

herworld ADVERTISING RATE (PRINT)

Advertising Rates (Print)

herworld (RM)	36x	24x	18x	12x	6x	3x	Casual
Outside Back Cover Joint Booking Rates				9,933 8,940			
Inside Front Cover Joint Booking Rates				8,613 7,752			
Inside Back Cover Joint Booking Rates				6,248 5,623			
Full Page Four Colour (ROP) Joint Booking Rates	4,125 3,713	4,400 3,960	4,532 4,084	4,675 4,208	4,950 4,455	5,225 4,703	5,500 4,950
2/3 Page Colour (Vertical) Joint Booking Rates	3,399 3,056	3,626 3,259	3,734 3,361	3,852 3,463	4,079 3,667	4,305 3,870	4,532 4,074
1/2 Page Colour Joint Booking Rates	3,094 2,781	3,300 2,966	3,399 3,059	3,506 3,152	3,713 3,337	3,919 3,523	4,125 3,708
1/3 Page Colour (Vertical) Joint Booking Rates	2,780 2,477	2,966 2,642	3,055 2,724	3,151 2,807	3,336 2,972	3,522 3,137	3,707 3,302

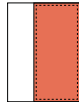
*Specified positions will be charged 20% loading. All advertisement rates are quoted in Malaysian Ringgit. Rates are subject to prevailing Government Tax.

Material Specifications



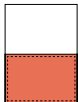
FULL PAGE

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Bleed Size: 211(w) x 281(h)
Text Area: 195(w) x 265(h)



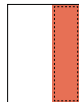
2/3 PAGE (VERTICAL)

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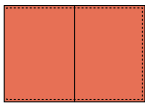
1/2 PAGE (HORIZONTAL)

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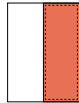
1/3 PAGE (VERTICAL)

Trim Size: 68(w) x 275(h)
Bleed Size: 74(w) x 281(h)
Text Area: 58(w) x 265(h)



DOUBLE PAGE SPREAD

Trim Size: 410(w) x 275(h)
Bleed Size: 416(w) x 281(h)
Text Area: 400(w) x 265(h)



1/2 PAGE (VERTICAL)

Trim Size: 102.5(w) x 275(h)
Bleed Size: 108.5(w) x 281(h)
Text Area: 92.5(w) x 265(h)