



---

*Media Kit 2017*

M A L A Y S I A T A T L E R  
H O M E S



Every issue of *Malaysia Tatler Homes* brings the savvy homeowner and passionate decorator an issue bursting at the seams with IDEAS. Live it up in subtle sophistication or grandiose glam as hot-off-the-press trends, furniture, décor and appliances incite inspiration for that perfect living space you call 'home'.

*Malaysia Tatler Homes* prides itself on bringing you engrossing brand stories, interviews, reviews and tips to help you make intelligent, informed decisions.

---

# Who ARE we

---





*Malaysia Tatler Homes* is available on subscription and is sold at Malaysia's best bookstores, specially selected newsstands and convenience stores.

**76,500**  
*Readership*

**17,000**  
*Circulation*

## DISTRIBUTION

Newsstands	6000
Subscribers + VIPs	4100
Malaysian Society of Interior Designers (MSID) & Pertubuhan Arkitek Malaysia (PAM)	1300
Property Developers	1400
Priority Banking Centres	600
Promotions/Events	1800
Clients & Advertising Agencies	1800
Total Copies	17,000

## READERS PROFILE

- Luxury home owners
- 28-55 years old
- Professionals, middle to upper management executives or businessmen
- Minimum annual income of RM 300,000 and above

**our  
REACH**

Malaysia Tatler Homes promises the latest trends in international furniture design, the most luxurious and iconic pieces, and a peek into the most outstanding homes in the region.

### SHOP

- Editor's Picks, Wish List, New In Town, Collections and Exclusive

### STYLE

- Illumination, Accessories, Personality Interviews, Design Speak, Iconoclast, Trend, Artisan

### SPACES

- Living, Kitchen, Bed, Bath, Outdoor

### SANCTUARIES

- Local & International Home review, The Last Word



# Contents

---

# advertise WITH US

---

The bi-monthly *Malaysia Tatler Homes* 2017 will be released in:  
February / April / June / August / October / December

Full Colour	1 Time
Back Cover	RM 14,600
Inside Back Cover	RM 10,900
Inside Front Cover Spread	RM 20,900
First Double Page Spread	RM 20,000
Double Page Spread (DPS)	RM 18,200
1st AD Facing TOC / Masthead / Editor's Note	RM 10,000
Full Page Colour	RM 9,100

*Rates inclusive of 15% agency commission*

#### **BOOKING DEADLINE**

Six weeks preceding the month of publication.

#### **CLOSING DEADLINE**

No postponement accepted after the fifth week preceding the month of publication. Closing date for all material is the first day of the month preceding the month of publication.

#### **NON-STANDARD ADVERTISING**

Rates quoted are for basic process colours (Cyan, Magenta, Yellow & Black). Rates for insert, special colours, metallic inks, gatefolds and other non-standard advertising are available from the director.

# advertise WITH US

## Advertising Material Specifications

All Edipresse publications only accept digital files that meet the following requirements:

- Files must be a PDF version 1.5.
- All elements in colour must be CMYK. Please note that RGB or spot colours are not accepted.
- Greyscale elements is advised to save in Black monochrome (B/W).
- Images must have an effective resolution- 300 dpi is highly recommended.
- PDF must contain crop marks, positioned outside the bleed area.
- ISO Digital Colour proof with colour profile coated FOGRA 39 [ISO 12647-2:2004] must be provided to ensure colour quality. Laser printouts are not accepted.
- In the event that client does not provide ISO Digital Colour proof, Edipresse Media Malaysia Sdn Bhd will not be responsible for any colour defect or colour discrepancy of the advertisement.
- All fonts must be embedded.
- Truetype I, CID or MultipleMaster fonts are not accepted.
- Total Ink Weight must not exceed magazine specific limit of 330%.
- Screen Line: 175lpi.
- Perfect bound gutter spread safety allowance: 7mm on each side of gutter. No live matter should cross the binding gutter.

