



THE EXPAT EDUCATION GUIDE 2019

GUIDE TO INTERNATIONAL EDUCATION IN MALAYSIA

THE PUBLICATION

- **COPIES:** 10,000
- **FREQUENCY:** ANNUAL
- **SIZE:** A4

The Expat Education Guide is eagerly awaited annually by several international market segments, particularly incoming resident expats from all over the world, as well as incoming families under the MM2H programme, resident expats, local Malaysians interested in international education, and educators. *The Expat Education Guide* has been published annually by TEG Media since 2004, and is also made available to read in its entirety online on our website, which have a readership from over 100 countries.

This magazine is a quality publication with approximately 124 pages and is a comprehensive guide with information on schools with international education from pre-Kindergarten to university graduate-level degree programmes. It includes in-depth topical, international educational articles and information. It showcases educational institutions in Malaysia along with a wide range of specific schools and with their particular information of interest to keenly selective parents.

Having an already established relationship with parents looking for the right schools long before they arrive in Malaysia allows us to continue this relationship once families do arrive.

CONTENTS

The Expat Education Guide aims to give readers an overview of the international education system here, helpful education advice written by top educators and policymakers, and explores nation-specific learning concepts and philosophies. It also encompasses information on a variety of international schools in Malaysia including answers to FAQ and statistics of interest to parents, such as fees, admission requirements, and curricula.

Our goal is to give quality, topical, and pertinent information in one comprehensive publication so that parents do not have to seek it piecemeal going through each school's website.

TEG has seen more interest trending towards Malaysian university and college options particularly for children of expats and MM2Hers who want to remain in Malaysia. Top quality British academic institutions are setting up campuses here that offer stellar education with the added incentive of much lower costs. We include the latest on this growing sector.

TARGET AUDIENCE

- Pre-arrival expats • Resident expats
- Newly arrived expats • Expats' guests
- Malaysia My Second Homers
- Malaysian parents

DISTRIBUTION

- Subscriber to *The Expat* magazine requesting a copy
- Sold through newsstands/bookstores
- Copies given to Ministry of Higher Education (MOHE) for their international fairs and roadshows
- 'Reading only' copies to:
 - Expat associations
 - Hotel business centres/lounges
 - Foreign embassies
 - Business chambers
 - International schools

Complete magazine with advertisements online at TEGMedia.my

ADVERTISING RATES

ADVERT SIZE	RATE
Double page spread	RM10,000
Back cover	RM10,000
Inside front cover	RM8,000
Inside back cover	RM7,500
Full page	RM6,900
Half page	RM3,700
Quarter page	RM2,000

ADVERTISEMENT DIMENSIONS

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85mm (W) x 130mm (H)

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We have a Education Guide in our popular website *ExpatGo.com*, which attracts over 300,000 monthly readers. You will receive your own brand page, for one year, free of charge. It will provide summary information about your establishment, and a link to your website. If you advertise in *The Expat* magazine, and submit any schools snaps or receive editorial as part of your advertising contract, we will upload those on to your Brand Page. Normal Price for Brand Page is RM2,000 a year.

NOTES:

- Rates subject to applicable sales tax
- Booking deadline: June 2019

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