

# KL WELCOME GUIDE 2012



## THE PUBLICATION

Now in its seventh year, *The KL Welcome Guide* is one of the most cost-effective ways to reach foreign tourists and affluent Malaysians staying at upmarket hotels and serviced apartments in the Klang Valley.

*The KL Welcome Guide* is placed in some 28,000 rooms in major (four and five star) hotels and serviced apartments in Kuala Lumpur and Petaling Jaya. Some seven million Malaysian and foreign tourists use these hotels and apartments every year.

*The KL Welcome Guide* is designed to be a valuable guidebook to the Klang Valley and its environs. It covers more than this because it also educates visitors about the country's tourism destinations and the Malaysia My Second Home programme. Recognising that many overseas visitors are business people, it also covers Malaysia as a place to invest in.

Whether you offer shopping, dining, entertainment or other products and services of interest to visitors, *The KL Welcome Guide* is definitely the most cost effective way to reach this affluent group. The contents are written and compiled by Malaysians and foreigners who understand both the needs of visitors to the city and what the city and surrounding area have to offer.

## CONTENTS

*The KL Welcome Guide* is a full colour, A5 size publication of approximately 120 pages. It contains comprehensive visitor information about Kuala Lumpur and the Klang Valley.

- **Information about Kuala Lumpur**  
Sightseeing opportunities, transportation, entertainment, dining and shopping information. It also includes a directory of KL hotels, airlines, embassies and other information of assistance to visitors. A map of KL hotspots to ensure repeated references to the guidebook.
- **Day Trips**  
Information about destinations which are within relatively easy travelling distance of Kuala Lumpur including Putrajaya, Cyberjaya, Port Dickson and Melaka.
- **The Rest of Malaysia**  
Summary information about the rest of Malaysia.
- **Living & Investing in Malaysia**  
This section also covers information of Greater KL plan, Health Tourism, Malaysia My Second Home as well as business and investment in Malaysia.
- **Family & Kids Friendly Activities**  
Covering services and attractions that are family and kids friendly.

## TARGET AUDIENCE

Visitors to Kuala Lumpur

**An exceptionally effective, low cost marketing channel to reach affluent tourists and business travellers**

## DISTRIBUTION

Print run: 35,000 copies

- Placed in over 25,000 rooms in major (four and five star) hotels and serviced apartments in Kuala Lumpur and Petaling Jaya. The guide books are marked 'do not remove' but we resupply the hotels as required to replace any copies which are taken.
- Sold in bookstores and newsstands across the country.
- MIDA One-Stop Centres
- Tourism Malaysia offices and MATIC
- Airport lounges at KLIA
- MATRADE offices
- Outlets in KL Sentral
- Offered to subscribers of *The Expat* magazine
- Selected restaurants
- Selangor Tourism Board counter in KLIA
- Trade Association – AMCHAM, BMCC, MICCI

## 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)	10000
Back cover	Text: 184mm (H) x 128mm (W) Trim: 210mm (H) x 148mm (W) Bleed: 220mm (H) x 158mm (W)	9000
Inside front cover		7500
Inside back cover		6500
Full page		6000
Half page (Horizontal)	90mm (H) x 128mm (W)	3200
Half page (Vertical)	184mm (H) x 62mm (W)	3200
Quarter page	90mm (H) x 62mm (W)	1700
<b>SHOWCASE - IN DINING / CLUBBING / RETAIL / CRAFT SECTION</b>		
One fifth page – 45 words description with 1 photo, address and contact details		650

### 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.
- *KL Welcome Guide (Borneo Vision Sdn Bhd)* cannot assume liability in the event of faulty artwork from client.

**BOOKING DEADLINE:** 12th April 2012

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