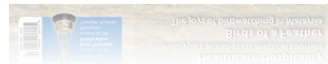
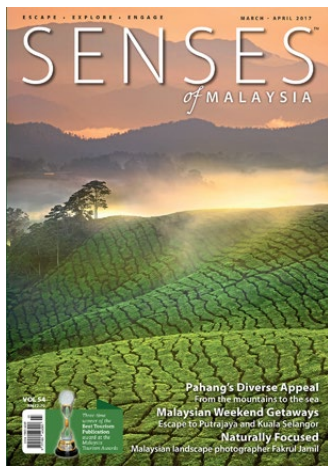


SENSES

of MALAYSIA



**SHOWCASING
THE BEST OF MALAYSIA
SINCE 2007**

MEDIA KIT



Senses of Malaysia was launched in 2007, and in the years since, this quarterly publication has captured the interest of Malaysians and foreigners alike. We seek out the best writers and photographers to capture and communicate the country's many attractions. A strong focus on tourism has resulted in *Senses of Malaysia* receiving Malaysia's 'Best Tourism Magazine' award, at the biennial Ministry of Tourism Awards, on three successive occasions. However, the content is much wider than just tourist destinations, as it also includes articles about the people, history, culture, shopping, cuisines, international education, property, and much more.



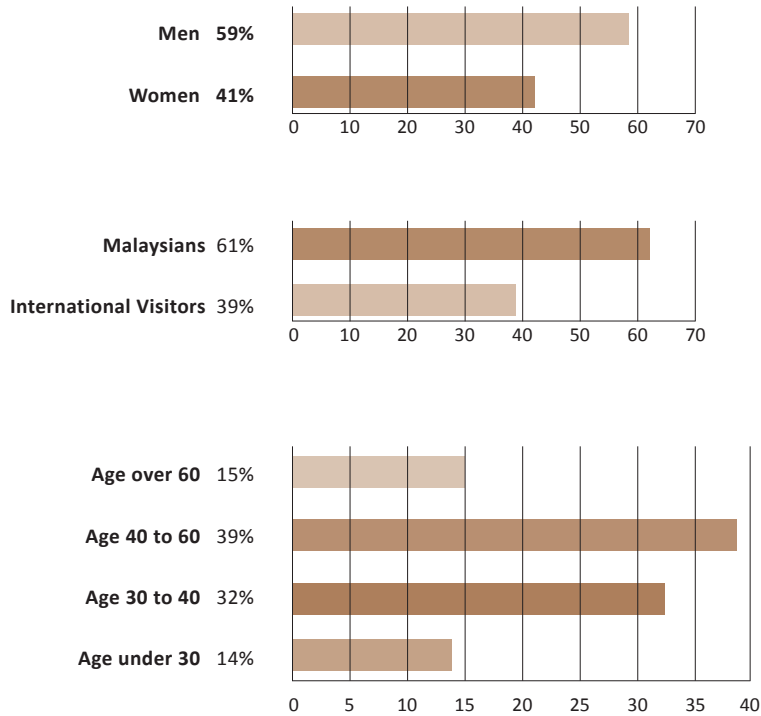
Three-time winner of "Best Tourism Magazine" at the biennial Malaysia Tourism Awards

Its widespread distribution enables *Senses of Malaysia* to reach a conservative estimate of over 100,000 readers every issue, making it a highly effective vehicle for companies wishing to promote their products and services to affluent Malaysians, international tourists, and foreign investors. The distribution channels include copies placed in selected Malaysia Airlines flights, including the first and business class seat pockets. Additionally, hundreds of copies are directly provided to the CEOs and MDs of companies throughout Malaysia. Other copies are placed in the rooms, suites, and executive lounges of upmarket hotels, as well as in embassies, golf courses, and other upscale venues. Additional copies are further sold through bookstores and subscriptions.

READERSHIP

	COPIES	READERS PER COPY	READERSHIP
Malaysia Airlines flights	2,000	30	60,000
Hotel suites, rooms, and executive lounges	3,500	10	25,000
Corporate CEOs/MDs	500	3	1,500
"Reading only" copies (foreign embassies, airport VIP lounges, upmarket F&B outlets, golf clubs, etc.)	2,000	10	20,000
Bookstore sales and subscriptions	2,000	3	3,000
Magazine copies	10,000		
Total estimated readership			110,500

READERSHIP PROFILE



Average reader's annual income in excess of RM150,000

Note: All readership and demographic figures are based on publisher's best estimates and do not form part of any contract or agreement.



ADVERTISING RATES

Back cover	RM12,500
Inside front cover	RM10,000
Inside back cover	RM9,000
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Trim: 210mm (W) x 297mm (H)	
Bleed: 218mm (W) x 305mm (H)	
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One-third page (Vertical)	RM2,900
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SPONSORED FEATURES

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TECHNICAL DATA

ARTWORK FEE:

Charge will depend on work involved.

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.
- Colour proof (optional).
- **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% GST

Senses of Malaysia is published quarterly in January, Apr, July, and October.

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