

# THE EXPAT MAGAZINE

REACHING THE INTERNATIONAL COMMUNITY SINCE 1996

**THE PUBLICATION**  
**ESTIMATED 60,000 READERS**

- COPIES: 10,000
- FREQUENCY: MONTHLY
- SIZE: CUSTOM

The *Expat* magazine was launched in 1996 and has become Malaysia's best known and most widely read publication by the resident English speaking expat community. It is the only publication that offers all expats a free subscription for as long as they stay in Malaysia.

This has created a loyal following and 56% of subscribers say they do not read other expat magazines. In return for the free copy we ask for demographic data so we know exactly who we reach. Expats from over 100 different countries currently subscribe.

Expats know that advertisements in *The Expat* are targeted at them, making them much more effective. Over 50% of subscribers say they read and sometime or often buy products and services advertised in the magazine. Some 70% of subscribers say they use *The Expat* as a source of information for their overseas visitors. The reading copies extend the readership beyond subscribers and reach many overseas visitors and affluent Malaysians.

Any business targeting the expat community will find it hard to find a more effective way to reach this affluent segment. The complete magazine is online and we can create marketing packages which include other digital communications - website advertising and sponsored editorial as well as e-mails and regular e-newsletters to increase the effectiveness.



## CONTENTS

The *Expat* magazine gives resident expats essential and entertaining information about all things Malaysian.

The front section of the magazine covers topics from events, travels, education, property, and feature articles that are of interest to the expat community.

The back section, *The Expat – Information* offers restaurants, shops and services that are expat friendly around the Klang Valley and Malaysia.

## TARGET AUDIENCE

- Resident expats
- Overseas visitors
- Affluent Malaysians

## DISTRIBUTION

- Subscription copies (4,000 to 5,000)
- 'Reading only' copies to:
  - Expat associations
  - Hotel business centres/lounges
  - Foreign embassies
  - Selected food and beverage outlets
  - Selected retail stores
  - Onboard some Malaysia Airlines/ Lufthansa flights
  - Airport VIP lounges

Complete magazine with advertisements online at [TEGMedia.my](http://TEGMedia.my)

## READER'S DEMOGRAPHICS

MARITAL STATUS	%
Divorced	3.2
Married	70.5
Single	21.1
None	4.7
Widowed	0.6
Married who have children	42.0

AGE OF CHILDREN	%
0 to 5	41.0
6 to 12	37.0
13 to 18	16.0
Over 18	6.0
Average number of children	2.6

GENDER	%
Female	34.8
Male	64.9
None	0.4

AGE	%
20 - 30	15.3
31 - 40	25.5
41 - 50	23.0
51 - 60	16.9
Over 60	10.7
None	8.6

**NOTE:** Our last readership survey showed that 72% of our subscribers use *The Expat* to advise visitors and new arrivals about Malaysia.

# THE EXPAT MAGAZINE

## ADVERTISING RATES AND DIMENSIONS

### ADVERTISING RATES

RUN OF PAGE (ROP)	
Inside front cover DPS	RM12,000
ROP DPS	RM10,000
Back cover	RM10,000
Inside front cover	RM8,000
Full page	RM6,900
Half page	RM3,700
One third page	RM2,600
Quarter page	RM2,000
THE EXPAT - INFORMATION SECTION	
Full page	RM4,500
Inside back cover	RM6,900
Half page	RM2,500
Quarter page	RM1,300
BULLETIN BOARD	
Double box	RM700
Single box	RM400

#### ARTWORK FEE/OTHER NOTES:

- Artwork fee ranges from RM300 – RM800 depending on work involved.
- There is no 10% prepayment discount for classified adverts.
- Three or less insertions must be paid in advance.
- Placement loading: 10% of ROP rates.
- All prices are subject to 6% GST.

#### 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 Expat* magazine (Borneo Vision Sdn Bhd) cannot assume liability in the event of faulty artwork from client.

#### BOOKING DEADLINE:

1st of the month prior to publication.

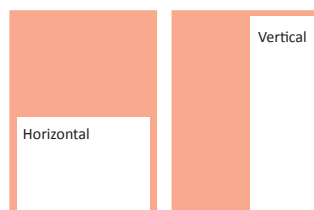
### ADVERTISEMENT DIMENSIONS

#### Full page



**Text area:** 180mm (W) x 265mm (H)  
**Trim:** 200mm (W) x 285mm (H)  
**Bleed:** 208mm (W) x 293mm (H)

#### Half page



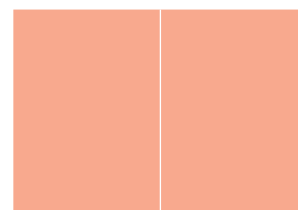
**Horizontal:** 168mm (W) x 123mm (H)  
**Vertical:** 81mm (W) x 251mm (H)

#### Quarter page



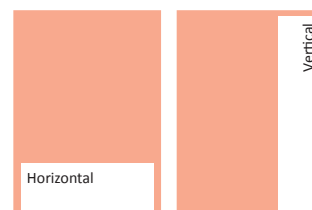
81mm (W) x 123mm (H)

#### Double page spread (DPS)



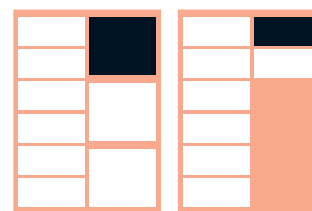
To be supplied as separate full pages each with 4mm bleed

#### One-third page



**Horizontal:** 168mm (W) x 76mm (H)  
**Vertical:** 52mm (W) x 251mm (H)

#### Bulletin Board



**Double box:** 81mm (W) x 78mm (H)  
**Single box:** 81mm (W) x 39mm (H)