

# Advertisement Rate Card 2013



## ILHAM KREATIF **SENI HIAS**

Seni Hias is a bi-monthly bahasa decor magazine published by MPH Group Magazine (M) Sdn. Bhd. Seni Hias was first published in May/June 2008.

The art of decorating is more than what it seems.

In line with its name, this bimonthly magazine will showcase every aspect of the areas in which the art of decorating plays an important role. SENI HIAS is a magazine that encompasses a broad spectrum of topics in interior decoration and gardening. It is designed to be essential reading material that carries stimulating articles which impart knowledge to

readers with a hands-on approach to decorating the home, be it a bungalow or a terraced house, and gardens.

Society's awareness in being proud of one's house and garden has unintentionally answered the government's call for a nation that is clean and beautiful.

With its high quality and informative articles, SENI HIAS is a source of reference for both the professional and beginner. It also features the finest house designs and its contents and provides useful tips on gardening.

### CORE READER PROFILE

Our target readers are the general public, aged 30 and above, middle to high-income groups.

This magazine is for readers who are existing home-owners and those planning to own a house. SENI HIAS help:

- Readers to choose decorations that are within their means
- To choose the right decorating design.
- Encourage them to have a hobby.
- Encourage them to try decorating on their own.
- Acquire useful additional knowledge.
- Achieve maximum satisfaction in completing their project.

### DISTRIBUTION

- Major News-stands (MyNews.com)
- Major Bookstores (MPH, Borders, Kinokuniya, etc)
- Newsvendors
- Subscription

Frequency : bi-monthly

Circulation : 20,000 copies

Language : Bahasa Melayu

Booking deadline : 7 weeks before publication date

## ADVERTISEMENT SPECIFICATIONS

Full Page	
Bleed Size :	240mm (W) x 310mm (H)
Trimmed Size:	230mm (W) x 300mm (H)
Type Area:	220mm (W) x 290mm (H)
Double Spread	
- 460mm (W) x 300mm (H)	
Half Page (Horizontal)	
- 230mm (W) x 150mm (H)	
Half Page (Vertical)	
- 115mm (W) x 300mm (H)	
Quarter Page (Vertical)	
- 115mm (W) x 150mm (H)	

## MATERIAL REQUIREMENT

Saved in CD ROM (PDF format) or films.

## ADVERTISING

### FOUR - COLOUR ADVERTISEMENTS

POSITION	1 INSERTION	3 TIMES	6 TIMES
	1 of 6		
Full Page - Rob	RM 3,500	RM 3,325	RM 3,150
Inside Front Cover	RM 4,500	RM 4,275	RM 4,050
Inside Back Cover	RM 4,000	RM 3,800	RM 3,600
Outside Back Cover	RM 5,000	RM 4,750	RM 4,500
Half Page	RM 2,500	RM 2,375	RM 2,250
Quarter Page	RM 1,000	RM 950	RM 900