travel Guide Publication. Journey Philippines Visitors Guide is a free-copy, monthly magazine which provide practical information and travel and tourism news, circulated locally. AdFokus president Norman Tandoc is also the secretary general of the Publishers and Editors League of the Philippines (PELP) and the NCR director of the Federation of Provincial Press Clubs of the Philippines (FPPCP). Metro ARANGKADA's premiere issue features Honda's record-breaking production and sales output as the cover story. Profiles on Kymco, Jianshe and Motortrade also topbill the May issue.

For advertising and editorial information, please call 721-1021 to 28 local 231; 413-0707.



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