

THE EXPAT WELCOME GUIDE 2019

REACHING THE NEWEST EXPATS FIRST

THE PUBLICATION

- **COPIES:** 10,000
- **FREQUENCY:** ANNUAL
- **SIZE:** B5

The Expat Welcome Guide started in 2005. It is firmly established as the most effective way to reach newly arrived expats. This 110+ page booklet contains everything newly arrived expats need to know about settling in Malaysia.

Our own research shows that the best time to reach expats is when they first arrive, as they have little understanding of the country or where to find products and services. Make sure you tell them about your company at the time they are most urgently looking for this information.

Our popular websites, ExpatGo.com (for working expats) and MM2H.com (for Malaysia My Second Homers), are visited by most expats before they even arrive here. *The Expat Welcome Guide* will be prominently promoted to these new arrivals.

CONTENTS

There are five main sections:

- **Background Information About Malaysia**
Including history, brief write up about each state, culture, people, etc.
- **Guidance on Settling into Malaysia**
Including tips on finding a property, getting utilities, phones, credit cards, online services, where to buy household items, and much more...
- **Entertainment in Malaysia**
Introduction to Malaysian cuisine, dining, sports, and other entertainment including popular tourist destinations.
- **Directories and Useful Information**
Including contact details for airlines, embassies, museums, international schools, etc.
- **Tourism and Investment in Malaysia**
Including major tourist attractions, health tourism, Malaysia My Second Home programme, and investing in Malaysia.

TARGET AUDIENCE

- New working expats and their families.
- New Malaysia My Second Home visa holders and applicants.

DISTRIBUTION

- Sold at newsstands/bookstores
- Free copies to:
New subscribers to *The Expat* magazine, Malaysia's best-known and most widely read publication by the English-speaking expat community.
- Expat associations
- Relocation companies
- Multinational companies
- International schools
- Relocation consultants

Complete magazine with advertisements online at TegMedia.my



ADVERTISING RATES

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

ADVERTISEMENT DIMENSIONS

Full page Text area: 156mm (W) x 230mm (H) Trim (B5): 176mm (W) x 250mm (H) Bleed: 184mm (W) x 258mm (H)
Double page spread To be supplied as separate full pages each with 4mm bleed
Half page Horizontal: 156mm (W) x 112mm (H) Vertical: 75mm (W) x 230mm (H)
Quarter page 75mm (W) x 112mm (H)

ARTWORK FEE/OTHER NOTES:

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

ARTWORK SUBMISSION:

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

BOOKING DEADLINE: January 2019

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