## Edipresse accepts digital ads

- Via dropbox (Upload to <http://adupload.edipresseasia.com> then please click “Malaysia Traffic Team”)
- On disk
- Via AOT or EADS

The Publisher reserves the right to trim 10mm off each edge to the trimmed page dimension. Type matter and illustrated material not intended to bleed must be kept to this tolerance.

## Perfect bound gutter spread safety allowance

A common design error is to crowd the finished edge with text and/or graphics. This makes the finished product harder to read and less visually pleasing overall.

If you open a book, you will notice an obvious margin that separates the text from the edge of the page. This is commonly referred to as ‘gutter’. Open a magazine and you will find the same thing- there will be elements that do bleed to edge of the page, but everything else is kept a certain distance away from the edge.

The following is a suggestion on the amount of ‘gutter’ use in your design, with a minimum requirement for IFC spread which is often at least a 7 mm away from the paper edge to improve legibility and to minimize accidental cropping.

Position	Recommendation
IFC spread	7mm + 7mm
ROP	7mm + 7mm

For further enquiries regarding the submission of materials, please contact your advertising representative or our traffic team ([myprod@edipressemedia.com](mailto:myprod@edipressemedia.com))

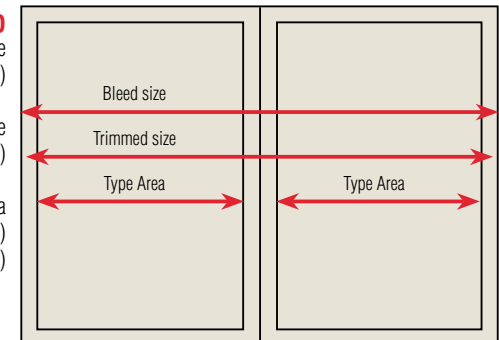
## ADVERTISEMENT SIZES

### TWO-PAGE SPREAD

Bleed size  
315mm(H) x 466mm(W)

Trimmed size  
305mm(H) x 456mm(W)

Type Area  
(Individual page)  
285mm(H) x 208mm(W)

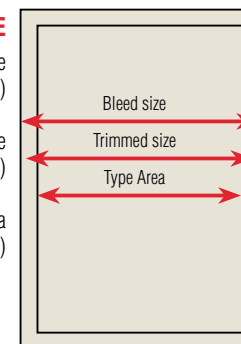


### FULL-PAGE

Bleed size  
315mm(H) x 238mm(W)

Trimmed size  
305mm(H) x 228mm(W)

Type area  
285mm(H) x 208mm(W)



# Topvisited sections

MalaysiaTatler.com features a host of unique **online-only content** with **daily updates** on luxury news, lifestyle trends and event coverage, videos and photo galleries – attracting a daily returning user base. The website is **fully optimised across all digital devices**, providing an engaging user experience on mobile, tablet or desktop.

- **EVENTS**
- **THE 300 LIST**
- **DINING**

## THE BEST IN LUXURY LIFESTYLE

- **WATCHES & JEWELLERY**
- **ARTS & CULTURE**
- **TRAVEL**
- **CARS**
- **TATLER TV**
- **WEDDINGS**



## HOMES

The insider's access to luxurious abodes, interviews with trendsetters, and a spotlight on the fine touches of interior design.

