

The Heat

2014 Advertising Rates (Print)

SIZE (FULL COLOUR)

	Casual Rate	6x	12x	24x	36x	52x
Full Page (37cm x 7col)	RM 16,432	RM 15,396	RM 15,137	RM 14,619	RM 13,583	RM 12,288
Half Page on Contents Page (18cm x 7col) (Horizontal)	RM 13,565	RM 12,884	RM 12,714	RM 12,374	RM 11,694	RM 10,843
Half Page (37cm x 4col) (Vertical)	RM 11,104	RM 10,512	RM 10,364	RM 10,068	RM 9,476	RM 8,736
Half Page (18cm x 7col) (Horizontal)	RM 10,048	RM 9,544	RM 9,418	RM 9,166	RM 8,662	RM 8,032
Junior Page (28cm x 5col)	RM 10,720	RM 10,160	RM 10,020	RM 9,740	RM 9,180	RM 8,480
Quarter Page (18cm x 4col)	RM 7,456	RM 7,168	RM 7,096	RM 6,952	RM 6,664	RM 6,304
Inside Page Bottom Panel (7cm x 7col)	RM 6,352	RM 6,156	RM 6,107	RM 6,009	RM 5,813	RM 5,568
	Casual Rate	1 Set (13 Ins)	2 Sets (26 Ins)	3 Sets (39 Ins)	4 Sets (52 Ins)	
Front Page Panel (sold by set of 13/26/39/52 ins) (7cm x 7col)	RM 17,850 per ins	RM 10,500 per ins	RM 9,450 per ins	RM 8,400 per ins	RM 6,300 per ins	

SIZE (BLACK & WHITE)

	Casual Rate	6x	12x	24x	36x	52x
Full Page (37cm x 7col)	RM 12,432	RM 11,396	RM 11,137	RM 10,619	RM 9,583	RM 8,288
Half Page (37cm x 4col) (Vertical)	RM 7,104	RM 6,512	RM 6,364	RM 6,068	RM 5,476	RM 4,736
Half Page (18cm x 7col) (Horizontal)	RM 6,048	RM 5,544	RM 5,418	RM 5,166	RM 4,662	RM 4,032
Junior Page (28cm x 5col)	RM 6,720	RM 6,160	RM 6,020	RM 5,740	RM 5,180	RM 4,480
Quarter Page (18cm x 4col)	RM 3,456	RM 3,168	RM 3,096	RM 2,952	RM 2,664	RM 2,304
Inside Page Bottom Panel (7cm x 7col)	RM 2,352	RM 2,156	RM 2,107	RM 2,009	RM 1,813	RM 1,568

All rates quoted do not include 6% Govt Tax

LOADINGS

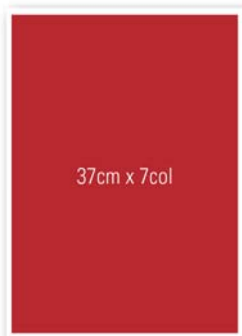
ROP	NO LOADING
1st to 5th colour position	40%
Outside Back Cover	40%
Front Half Right	35%
Front Half Left	25%
Specified Page/Position	40%
Solus Position	100%
Centrespread	40%
Creative Buy	40%
Facing Pages/DPS ROP	30%
Columns per Page	7 col
Full-Page Type Area	370mm(H) x 262mm(W)
Column Width	38mm(rule to rule), 34mm(type area)
Column Depth	370mm

HIGH IMPACT ADVERTISING

	RM
Wrap Around	120,000
Half Wrap	90,000
1st DPS	65,000
2nd DPS	55,000

RATE PER CM/COL

	RM
1x	48
6x	44
12x	43
24x	41
36x	37
52x	32
Full colour surcharge	RM 4000



Full Page



Half Page



Half Page



Junior Page



Quarter Page



Front Page Panel

COLUMN WIDTH

COLUMN	WIDTH (mm)
1 column	34
2 columns	72
3 columns	110
4 columns	148
5 columns	186
7 columns	262
10 columns	384
14 columns	536



Centrespread/DPS