



Harper's BAZAAR

MEDIA KIT 2015

Harper's BAZAAR delivers visual seduction, intelligent thinking and a bespoke service element that caters to every aspect of its reader's life.



NEW MISSION

A magazine doesn't last 147 years by standing still. It endures by continually reinventing itself, always striving to delight, inform, and inspire its readers. That is the story of Harper's BAZAAR. We *are* fashion. Both a visual muse and an unrivaled source of ownable style, we turn the unexpected into the wildly coveted as we have since 1867.

Launched in April 2003, Harper's BAZAAR Malaysia has made its mark as the No. 1 fashion magazine in Malaysia, voted in the 4th consecutive year, from 2010 to 2013, by leading advertising agencies and key industrial figures in a survey conducted by Advertising + Marketing Interactive, an independent media source.

BAZAAR delivers a bespoke service element that caters to every aspect of its readers' lives: fashion, culture, travel, beauty and lifestyle. BAZAAR is for stylish, discerning women, bringing together a perfect mix of fashion, informed arts coverage, authoritative beauty and strong, smart features.

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FACT SHEET

LAUNCH ISSUE:	April 2003
PRINT RUN:	25,000
COVER PRICE:	RM8.00
FREQUENCY:	Monthly
SIZE:	300mm x 230mm
PAPER STOCK:	80gsm Gallery Fine



TARGET AUDIENCE

READERSHIP:	23,340
SEX:	Female 92% Male 8%
AGE GROUP:	25 – 45
INCOME:	Average of RM7000 - above
OCCUPATION:	PMEB's



BAZAAR

THE BAZAAR WOMAN

The **BAZAAR woman** personifies self-assurance, modern sophistication and success. She has high aspirations and is unwilling to compromise when it comes to quality, style and good taste.

Set apart by her breadth of vision, seeking inspiration and information, she reads **BAZAAR** to keep in touch with the very latest in international trends, issues and personalities.



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THE READERS OF HARPER'S BAZAAR

- Women of influence
- Smart, up market, sophisticated women AB 25+
- Affluent, well-travelled, cultured, image-conscious and socially active
- Acquisitive but highly selective with the money to match their aspirations
- Investing regularly
- Intelligent, busy and focused
- Making their own decisions
- Fashion – forward but they don't need to be noticed
- Confident and a career fast-track
- Well aware it's not about age but all about attitude



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THE BEST

FASHION • BEAUTY • ART • LIFESTYLE • TRAVEL



BAZAAR

EDITORIAL SUPPLEMENTS

BAZAAR MAN • BAZAAR AT WORK • BAZAAR JUNIOR • BAZAAR IN LOVE



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BAZAAR is Beauty

Beauty is of high priority to the **BAZAAR** woman. That's why all it's the beauty content is in the first half of the book. **BAZAAR** features the newest products, the hottest trends and the coolest launches from around the world.



BAZAAR

BAZAAR EVENTS

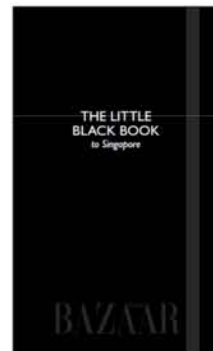
Harper's BAZAAR has a series of established marketing initiatives that embody Harper's BAZAAR's brand values and focus on areas that showcases the brand's legacy and essence; developing emerging talent, art, fashion, photography, charitable initiatives, and interactive shopping events.



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CREATIVE ADVERTISING SOLUTIONS

Shot and styled by the Bazaar editorial team, our creative buys, advertorials and bespoke sponsorship solutions give you the opportunity to share our Brand values and get closer to the readers.



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ADVERTISING RATES 2015

COLOUR	CASUAL	3x	6x	12x	18x	24x	36x
Full Page	5,245	4,980	4,730	4,495	4,270	4,055	3,850
Double Page Spread	10,490	9,960	9,460	8,990	8,540	8,110	7,700
Two Column (Vertical)	3,930	3,735	3,550	3,730	3,200	3,040	2,890
Half Page (Vertical or Horizontal)	3,145	2,990	2,840	2,695	2,565	2,435	2,310
One Column (Vertical)	2,100	1,990	1,895	1,800	1,710	1,620	1,540
SPECIAL POSITIONS							
2nd Double Page Spread	11,745	11,160	10,600	10,070	9,565	9,090	8,635
3rd Double Page Spread	11,535	10,960	10,410	9,890	9,395	8,925	8,480
Facing Contents	6,030	5,730	5,440	5,170	4,910	4,665	4,430
Facing Masthead	6,030	5,730	5,440	5,170	4,910	4,665	4,430
Facing Regular Features	5,875	5,580	5,300	5,035	4,785	4,550	4,320
MONOTONE							
Full Page	3,410	3,240	3,056	2,920	2,780	2,640	2,505
Half Page (Vertical or Horizontal)	2,560	2,430	2,305	2,195	2,080	1,980	1,880

SPOT COLOURS RATES

Where spot colour is required, loading at prevailing rates is applicable.

