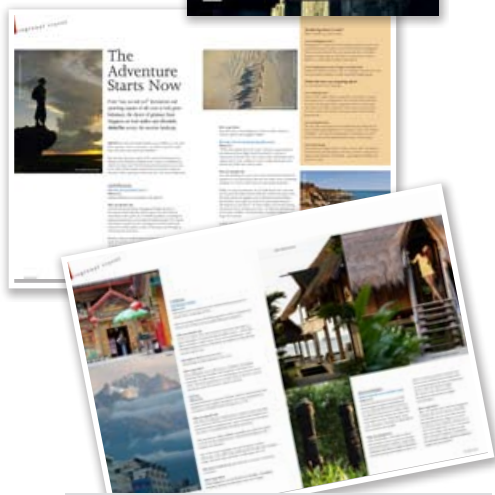


Expat Getaways

An exciting new publication targeted at expats living in Singapore and Malaysia



BACKGROUND

We have been providing expats with information through publications, websites, E-newsletters and events for the last 15 years. One of their major interests is travel information.

In response to this demand we are launching a quarterly magazine all about regional travel opportunities. It will be delivered direct to their home so it can be a source of continuous reference. We already have 8,000 expat households on our mailing list and we expect this to grow to 10,000 fairly quickly.

We will be building a dedicated website to support the publication which will be completed before the first issue is distributed. It will be filled with useful information and have a subscribers only section. Once it is built advertisers will receive free coverage on it.

WHY EXPATS?

There are several reasons the expat community make excellent prospects for companies in the tourism industry.

- They have relatively high incomes and a high propensity for travel particularly short getaways.
- Many of them are only in this part of the world for a short time and want to see as much as possible during their assignment.
- Our research shows our subscribers entertain an average of 10 visitors a year and use our information to offer advice where they should go during their trip here.
- The vast majority of expats move on to other parts of the world and become unofficial ambassadors for the places they enjoyed in this part of the world.

TARGET AUDIENCE

- Resident expats in Singapore
- Resident expats in Malaysia
- Expats' visiting friend and relatives
- Malaysia My Second Homers

DISTRIBUTION

A total of 12,000 copies of the Expat Getaways supplement will be printed. A minimum of 8,000 copies will be mailed out to our expat subscriber base and the balance will be sold at bookstore and distributed to expat organisations.

THE MAGAZINE

The Expat Getaways will give expats advice on brief getaways, longer stay destinations, business travel and general travel related information. The focus will be on South East Asia with occasional coverage of other Asian destinations including Australia, New Zealand and the Pacific.

We have considerable experience on writing travel publications. Our Malaysian publication Senses of Malaysia was voted the best Tourism Publication in the recent Tourism Malaysia awards.

If you would like to reach this affluent group of frequent travellers then don't miss this opportunity. Regular advertisers enjoy significant discounts.

Don't just take our word for it. The Malaysian Ministry of Tourism has chosen us as the only effective way to reach this audience. Many other companies in the tourism related businesses have also found advertising with us works.

ADVERTISING RATES

ADVERT FORMAT	DIMENSIONS	1x	2x	3x	4x
		US\$	US\$	US\$	US\$
Back Cover	Text 265mm (H) x 180mm (W)	4,000	3,750	3,500	3,000
Inside Front Cover		3,200	2,950	2,750	2,400
Inside Back Cover	Trim 297mm (H) x 210mm (W)	3,000	2,800	2,600	2,200
Full Page	Bleed 305mm (H) x 215mm (W)	2,800	2,600	2,400	2,000
Half Page (Horizontal)	130mm (H) x 180mm (W)	1,500	1,400	1,300	1,100
Half Page (Vertical)	265mm (H) x 85mm (W)	1,500	1,400	1,300	1,100
Quarter Page	130mm (H) x 85mm (W)	800	750	700	600
Panel (1/5th)	45mm (H) x 180mm (W)	700	650	600	500

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 Getaways (Hemsworth Ltd) cannot assume liability in the event of faulty artwork from client.

ARTWORK FEE:

Charge will depend on work involved. Ranges from US\$200 – US\$1000

BOOKING DEADLINE: 1st August 2010