

AEROPOLIS

AIRLINES + DESTINATIONS

A NEW PUBLICATION PROMOTING DOMESTIC AND INTERNATIONAL TRAVEL DESTINATIONS

Published bi-monthly, **Aeropolis** will offer travelling Malaysians, and foreigners residing in Malaysia, information about travel destinations. It will inspire and educate those who love to travel. The primary focus is on destinations that can be reached by local airlines and the foreign carriers which fly to Malaysia.

The magazine also carries information and advice for business travellers and anyone who would like to be better informed about their air travel options. This section will also include information for first and business class travelers.

Advertisers in the travel industry will have the option of submitting travel related stories for inclusion in the magazine.



CONTENT

The magazine will contain;

- Travel related articles and stories
- Interviews with industry professionals
- Information for business travellers
- Articles supplied by advertisers

DISTRIBUTION

- Number of copies: 10,000
- Size: A4

The magazine will be distributed to reach more affluent residents of Malaysia who have the money and desire to travel as well as those who travel for business. This includes business chambers, airport lounges, travel agents, selected F&B outlets, embassies, shopping malls, restaurants etc.

THE WEBSITE

The website will include the full magazine (including advertisements). The stories can also be read in normal web format. The website will carry information about current travel promotions and other travel related information.

ADVERTISING RATES

ADVERT SIZE	RATE
Back cover	RM10,000
Inside front cover (DPS)	RM10,000
Inside front cover	RM7,000
Inside back cover	RM6,000
Full page	RM5,000
Half page	RM2,800
Quarter page	RM1,500

ADVERTISEMENT DIMENSIONS

Full page/Inside front cover/ Inside back cover/Back cover

Text: 190mm (W) x 275mm (H)
Trim: 210mm (W) x 297mm (H)
Bleed: 218mm (W) x 305mm (H)

Double page spread

To be supplied as separate full pages each with 4mm bleed

Half page

Horizontal: 180mm (W) x 130mm (H)
Vertical: 85mm (W) x 265mm (H)

Quarter page

85mm (W) x 130mm (H)

ARTWORK FEE/OTHER NOTES:

- Artwork fee ranges from RM300 – RM800 depending on work involved.
- All prices are subject to 6% government sales tax.

ARTWORK SUBMISSION:

- PDF – 300dpi.
- Illustrator – text must be outlined and saved together with high resolution pictures if pictures are not embedded.
- Colour proof (optional).
- *Aeropolis* (Borneo Vision Sdn Bhd) cannot assume liability in the event of faulty artwork from client.

BOOKING DEADLINE: May 2017