

HEALTH HOLIDAYS IN MALAYSIA 2012



THE PUBLICATION

Health Holidays in Malaysia is produced with the support of the Ministry of Health, and the Association of Private Hospitals of Malaysia. The publication is a perfect platform which showcases Malaysia as an excellent Health Tourism destination.

It contains essential information on healthcare services which includes visa requirements, hospital listings, travelling and accommodation guides, medical intermediaries and spas to recuperate in, as well as tourist attractions in Malaysia.

CONTENTS

The guide gives an overview of the various aspects of Health Tourism explaining the kind of services offered in Malaysia. It will focus on several areas such as wellness programmes, dental services, elective medical procedures, major medical procedures and general tourism.

DISTRIBUTION

Annual print run – 20,000 copies

Resident Expats

- Mailed to 6,000 *The Expat* magazine subscribers.
- Indirectly reaches an estimated 50,000 network of friends and relatives visiting them during their stay in Malaysia.

Tourism Malaysia

Distributed in Tourism Malaysia's international roadshows, and via their overseas offices.

International Malaysia Representative Offices

Embassies, High Commissions, MATRADE, MIDA and MITI.

Hotel Business Centres

To raise awareness among visiting tourists.

Embassies in Malaysia

To reach the diplomatic corps and also visitors to their premises.

Airport Lounges

To reach international business travellers.

Events

Distributed to international audiences at the various events we organise and participate annually.

To make it available to an even larger international audience, the complete edition of **Health Holidays in Malaysia** will be placed online at www.expatriot.com/onlinemagazine

ADVERTISING RATES

1. Healthcare providers and wellness practitioners will be given **one ad size complimentary page opposite their ad.**
2. Free directory listings in www.expatriot.com.

ADVERT FORMAT	DIMENSIONS	RATE (RM)
Inside front cover DPS	Text: 265mm (H) x 360mm (W)	12000
ROP DPS	Trim: 297mm (H) x 420mm (W) Bleed: 305mm (H) x 430mm (W)	10000
Back cover		10000
Inside front cover	Text: 265mm (H) x 180mm (W)	8000
Inside back cover	Trim: 297mm (H) x 210mm (W) Bleed: 305mm (H) x 215mm (W)	7500
Full page		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: 13th March 2012

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