

MEDIA OPPORTUNITIES 2013



ADVERTISING RATES

POSITION	RATE (MYR)
Full Page	35,000
DPS	65,000
OBC	53,000
IFC	47,000
IBC	41,000
IFC Spread	75,000
Half Page	23,000

Rates include agency commission.
15% loading fee for premium position

VOLUME DISCOUNTS

3 Insertions	5%
6 Insertions	10%
12 Insertions	15%

DEADLINES

Booking	8 weeks
Censorship	6 weeks
Material	5 weeks

weeks prior publication

FREQUENCY	Monthly
LANGUAGE	English
READERSHIP	One million passengers monthly
DISTRIBUTION	Onboard all MH flights in all classes

SPECIFICATIONS



Full Page (WxH)

Trim: 210mm X 276 mm
Bleed: 216 mm X 282 mm
Type: 190 mm X 256 mm



Double Page Spread (WxH)

Trim: 420 mm X 276 mm
Bleed: 426 mm X 282 mm
Type: 380 mm X 256 mm



1/2 Page - Horizontal (WxH)

Trim: 210 mm X 138 mm
Bleed: 216 mm X 144 mm
Type: 190 mm X 118 mm



1/2 Page - Vertical (WxH)

Trim: 105 mm X 276 mm
Bleed: 111 mm X 282 mm
Type: 85 mm X 256 mm