

# SENSES OF MALAYSIA 2012



## THE PUBLICATION

Senses of Malaysia is a new breed of tourism and travel magazine which highlights Malaysia's best beaches, finest foods, most luxurious hotels and the many unique holiday destinations and adventures which makes this country fascinating.

This bi-monthly magazine covers a host of topics from relaxation and recreation to education, from world music to flora and fauna, horse riding to golf. Adventures and stories covering the length and breadth of Malaysia are featured in the publication.

This upmarket travel-orientated magazine has a strong leaning towards tourism, but covers other aspects of life in Malaysia including property, foreign investment, the Malaysia My Second Home programme and health tourism.

## TARGET AUDIENCE

Tourists and business travellers, foreign investors, resident expats, affluent Malaysians, and prospective visitors.

## DISTRIBUTION

Print run: 10,000 copies every other month

### Malaysia Airlines (2,000 copies)

- Reading copies on MAS international flights
- Airport lounges and retail sales offices

### Malaysia (over 6,000 copies)

- Sold in major bookstores and newsstand chains
- 4 & 5 star hotels – placed in suites and business centres, club floors and lounges
- Foreign Embassies
- Tourism Malaysia offices
- Airport lounges
- Subscriptions
- 500 captains of industry
- Subang Skypark airport terminal
- All 22 Mercedes-Benz Dealerships in Malaysia including Sabah & Sarawak

### International (over 2,000 copies)

- All Malaysian Embassies and High Commissions
- Sold in Singapore bookstores
- Reading copies in selected locations in Singapore
- Subscriptions



Now onboard



Winner of the **Best Tourism Publication** award at the *Malaysia Tourism Awards*



**SENSES the best of Malaysia**

## ADVERTISING RATES

ADVERT FORMAT	DIMENSIONS	RATE (RM)
Back cover		12500
Inside front cover	Text 265mm (H) x 180mm (W)	10000
Inside back cover	Trim 297mm (H) x 210mm (W)	9000
Full page	Bleed 305mm (H) x 215mm (W)	8000
Half page (Horizontal)	130mm (H) x 180mm (W)	4200
Half page (Vertical)	265mm (H) x 85mm (W)	4200
One third page (Horizontal)	80mm (H) x 180mm (W)	2900
One third page (Vertical)	265mm (H) x 55mm (W)	2900
Quarter page	130mm (H) x 85mm (W)	2200
Panel	45mm (H) x 180mm (W)	1700
Showcase (1/6th page) picture and write up	40mm (H) x 180mm (W)	1000

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

**BOOKING DEADLINE:** 30 days before publishing month

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