

THE EXPAT MAGAZINE

A highly effective way to reach resident expats and overseas visitors. Launched in 1996 it is the most widely read magazine by the expat community with people from over 100 countries reading it.

It is available in three formats. We print several thousand copies for expats who would like a printed copy of the magazine and to place in selected locations. We also place the full magazine with advertisements on ExpatGo.com for those who prefer reading it in digital format.

WHY ADVERTISE?

- Core group of attractive, high income consumers
- Subscribers are looking for ways to spend money
- Extended readership to overseas visitors and Malaysians

HOW IS IT DISTRIBUTED?

- Hard copies of the magazine are sent to paid subscribers
- Hard copies of the magazine are placed in selected locations – embassies, associations, selected F&B outlets etc
- Hard copies of the magazine are sold in book stores
- Complete magazine can be read online, using Calameo software, in our popular website ExpatGo.com

WHAT'S IN IT?

- The magazine is all about Malaysia, plus some travel articles on neighbouring countries. We obtain reader feedback from direct interaction with expats and periodic formal surveys to ensure we keep giving expats the content they desire. Our latest survey in 2019 revealed 81% read all or most of the magazine.
- On average our subscribers advise that about eight more people read their copy which greatly increasing the reach.

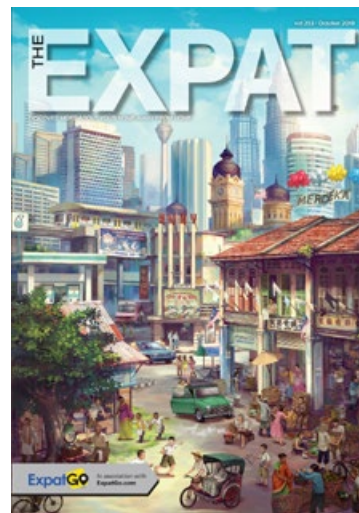
WHO READS IT?

Working expats, retired expats and overseas visitors

- Subscribers come from over 100 countries. Approximately 41% are from the UK/Europe; 17% are from North America; 16% are from Australia/New Zealand and 26% from Asia and the rest of the world
- 24% are working expats occupying senior positions in their organizations typically with household income in excess of RM40k a month.
- 23% are here on Malaysia My Second Visa which requires minimum monthly net income of RM10,000 to qualify – many earn much more, are active and happy to spend.
- 11% are in academia – from teachers to university professors.
- Balance of subscribers are in jobs ranging from diplomats to dentists and geophysicists to chiropractors

Extended readership – overseas visitors and Malaysian

- On average they entertain 10 overseas visitors a year each and 85% say they use content from the magazine as a source to tell their visitors about Malaysia including advertisers' products and services. Many Malaysia also read the magazine online or the copies placed in selected locations.



EXPATGO.COM is a media site dedicated to publishing news and lifestyle articles focused on Malaysia. It has around 300,000 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

RUN OF PAGE (ROP)	
Inside front cover DPS	RM12,000
ROP DPS	RM10,000
Back cover	RM10,000
Inside front cover	RM8,000
Inside back cover	RM7,000
Full page	RM6,900
Half page	RM3,700
Quarter page	RM2,000
THE EXPAT - INFORMATION SECTION	
Full page	RM4,500
Half page	RM2,500
Quarter page	RM1,300
One sixth page	RM450

SPECIAL NOTE. Advertisers spending over RM5000 in The Expat will also receive display ads in ExpatGo with guaranteed number of impressions.

ARTWORK FEE/OTHER NOTES:

- Artwork fee ranges from RM300 – RM800 depending on work involved.
- Contracts under RM1000 must be paid in advance
- Placement loading: 10% of ROP rates.
- Display ads design charge RM150.
- 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.
- Colour proof (optional).
- *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

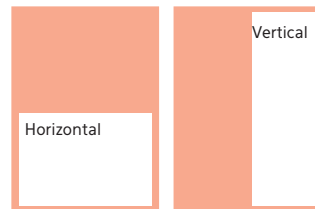


Text area: 180mm (W) x 265mm (H)

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



81 mm (W) x 123mm (H)

Double page spread (DPS)



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

One sixth page



81mm (W) x 78mm (H)

DIGITAL ADVERTISEMENT DIMENSIONS AND FORMAT:

- Billboard : 970 x 250px, 728 x 250px and 300 x 250px.
- JPG, GIF, PNG or HTML5 format.
- Maximum file size: 50kb
- JPG or GIF artworks must be double the height and width of the pixel dimensions indicated above.

For more details, please refer to our sales team.