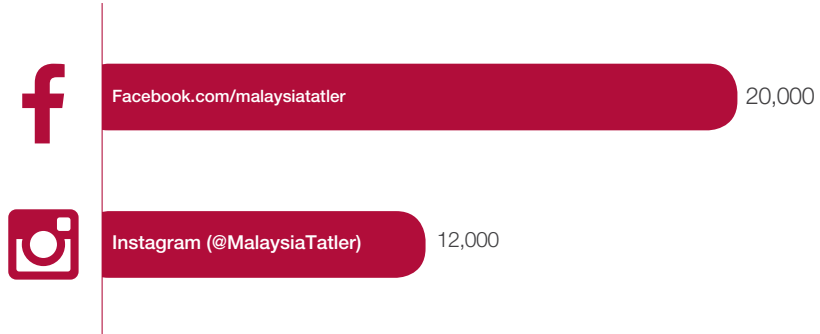
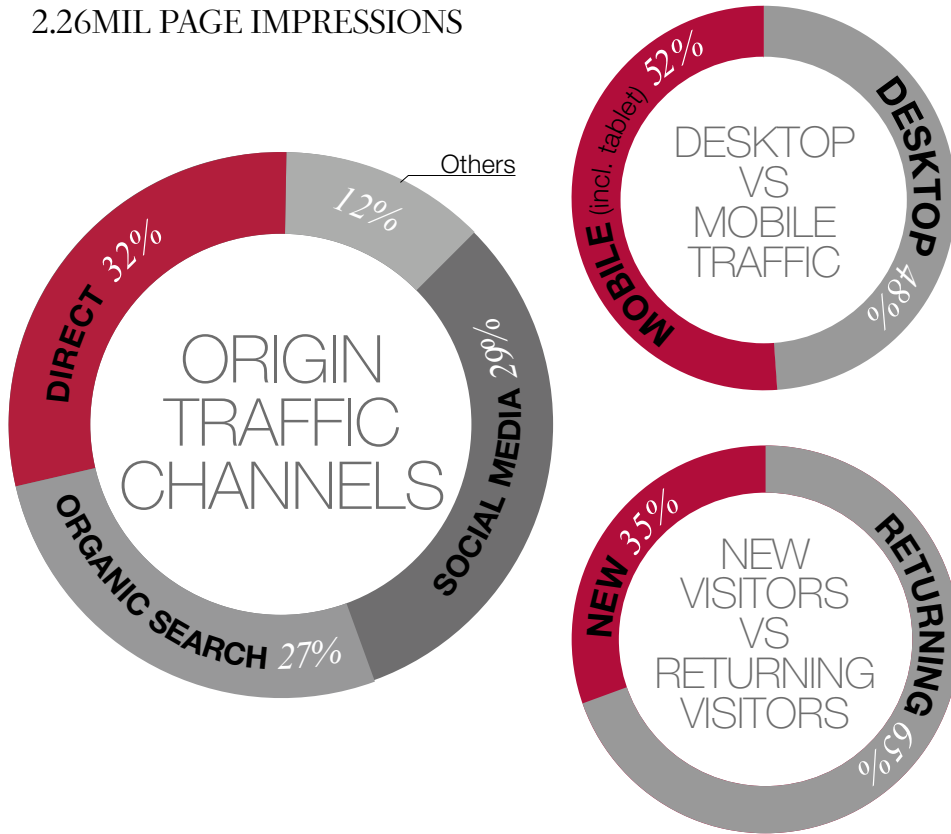


