



DESTINATION KL 2018

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

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 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 TEGMedia.my.

ADVERTISING RATES

ADVERT SIZE	RATE
Double page spread	RM10,000
Back cover	RM9,000
Inside front cover	RM7,500
Inside back cover	RM6,500
Full page	RM6,000
Half page	RM3,200
Quarter page	RM1,700
Showcase (Dining section)	RM650

ADVERTISEMENT DIMENSIONS

Full page Text: 128mm (W) x 184mm (H) Trim: 148mm (W) x 210mm (H) Bleed: 156mm (W) x 218mm (H)
Double page spread To be supplied as separate full pages each with 4mm bleed
Half page Horizontal: 128mm (W) x 90mm (H) Vertical: 62mm (W) x 184mm (H)
Quarter page 62mm (W) x 90mm (H)
Showcase (Dining section) One fifth page – 45 words description with one photo, address and contact details

ARTWORK FEE/OTHER NOTES:

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

ARTWORK SUBMISSION:

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

BOOKING DEADLINE:

April 2018