

# THE EXPAT WELCOME GUIDE 2012



## REACHING THE NEWEST EXPATS FIRST

### THE PUBLICATION

Now in its eighth year *The Expat Welcome Guide* is firmly established as the most effective way to reach newly arrived expats. This 120+ page booklet contains everything newly arrived expats need to know about settling in Malaysia.

Our own research shows that the best time to reach expats is when they first arrive as they have little understanding of the country or where to find products and services. Make sure you tell them about your company at the time they are most urgently looking for this information.

Our popular websites [www.expatkl.com](http://www.expatkl.com) (for working expats) and [www.mm2h.com](http://www.mm2h.com) (for Malaysia My Second Homers) are visited by most expats before they even arrive here. *The Expat Welcome Guide* will be prominently promoted to these new arrivals.

We use dozens of channels to reach expats arriving all over Malaysia. Every new subscriber to *The Expat* magazine will receive a free copy. Since more expats subscribe to *The Expat* magazine than any other publication in Malaysia this is an effective channel to reach this group.

### CONTENTS

*The Expat Welcome Guide* is an A5 size publication of around 120+ pages covering essential background information of Malaysia. It has five main sections:

- **Background Information About Malaysia**  
Including history, brief write up about each state, culture, people etc.
- **Guidance on Settling into Malaysia**  
Including tips on finding a property, getting utilities, phones, credit cards, online services, where to buy household items and much more...
- **Entertainment in Malaysia**  
Introduction to Malaysian cuisine, dining, sports and other entertainment including popular tourist destinations.
- **Directories and Useful Information**  
Including contact details for airlines, embassies, museums, international schools etc.
- **Tourism and Investment in Malaysia**  
Including major tourist attractions, health tourism, Malaysia My Second Home programme and investing in Malaysia.

### TARGET AUDIENCE

- New working expats and their families.
- New Malaysia My Second Home visa holders and applicants.

### DISTRIBUTION

We are publishing 10,000 copies.

- Sold at newsstands and bookstores around Malaysia.
- Free copies to:
  - All new subscribers to *The Expat* magazine
  - Major expat associations
  - Approved MM2H agents
  - International moving companies
  - Large multinationals
  - Major international schools
  - Relocations consultants

### ADVERTISING RATES

ADVERT FORMAT	DIMENSIONS	RATE (RM)
Double page spread (front of booklet)	Trim: 210mm (H) x 296mm (W) Bleed: 220mm (H) x 306mm (W)	9000
Back cover		9000
Inside front cover	Text: 184mm (H) x 128mm (W)	6500
Inside back cover	Trim: 210mm (H) x 148mm (W) Bleed: 220mm (H) x 158mm (W)	5700
Full page		5000
Half page (Horizontal)	90mm (H) x 128mm (W)	2750
Half page (Vertical)	184mm (H) x 62mm (W)	2750
Quarter page	90mm (H) x 62mm (W)	1500
Panel	32mm (H) x 128mm (W)	1200

Rates include free and/or discounted website coverage.  
(Ask our sales person for details)

#### 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:** 13th January 2012

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