## WEBSITE PERFORMANCE

130,000 MONTHLY UNIQUE VISITORS

14,100 NEWSLETTER DATABASE

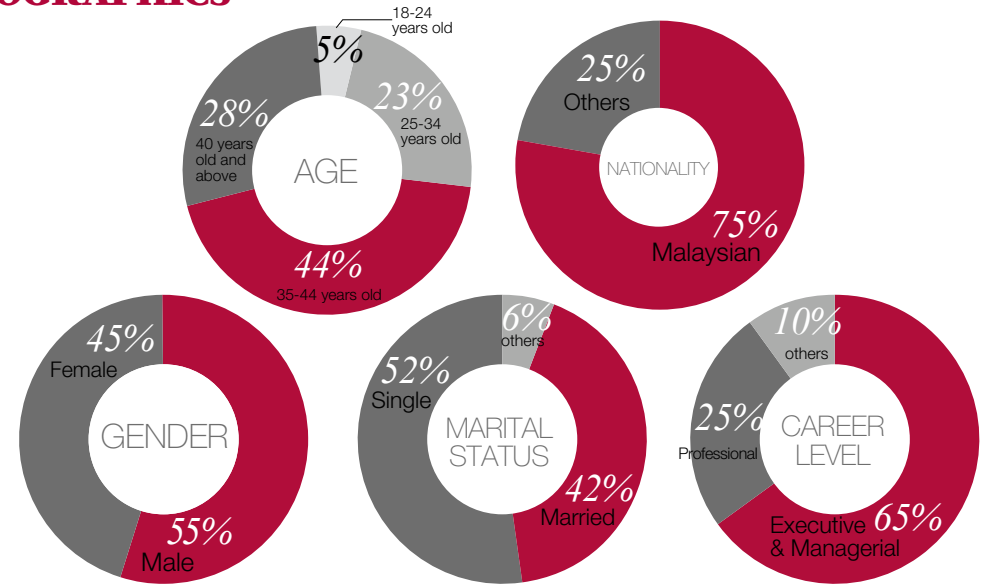
2.26MIL PAGE IMPRESSIONS



## READERSHIP PROFILE

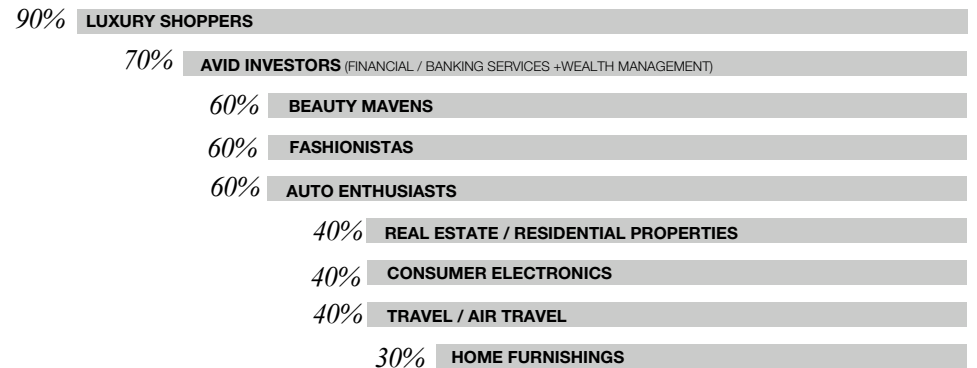
MalaysiaTatler.com is uniquely positioned as one of the best channels connecting high-end brands with the segment of the population with the greatest purchasing power.

## DEMOGRAPHICS



## HIGH PURCHASING POWER

Affinity index - online behaviour of Tatler users





---

# RATE CARD

---

ADVERTORIAL		
FORMAT	DESCRIPTION	RATE
<b>Product Launch Endorsement</b>	Homepage Carousel, website listing, e-newsletter feature, social media post	<b>RM 9,000</b>
<b>Editorial Sponsorship within supplement</b>	Print + Digital package, e-newsletter feature, social media post	<b>RM 3,500</b>

For other packages, please contact our sales representatives or visit <http://mediakit.asiatatler.com/display-advertising?region=my>

---

# advertising CONTACTS

---

## FOR ADVERTISING ENQUIRIES:

### **Cerina Tan**

*General Manager–Sales*

*Mobile: 016-211 4849*

*cerina.tan@edipressemedia.com*

### **Pinn Ho**

*Advertising Manager*

*Mobile: 017-603 9397*

*pinn.ho@edipressemedia.com*

### **Kong Foong Yee**

*Advertising Manager*

*Mobile: 012-6693789*

*foongyee.kong@edipressemedia.com*



EDIPRESSE  
MEDIA

**EDIPRESSE MEDIA MALAYSIA SDN BHD (230081-U)**

Suite 2A-19-2, Level 19, Block 2A, Plaza Sentral, Jalan Stesen Sentral 5,  
Kuala Lumpur Sentral, 50470 Kuala Lumpur, Malaysia

T: +603 2780 8833 | F: +603 2780 8822 | [www.edipressemedia.com](http://www.edipressemedia.com)