

## RATES - MAGAZINES

 Audit Bureau of Circulations (Malaysia)



<b>FULL COLOUR</b>	<b>RM</b>
Back Cover	6,500
Inside Front cover	5,600
Inside Back Cover	5,700
Page 1 (Full Colour Ad Only)	5,800
Run-On-Book:	
	Full Page 4,800
	Half Page 4,000
Centrespread	8,500
<b>BLACK &amp; WHITE</b>	
Full Page	3,600
Half Page	3,100
<b>SPECIFIED POSITION</b>	
	Colour BW
Front Half Right	30% 40%
Front Half	20% 30%
Facing / Consecutive	Add 10% Add 10%
<b>SPECIAL PACKAGE</b>	
3 insertions	10,500
6 insertions	20,000
12 insertions	38,500
24 insertions	72,000
<b>BOOKING DEADLINE</b>	
4 weeks before issue date	
<b>COPY DEADLINE</b>	
3 weeks before issue date	
<b>CIRCULATION BASE GUARANTEE</b>	
50,000	



DETAILS	NOTE
Trimmed size : 30cm (h) x 22cm (w)	<ul style="list-style-type: none"> <li>• Rates subject to 6% Govt Service Tax</li> <li>• A penalty will be levied on cancellation with less than 1 month notice</li> <li>• Creative buy options are available</li> <li>• For editorial buys, activities, contest, etc which requires concept and layout from the editorial team, an additional RM1,000 editorial fee would be charged per page.</li> </ul>
Bleed size : 3mm all round	
Half Page : 15cm (h) x 22cm (w) (Horizontal) : 30cm (h) x 11cm (w) (Vertical)	
Paper - Cover : 128gsm Art paper Text : 80gsm Art paper	
Material - PDF format (with fonts and pictures embedded) + colour proof	
<ul style="list-style-type: none"> <li>• Soft copy of material (PDF format) supplied will be considered as final (Digital proof will serve as a colour guide only).</li> </ul>	

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 Audit Bureau of Circulations (Malaysia)

<b>FULL COLOUR</b>	<b>RM</b>
Back Cover	6,500
Inside Front cover	6,000
Inside Back Cover	5,400
Run-On-Book:	Full Page 5,000
	Half Page 4,000
	(per page) 6,000
*Activity Page	
<b>BLACK &amp; WHITE</b>	
Full Page	4,100
Half Page	3,200
<b>SPECIFIED POSITION</b>	
	Colour BW
Front Half Right	25% 30%
Front Half	20% 25%
Facing / Consecutive	Add 10% Add 10%
<b>SPECIAL PACKAGE</b>	
4 insertions	16,000
8 insertions	31,200
12 insertions	45,500
<b>BOOKING DEADLINE</b>	
6 weeks before issue date	
<b>COPY DEADLINE</b>	
4 weeks before issue date	
<b>CIRCULATION BASE GUARANTEE</b>	100,000

DETAILS	NOTE
Format : Portrait A4	<ul style="list-style-type: none"> <li>• Rates subject to 6% Govt Service Tax</li> <li>• A penalty will be levied on cancellation with less than 1 month notice and 3 months notice for ad packages / sponsorship of sections</li> <li>• Creative buy options are available</li> <li>• (*) For editorial buys, activities, contest, etc which requires concept and layout from the editorial team, an additional RM1,000 editorial fee would be charged per page.</li> </ul>
Trimmed size : 28cm (h) x 21cm (w)	
Bleed size : 3mm all round	
Half Page : 28cm (h) x 10.5cm (w) (Vertical)	
: 14cm (h) x 21cm (w) (Horizontal)	
Centrespread : 28 (h) x 42cm (w)	
Paper - Cover : 105gsm Art paper	
Text : 48.8gsm Newsprint	
65gsm Coated Mechanical	
Material - PDF format	
(with fonts and pictures embedded)	
+ colour proof	
<ul style="list-style-type: none"> <li>• Soft copy of material (PDF format) supplied will be considered as final (Digital proof will serve as a colour guide only).</li> </ul>	

## RATES - MAGAZINES

# 商海 SHANG HAI

 Audit Bureau of Circulations (Malaysia)



<b>FULL COLOUR</b>	<b>RM</b>
Back Cover	6,000
Inside Front cover	5,200
Inside Back Cover	5,000
Run-On-Book:	
	Full Page 4,800
	Half Page 4,000
<b>BLACK &amp; WHITE</b>	
Full Page	3,500
Half Page	3,000
<b>SPECIFIED POSITION</b>	
	Colour BW
Front Half Right	30% 40%
Front Half	20% 30%
Facing / Consecutive	Add 10% Add 10%
<b>SPECIAL PACKAGE</b>	
3 insertions	10,500
6 insertions	20,000
9 insertions	29,000
12 insertions	38,500
<b>BOOKING DEADLINE</b>	
4 weeks before issue date	
<b>COPY DEADLINE</b>	
3 weeks before issue date	
<b>CIRCULATION BASE GUARANTEE</b>	20,000

DETAILS	NOTE
Format : Portrait A4	<ul style="list-style-type: none"> <li>• Rates subject to 6% Govt Service Tax</li> <li>• A penalty will be levied on cancellation with less than 1 month notice</li> <li>• Creative buy options are available</li> <li>• For editorial buys, activities, contest, etc which requires concept and layout from the editorial team, an additional RM1,000 editorial fee would be charged per page.</li> </ul>
Trimmed size : 29.2cm (h) x 21cm (w)	
Bleed size : 3mm all round	
Half Page : 29.2cm (h) x 10.5cm (w) (Vertical) : 14.6cm (h) x 21cm (w) (Horizontal)	
Paper - Cover : 157gsm Art paper Text : 80gsm Art paper	
Material - PDF format (with fonts and pictures embedded) + colour proof	
• Soft copy of material (PDF format) supplied will be considered as final (Digital proof will serve as a colour guide only).	

## RATES - MAGAZINES

# flavours

Malaysia's premier food & lifestyle magazine

 Audit Bureau of Circulations (Malaysia)

### FULL COLOUR

Back Cover	RM 8,700
Inside Front cover	8,000
Inside Back Cover	7,300
Run-On-Book:	
Full Page	5,700
Half Page	5,600
One Third Page	4,700

### SPECIFIED POSITION

Front Half Right	Colour
Front Half	30%
Facing / Consecutive	20%
	Add 10%

### SPECIAL PACKAGE

3 insertions	16,200
6 insertions	30,000

### BOOKING DEADLINE

4 weeks before issue date

### COPY DEADLINE

3 weeks before issue date

**CIRCULATION BASE GUARANTEE** 25,000



DETAILS	NOTE
Format : Portrait	<ul style="list-style-type: none"> <li>• Rates subject to 6% Govt Service Tax</li> <li>• A penalty will be levied on cancellation with less than 1 month notice</li> <li>• Creative buy options are available</li> <li>• For editorial buys, activities, contest, etc which requires concept and layout from the editorial team, an additional RM1,000 editorial fee would be charged per page.</li> </ul>
Trimmed size : 28cm (h) x 21cm (w)	
Bleed size : 3mm all round	
Half Page : 14cm (h) x 21cm (w) (Horizontal)	
One Third Page : 28cm (h) x 7cm (w) (Vertical)	
Paper - Cover : 230gsm Art Card Text : 90gsm Art paper Form : 140gsm Woodfree	
Material - PDF format (with fonts and pictures embedded) + colour proof	
<p>• Soft copy of material (PDF format) supplied will be considered as final (Digital proof will serve as a colour guide only).</p>	