



Normal Issue



Bumper Issue



iN Design is Malaysia's 1st monthly trilingual (English/Chinese and English/Bahasa Malaysia) interior design magazine. In every issue, it features up to 15 designers' portfolios and design firms' contacts. Besides, iN Design also features the latest developments and launches of new show units in the country. Holding Malaysia's largest collection of interior design and having the advantage of being multi-lingual, iN Design is striving to meet greater horizons. The measure of iN Design's effort will be in reaching a standard of excellence in portfolio selection unmatched by others, and increased readership.

- Full coverage up to 3 (three) languages – English, Chinese, Bahasa Malaysia.
- Showcases the most up-to-date portfolios in Malaysia.
- Reveals all aspects of a house for better conceptual understanding and inspirational instincts.
- Portfolio classification.
- Check out what's new in the market with the latest developments and projects in Malaysia.

[www.iNDesign.my](http://www.iNDesign.my)

# iN DESIGN RATE CARD

Identifying real inspiration

## TARGET AND READERS

- General readers' age: 21-55 years old.
- Personnel with high buying power and looking to improve the quality of their homes.
- Home owners looking for inspiration on furnishing, interior designs and renovations.
- MIIP member.
- Interior designers and architects.

## Profiles write-up for interior design firms

Design concept



Type of residence

English write-ups



Chinese write-ups / Malay write-ups



Name of interior Designer

Product brands used

Interior Firm's contact number, email and website

## ADVERTISEMENT RATE

Position	Size (W&H)	Price
IFC Double spread	22.22 cm x 30.4 cm	<b>RM 7000</b>
IFC	22.22 cm x 30.4 cm	<b>RM 5500</b>
IBC	22.22 cm x 30.4 cm	<b>RM 5000</b>
Full page	22.22 cm x 30.4 cm	<b>RM 4500</b>
Double spread	44.44 cm x 30.4 cm	<b>RM 6300</b>

## PACKAGE SPECIALS\*

Insertions	Discount
3 issues	<b>5% discount</b>
6 issues (1/2 year)	<b>10% discount</b>
12 issues (1 year)	<b>15% discount</b>

\*\*All estimates exclude 6% Government Tax

\*\*Cancellation will result in a 20% surcharge + booking fee

## SPECIFICATIONS

**MAGAZINE SIZE** 22.22cm(W) x 30.4cm(H) **PAPER** Art paper **PAGES** 150 pages

**COLOR** Full spectrum **PRINT QUANTITY** 30,000 English/Chinese, 20,000 English/Bahasa Melayu

**DISTRIBUTION OUTLETS** myNews.com, MPH, Kinokuniya, Popular, Borders, and other major bookstores throughout Malaysia **MAGAZINE PRICE** RM 15 **DISTRIBUTION** monthly

## MECHANICS

**DESIGN FEES** RM300 **MEDIA** Macintosh formatted CD/DVD Rom clearly LABELED (must support Print-Ready PDF). **IMAGE RESOLUTION** 300dpi, full-size images **COLOR** Composite CMYK

**FONTS** Enabled and embedded **CANCELLATION** Once confirmed, no cancellation will be entertained

**TERM OF PAYMENT** Payment must be made full upon final artwork **BOOKING DEADLINE** Before the 20th of the month **MATERIAL-IN DEADLINE** Before the 5th of the month