

THE EXPAT EDUCATION SUPPLEMENT 2012



THE PUBLICATION

The Expat Education Supplement 2012 is eagerly awaited annually by several international market segments particularly in-coming resident Expats from all over the globe; as well as incoming families under the MM2H programme, resident Expats, local Malaysians interested in international education and Educators. The 10th edition, as previous ones, is entirely online on our ranked websites which have a readership from almost 100 countries.

This Supplement is an A4, approximately 80 page comprehensive guide that represents schools with international education from pre-Kindergarten through university graduate level degree programmes. It includes in-depth topical, international educational articles. It showcases educational institutions in Malaysia along with a wide range of specific schools and with their particular information of interest to keenly selective parents.

Having an already established relationship with parents looking for the right schools long before they arrive in Malaysia, allows us to continue this relationship once families do arrive. They know to contact us to be put on our mailing lists with their new Malaysian addresses to receive all our publications including *The Education Supplement* which are all mailed free of charge direct to their homes.

We receive about 2,000 subscriptions throughout the year and send each household a Welcome Package that includes *The Expat* magazine, our welcome guidebooks and each of our dedicated supplements. Therefore an advert placed in *The Education Supplement* gets your school continuous exposure all year to the people most interested in availability of options for academic schooling.

CONTENTS

The Education Supplement aims to give readers an overview of the international education systems here; helpful education advice written by top educators and policy makers, and explores nation specific learning concepts and philosophies. It also publishes information on a variety of international schools in Malaysia including answers to FAQ, statistics of interest to parents including fee ranges.

Our goal is to give quality, topical and pertinent information in one comprehensive publication so that parents do not have to seek it piecemeal going through each school's websites.

The Expat Group has seen more interest in the past few years trending towards Malaysian university and college options particularly for children of Expats and MM2Her's who want to remain in Malaysia. Top quality British academic institutions are setting up campuses here that offer stellar education with the added incentive of much lower costs. We include the latest on this growing sector.

TARGET AUDIENCE

- Pre-arrival expats • Resident expats • Newly arrived expats
- Expats' guests • Malaysia My Second Homers

DISTRIBUTION

We are publishing 10,000 copies.

- Available online at www.expatriate.com/online/magazine.
- Free copies to current subscribers to *The Expat* magazine, all new subscribers to *The Expat* magazine, major expat associations, large multinationals, major international schools.

ADVERTISING RATES

1. International schools, tertiary institutions, kindergartens and specialist schools/programmes will be given **one ad size complimentary page opposite their ad**. We send you guidelines on what to include for the Facts Section of your page.
2. Free directory listings in www.expatriate.com.
3. Free listings in all our publications, websites and local media articles when we publish lists of international schools, kindergartens and colleges.

ADVERT FORMAT	DIMENSIONS	RATE (RM)
Back Cover		10000
Inside Front Cover	Text 265mm (H) x 180mm (W)	8000
Inside Back Cover	Trim 297mm (H) x 210mm (W)	7500
Full Page	Bleed 305mm (H) x 215mm (W)	6900
Half Page (Horizontal)	130mm (H) x 180mm (W)	3700
Half Page (Vertical)	265mm (H) x 85mm (W)	3700
One third page (Horizontal)	80mm (H) x 180mm (W)	2600
One third page (Vertical)	265mm (H) x 55mm (W)	2600
Quarter Page	130mm (H) x 85mm (W)	2000
Panel	45mm (H) x 180mm (W)	1500

ARTWORK FEE:

Charge will depend on work involved. Ranges from RM300 – RM800

ARTWORK SUBMISSION:

- PDF format – 300dpi.
- InDesign & QuarkXpress – save with high-res pictures and fonts.
- Illustrator – text must be outlined and saved together with high-res pictures if pictures are not embedded.
- Photoshop psd/eps/jpeg – 300dpi.
- Colour proof must be provided. No film output accepted.
- *The Expat* magazine (*Borneo Vision Sdn Bhd*) cannot assume liability in the event of faulty artwork from client.

BOOKING DEADLINE:

NB: All prices are subject to 6% government sales tax