

**MEDIA KIT 2019**

The **CIRCULAR** 

Monthly Magazine for Private Circulation to Members of The Royal Selangor Golf Club



Published by

**TEG**media  
PRINT • DIGITAL • EVENTS • MM2H

Local Insight. Global Perspective.



## ABOUT THE CLUB

Established in 1893, The Royal Selangor Golf Club (RSGC), is the country's oldest golf club. The Club has a long and illustrious history and is today home to over 6,500 members representing some of Malaysia's most affluent, influential, and well-connected individuals. The RSGC's exclusive membership rolls include members of Royal families, government, foreign diplomatic corps, private corporations, and some of the country's premier names in academic, business, and professional leadership circles.



## ABOUT THE MAGAZINE

The RSGC's monthly magazine, *The Circular*, is published for private circulation and distributed exclusively to its high-net worth members. *The Circular* is the only medium available to connect to this desirable members-only group of what is perhaps Malaysia's single most affluent and well-connected audience. This means your advertising budget is well-utilised in achieving superlative branding and awareness with Malaysia's most influential people and communicating directly to an elite community with high levels of disposable income and an affinity for the finer things in life.



*The Circular* enjoys a loyal and engaged readership, as a significant percentage of the magazine's content specifically concerns RSGC members, and in many cases, is directly contributed by them. This level of participatory engagement underscores a unique aspect of the magazine and consequently allows *The Circular* to deliver consistently high readership within its distribution. The magazine is produced to the highest standards by an experienced and talented team of writers, photographers, and designers, and covers a diverse range of topics of interest to RSGC members and their families, including:



- Property
- Travel and Holiday Destinations
- Motoring
- Food and Beverage
- Healthcare
- Finance and Investment
- International Education
- Golf Resorts

## OVERALL STATISTICS

**Estimated readership:**

15,000 (includes registered dependents and online readership)

**Print Run:**

5,000 + full magazine (including ads) published online for members

**Frequency:**

Monthly

**Distribution:**

Mailed directly to the homes of members and provided online

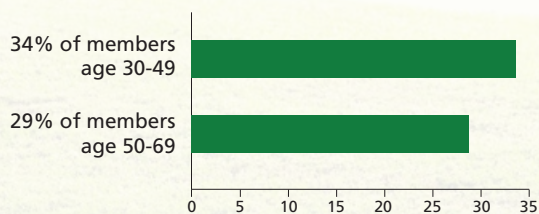
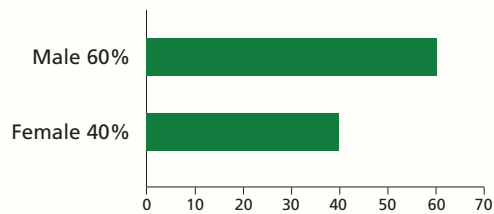
**Total membership base:**

18,000 (inclusive of registered dependents, who are spouses and children below the age of 15)

**Availability:**

For RSGC members only  
(Not available at newsstands)

**Demographics:**

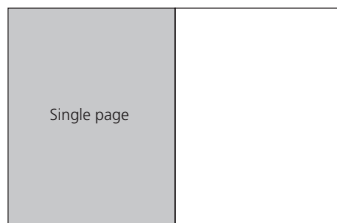




## ADVERTISING DETAILS

### ADVERT DIMENSIONS:

#### SINGLE PAGE

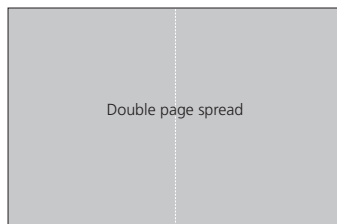


**Trim:** 210mm(w) x 275mm(h)

**Bleed:** 218mm(w) x 283mm(h)

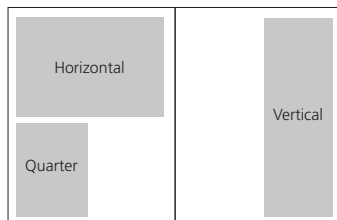
**Type Area:** 183mm(w) x 254mm(h)

#### DOUBLE PAGE SPREAD



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

#### HALF PAGE / QUARTER PAGE



**Half page:**

**Horizontal:** 178mm(w) x 118mm(h)

**Vertical:** 86mm(w) x 242mm(h)

**Quarter page:** 86mm(w) x 118mm(h)

### RATES:

Double page spread (inside front cover)	RM13,000
Double page spread	RM11,000
Outside back cover	RM12,000
Inside back cover	RM7,800
ROP	RM6,800
Half page	RM3,500
Quarter page	RM1,850

## 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).
- *The Circular* cannot assume liability in the event of faulty artwork from client.

### BOOKING DEADLINE:

1st of the month prior to publication.

**NB:** Rates subject to applicable sales tax.