

# THE EXPAT MAGAZINE

ENGAGING WITH EXPATS AND LIKE-MINDED MALAYSIANS SINCE 1996.

Ready to promote your business to our well-rounded, high-income, and influential audience?

Advertise with *The Expat* magazine,

Malaysia's longest-running and most-read English-language expatriate publication.



## WHY ADVERTISE WITH US?

- Connect with a core group of affluent consumers.
- Our readers know you are primarily targeting expats and tend to respond better to these advertisers.
- Your message reaches an extended audience, including visiting foreigners, people overseas looking for information, and like-minded locals.

## OUR AUDIENCE

- Readers who subscribe for printed copies delivered to their door.
- A free digital version is available on our website, ExpatGo, which is read by thousands of subscribers.
- Exclusive "read-only" copies available at more than 150 Starbucks outlets through our partnership with this popular coffee house chain.
- Additional "read-only" copies strategically placed in locations like embassies, international schools, and selected F&B outlets.
- Our magazine boasts an estimated monthly readership of over 25,000.

## WHAT WE COVER

- Regular features provide news and information of interest to foreign residents.
- Our travel articles are rated highly by our readers.
- We regularly cover and explore international education in Malaysia.
- Lifestyle features enrich the experience of living in Malaysia.
- Articles about neighbouring countries as many readers travel regionally.

## OUR DIVERSE READERSHIP

- Subscribers hail from over 100 countries, with the majority from the UK/Europe, North America, and Australia/New Zealand.
- A substantial 25% are working expats in senior positions at multinational companies.
- Just under a quarter have retired to Malaysia with the Malaysia My Second Home visa.
- Approximately 10% are in academia, encompassing teachers, lecturers, and professors.
- Our readership also includes an array of diverse professionals, from doctors to diplomats.
- Many Malaysians and overseas visitors read both our online and print versions.



EXPATGO.COM is a media site dedicated to publishing news and lifestyle articles focused on Malaysia. It has around 100,000 unique visitors each month.

- 25% from outside Malaysia; 75% within the country
- Local visitors 72% Malaysian, 28% expats
- 10,000 registered for e-newsletter, 40,000+ Facebook followers

# THE EXPAT MAGAZINE

## ADVERTISING RATES AND DIMENSIONS

### ADVERTISING RATES

FRONT OF MAGAZINE AND PREMIUM RATES	
ROP IFC	RM10,000
ROP DPS	RM8,000
Back cover	RM6,000
Full page	RM5,000
Half page	RM2,800
Quarter page	RM1,500
INFORMATION SECTION RATES	
Full page	RM3,000
Half page	RM1,800
Quarter page	RM900

### ARTWORK FEE/OTHER NOTES:

- Artwork fee ranges from RM300 – RM800 depending on work involved.
- Rates subject to applicable sales tax.

### PRINT 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.
- *The Expat* magazine (Borneo Vision Sdn Bhd) and ExpatGo.com cannot assume liability in the event of faulty artwork from client.

### BOOKING DEADLINE:

1st of the month prior to publication.

### PRINT ADVERTISEMENT DIMENSIONS

#### Full page

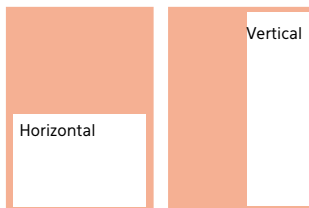


**Text area:** 190mm (W) x 275mm (H)

**Trim (A4):** 210mm (W) x 297mm (H)

**Bleed:** 218mm (W) x 305mm (H)

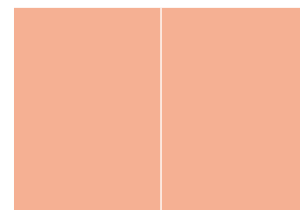
#### Half page



**Horizontal:** 180mm (W) x 130mm (H)

**Vertical:** 85mm (W) x 265mm (H)

#### Double page spread (DPS)



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

#### Quarter page



85mm (W) x 130mm (H)

### ADD: SPONSORED STORY

For every advertisement placed in *The Expat*, you can book one sponsored story at a 50% discount – ust RM2500, with a guaranteed 1,000 reads.

**Sponsored stories** are a powerful way to engage our readers on ExpatGo.com, our primary website. We write, publish, and promote a story that thematically aligns with your marketing objective. These customised stories are designed to bridge the gap between our readers' interests and your product or service.