

THE EXPAT MAGAZINE 2012



16 years on and we're still REFRESHINGLY NEW!

THE PUBLICATION

The Expat magazine was launched in 1996 and in the last sixteen years has become Malaysia's best known magazine among the English-speaking expat community. It is the only publication that offers every expat a free subscription which is sent directly to their homes – over 5,500 expat households.

In return we ask for demographic data so we know exactly who we reach and it includes expats from over 100 different countries. This gives us higher penetration of resident expats than any other publication because it is targeted at them. Research shows they read most of every issue.

The entire magazine can be read online free of charge, therefore expats start their relationship with us before they even arrive, and they can continue after they leave Malaysia. *The Expat* is also very effective in reaching tourists and affluent Malaysians by placing "reading only" copies in hundreds of carefully selected locations around Malaysia.

CONTENTS

The Expat magazine gives resident expats essential and entertaining information about all things Malaysian.

The front section of the magazine covers topics from events, education, property, and feature articles that are of interest to the expat community.

The back section, *The Expat – Information* offers restaurants, shops and services that are expat friendly around the Klang Valley and Malaysia.

DISTRIBUTION

The wide distribution ensures we not only reach resident expats but also many overseas visitors.

- Subscription copies to over 5,500 subscription of expat households
- Onboard MAS, Lufthansa, and luxury KL/Singapore coaches
- More than 300 selected restaurants, bars and retails outlets
- Expat associations, embassies and international schools country wide
- KLIA duty-free shops and VIP lounges
- 4 & 5 star hotel lounges, business centres and serviced apartments

ADVERTISING RATES

THE EXPAT – ROP

| ADVERT FORMAT | DIMENSIONS | RATE (RM) |
|-----------------------------|------------------------------|-----------|
| Inside front cover DPS | Text: 265mm (H) x 360mm (W) | 12000 |
| ROP DPS | Trim: 297mm (H) x 420mm (W) | 10000 |
| | Bleed: 305mm (H) x 430mm (W) | |
| Back cover | Text: 265mm (H) x 180mm (W) | 10000 |
| Inside front cover | Trim: 297mm (H) x 210mm (W) | 8000 |
| 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 |

THE EXPAT – INFORMATION SECTION

| ADVERT FORMAT | DIMENSIONS | RATE (RM) |
|------------------------|------------------------------|-----------|
| Full page | Text: 265mm (H) x 180mm (W) | 4500 |
| Inside back cover | Trim: 297mm (H) x 210mm (W) | 6000 |
| | Bleed: 305mm (H) x 215mm (W) | |
| Half page (Horizontal) | 130mm (H) x 180mm (W) | 2500 |
| Half page (Vertical) | 265mm (H) x 85mm (W) | 2500 |
| Quarter page | 130mm (H) x 85mm (W) | 1300 |
| Bulletin Board | | |
| Double box (colour) | 80mm (H) x 85mm (W) | 700 |
| Single box (colour) | 40mm (H) x 85mm (W) | 400 |

ARTWORK FEE:

Charge will depend on work involved.

Ranges from RM300 – RM800

There is no 10% prepayment discount for classified adverts

Three or less insertions must be paid in advance

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:

1st of the month prior to publication

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