

DESTINATION KL



THE PUBLICATION

COPIES: 32,000

• FREQUENCY: ANNUAL • SIZE: A5

Destination KL is one of the most cost-effective ways to reach foreign tourists and affluent Malaysians staying at upmarket hotels and serviced apartments in Kuala Lumpur and throughout the Klang Valley.

Destination KL will be placed in well over 25,000 rooms in major (four- and five-star) hotels and serviced apartments in Kuala Lumpur and Petaling Jaya. More than seven million Malaysian and foreign tourists use these hotels and apartments every year.

Destination KL is designed to be a valuable guidebook for Malaysia's capital city and its environs. It educates visitors about the country's numerous tourism destinations and the popular Malaysia My Second Home programme, too. Recognising that many overseas visitors are business people, as well, **Destination KL** also covers Malaysia as a place in which to invest.

Whether your business offers shopping, dining, entertainment, or other products and services of interest to visitors, **Destination KL** is definitely the most cost-effective way to reach this affluent group. The contents are written and compiled by Malaysians and

AN EXCEPTIONALLY EFFECTIVE, LOW-COST MARKETING CHANNEL TO REACH AFFLUENT TOURISTS AND BUSINESS TRAVELLERS.

resident expats who understand both the needs of visitors to the city, and what the city and surrounding area have to offer.

CONTENTS

Destination KL is a full-colour, A5-size publication of approximately 120 pages. It contains comprehensive information for visitors to 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, a map of KL hotspots, and other information that is of assistance to visitors.
- 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 AND INVESTING IN MALAYSIA**
This section also covers information of the Greater KL plan, Health Tourism, Malaysia My Second Home, as well as business and investment in Malaysia.
- FAMILY- AND KID-FRIENDLY ACTIVITIES**
Covering services and attractions for the whole family.

TARGET AUDIENCE

- Visitors to Kuala Lumpur.

DISTRIBUTION

- Placed in some 25,000 4/5 star hotel room in Klang Valley (Note: they are marked "do not remove" but we give extra copies to resupply)
- Sold at newsstands/bookstores
- Free copies to:
 - Subscribers to **The Expat**
 - Foreign business chambers
 - Expat associations
 - Embassies

Complete magazine with advertisements online at www.TheExpatGroup.com.

ADVERTISING RATES

ADVERT FORMAT	RATE (RM)
Double page spread (front of booklet) Trim: 296mm (W) x 210mm (H) Bleed: 306mm (W) x 220mm (H)	10,000
Back cover	9,000
Inside front cover	7,500
Inside back cover	6,500
Full page Text: 128mm (W) x 184mm (H) Trim: 148mm (W) x 210mm (H) Bleed: 158mm (W) x 220mm (H)	6,000
Half page (Horizontal) 128mm (W) x 90mm (H)	3,200
Half page (Vertical) 62mm (W) x 184mm (H)	3,200
Quarter page 62mm (W) x 90mm (H)	1,700
Showcase (Dining section) 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 – save with high resolution pictures and fonts.
- Illustrator – text must be outlined and saved together with high resolution pictures if pictures are not embedded.
- Photoshop psd/eps/jpeg – 300dpi.
- Colour proof (optional).
- **The Expat** magazine (Borneo Vision Sdn Bhd) cannot assume liability in the event of faulty artwork from client.

BOOKING DEADLINE: April 2016

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