

THE EXPAT GETAWAYS 2012



THE PUBLICATION

The Expat Getaways Guide is quite simply the best way to reach affluent expats living in Malaysia. It is designed to give our expat readers a quick overview of holiday getaways. The front section covers all of the Malaysia states together with a directory of hotels in Malaysia. The rear section gives a quick overview of what our neighbouring countries have to offer. We give readers a high level overview of each country to generate their interest and for those countries with advertisers we give extra editorial coverage.

Expats take frequent holidays around Asia as they want to see as much of this part of the world as possible before they return home. They are also excellent ambassadors for the places they visit and enjoy. Every year they entertain many visitors who seek their advice on places to travel.

The Expat Getaways Guide is mailed to all subscribers of *The Expat* magazine. Our research shows expats use this guide to advise visiting friends and relatives of places to go. As an added bonus the complete publication can be viewed online.

Don't just take our word for it. Many Malaysian companies and organisations recognise 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.

CONTENTS

The Expat Getaways Guide will cover all the major attractions in Malaysia by the states, and offer a brief summary of what is available in the countries within easy travelling distance of Malaysia.

THE DIRECTORIES

This year we are adding a directory of hotels that welcome expats and foreigners. Each property receives a minimum of one fifth of a page containing a photo and the key selling points of the hotel. This is a very cost effective way to reach foreigners. Advertisers receive a free listing in this section.

TARGET AUDIENCE

Resident expats, newly arrived expats, expats' guests, Malaysia My Second Homers, pre-arrival expats and tourists.

DISTRIBUTION

Publication:

Print run: 12,000 copies

- Existing and new subscribers to *The Expat* magazine (8,000 copies)
- MM2H Centre Tourism Malaysia

- Expat associations, organisations and multi-national corporations

Online:

- Full supplement will be online at www.ExpatKL.com.

**FREE
Directory!**

PURCHASE:	RECEIVE:
1 X FULL PAGE advertisement	Three FREE directory
1 X HALF PAGE advertisement	Two FREE directory
1 X QUARTER PAGE advertisement	One FREE directory

**REACH TENS OF THOUSANDS OF
RESIDENT EXPATS, THEIR VISITORS
AND TOURISTS FOR THE NEXT
12 MONTHS WITH ONE ADVERTISEMENT**

ADVERTISING RATES

ADVERT FORMAT	DIMENSIONS	RATE (RM)
Back cover	Text 265mm (H) x 180mm (W)	10000
Inside front cover	Trim 297mm (H) x 210mm (W)	8000
Inside front DPS	Bleed 305mm (H) x 215mm (W)	12000
Full page		6900
Half page (Horizontal)	130mm (H) x 180mm (W)	3700
Half page (Vertical)	265mm (H) x 85mm (W)	3700
Quarter page	130mm (H) x 85mm (W)	2000
1/5th directory (Text approximately 85 words and a photo)	50mm (H) x 130mm (W)	800

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: 14th September 2012

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