



Senses of Malaysia

A new publication to reach Singapore residents and the international community.

The Expat group has unprecedented access to the international community. The latest addition to our multi channel approach to reaching this group is called **Senses of Malaysia**.

THE PUBLICATION

This upmarket travel orientated magazine will cover both tourism in Malaysia and the property industry. We are increasingly seeing that tourists become property buyers and more and more foreigners are choosing to either retire in Malaysia or buy holiday homes here.

The magazine will reflect the views of the large resident expat population who are being asked to contribute their travel and leisure experiences in Malaysia. This will be supported by articles from experienced Malaysian travel writers. Stories will cover popular and not so well-known travel destinations, sporting and cultural events as well as health tourism and eco tourism features. We will also include coverage on the country's top hotels and resorts.

The property sections will provide comprehensive coverage on the property market in Malaysia with special focus on the needs of foreigners who might wish to buy in Malaysia. The magazine will also have a regular feature on the Malaysia My Second Home programme and interviews with people who are living here with an MM2H visa.

The magazine will be targeted at Singaporeans, expats in Malaysia and Singapore, tourists to Malaysia and Singapore and the international community. It has a dedicated website, www.sensesofmalaysia.com which offers additional international penetration and reach.

DISTRIBUTION

We will print 10,000 copies every two months commencing in April 2008. We expect to become a monthly publication in 2009.

- **Singapore.**

The magazine is licensed for distribution in Singapore. It will be sold at major newsstands and through subscriptions (initially free of charge). "Reading only" copies will be placed in multiple outlets in Singapore including leading expat associations and clubs.

- **Malaysia.**

Reading copies will be placed in selected outlets to reach tourists and business travellers. Copies will be placed in embassies; hotel business centres; expat associations; airport VIP lounges and Singapore KL luxury buses. We will also sell the magazine on newsstands and offer subscription copies to expats and Malaysians.

- **Internationally.**

We will offer international subscriptions and distribute through property and Malaysia My Second Home events. We will be sending copies to expat associations in various countries around Asia.

Special introductory offer:

For the whole of 2008 we are offering a 30% discount on our published rates. Companies which advertise in any other of The Expat group's publications will be eligible for additional discounts.

SENSES OF MALAYSIA – ADVERTISING RATES

ADVERT FORMAT	DIMENSIONS (mm)	RATES(RM)
Back page	Text: 265 (H) x 180 (W) Trim: 297 (H) x 210 (W) Bleed: 305 (H) x 215 (W)	12,500
Inside Front Cover		10,000
Inside Back Cover		8,000
Full page		8,000
Half Page (Horizontal)	130 (H) x 180 (W)	4,200
Half Page (Vertical)	265 (H) x 85 (W)	4,200
One third page (Horizontal)	80 (H) x 180 (W)	2,900
One third page (Vertical)	265 (H) x 55 (W)	2,900
Quarter Page	130 (H) x 85 (W)	2,200
Panel	45 (H) X 180 (W)	1,700
Showcase (1/6th page) Picture and write up	40 (H) x 180 (W)	1,000

ARTWORK – Charge will depend on work involved. Ranges from RM500 – RM1000

BOOKING DEADLINE: 30 days before publishing month.