COVER POSITIONS (only casual rates apply)

Inside Front Cover Spread	RM13,110
Inside Back Cover	RM5,875
Outside Back Cover	RM8,915

NOTE : All rates in Malaysian Ringgit and are subjected to prevailing Government Tax.

BAZAAR



MECHANICAL SPECIFICATIONS

Advertising Size	TRIM	TYPE AREA	BLEED
Full Page	300 x 230mm	270 x 200mm	306 x 236mm
Double Page Spread	300 x 460mm	265 x 430mm	306 x 466mm
Half Page Horizontal	145 x 230mm	130 x 200mm	151 x 236mm
Half Page Vertical	300 x 110mm	265 x 95mm	306 x 116mm
1 Column	300 x 78mm	265 x 63mm	306 x 81mm
2 Column	300 x 146mm	265 x 131mm	300 x 146mm

VOLUME DISCOUNT

All apply within 12-month period.

SPECIAL POSITION RATES

Where preferred positions and guaranteed consecutive right-hand pages are required, 10% loading of applicable rate will be charged.

AGENCY COMMISSION

A 15% commission is applicable to Accredited Advertising Agencies.

CANCELLATION CLAUSE

Any advertisements withdrawn from the issue after stated cancellation date will be charged at full rate.

BAZAAR



DIGITAL ADS

In order to provide a better service to advertisers, Blu Inc Media Sdn Bhd has moved to a digital ad delivery system to take advantage of computer-to-plate technology which provides shorter production time and increased precision and accuracy of printing plates. Below is important information about this process.

Blu Inc Media Sdn Bhd will only accept digital ads in PDF Format via the Quickcut Pre Press Network

Digital files will not be accepted on disc or via email

Blu Inc Media Sdn Bhd does not repair digital files – ads containing errors are returned to advertisers

The Quickcut process delivers problem-free, press-ready files according to publishers' specifications and has proven to be the most efficient method of receiving and tracking digital ads at Blu Inc Media Sdn Bhd. Advantages of the Quickcut service are accuracy of file structure and page size, reliability and speed, and the provision of an audit trail. Quickcut software checks digital files for errors before they are transmitted electronically to Blu Inc Media Sdn Bhd, ensuring advertisers do not submit files that contain errors and will therefore not print correctly.

For more information regarding Quickcut, please contact:

Malaysia

Asia On Time

Telephone: +60 (3) 2095 6601

Email: info@asiaontime.com

Website: www.asiaontime.com

Blu Inc Media Sdn Bhd can only take responsibility for accurate colour reproduction if a digital proof of the supplied digital file is produced using Blu Inc Media Sdn Bhd's ICC colour reference profiles. Quickcut ICC software allows distribution of Blu Inc Media Sdn Bhd's ICC profiles to colour separators and advertisers and enables accurate digital proofs to be printed to most digital proofing devices.

Visit <http://www.quickcut.com.au/my/products/quickcuticc.asp> or contact Quickcut directly for more information about Quickcut ICC.

If you wish to send a digital ad and/or supply a digital proof and do not have Quickcut software or suitable proofing system installed, please contact Blu Inc Media Sdn Bhd for a list of local colour separators who can provide this service.

Blu Inc Media Sdn Bhd will retain digital ads for 6 months from the last insertion date

After this time, digital files will need to be resubmitted via Quickcut network.

Accurate copy instructions must be entered within the Quickcut software

Copy instructions allow us to easily identify your advertisement. It is particularly important to enter the publication/run date, which is the cover date of the title (not the on-sale date).

Digital files must be prepared to the correct size

Blu Inc Media Sdn Bhd requires a minimum of 3mm bleed on all sides of the advertisement. Please ensure that all elements that you wish to print are kept within the type area as indicated in specifications within QuickPrint application.



ADVERTISING DEADLINE CALENDAR 2015

Issue Date	Booking /Cancellation	Material Deadline
January	14 November 2014	28 November 2014
February	15 December 2014	29 December 2014
March	15 January 2015	29 January 2015
April	13 February 2015	28 February 2015
May	13 March 2015	30 March 2015
June	15 April 2015	29 April 2015
July	15 May 2015	29 May 2015
August	15 June 2015	30 June 2015
September	15 July 2015	29 July 2015
October	14 August 2015	28 August 2015
November	14 September 2015	30 September 2015
December	15 October 2015	30 October 2015

*All special creatives/ inserts must arrive at the printers by the 10th of each month prior to issue date.

*All booklets/creatives printed by Blu Inc Media Sdn Bhd, material must reach printers by the 3rd of each month prior to issue date.

Important Note:

*Kindly submit material by Electronic Transmission via Asia On Time together with DIGITAL PROOF using Fogra 39L for printing reference.

*Should above deadlines not be adhered to, kindly refer to General Conditions of the rate card.

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