



RATE CARD

BASIC SPECIFICATIONS :

Magazine Language	Chinese, English
Founded Date	January 2008
Circulation	Chinese Mag 40,000; English Mag 35,000
Target	High End Market, White Collar Workers, Professionals With Spending Power;
Readers	Chinese Mag 200, 000 ; English Mag 175,000
Readers Age	Chinese Mag Above 18 ; English Mag Above 25
Readers Average Income	Annual Income Over RM48,000
Magazine Price	RM9.00
Magazine Quality	Light Coated Gross Art Paper
Magazine Size	170mm X 230mm
Pages	144 Pp
Frequency	Bi Monthly
Nature	Travel
Content Outline	Leisure Focus, Malaysia Beckons, Free & Easy (Guide For Detailed Info And Feeling Of A Trip), Nature Lurve, Sports & Adventure, Travel News, Gourmet, Where To Sleep, Pictorial, Shopping, Lifestyle
Release Point	Major Bookstores (Kinokuniya, Borders, MPH, Mynews.com, Popular), Newsstands, Travel Agencies, Selected 7-eleven And Petrol Stations, And Through Subscription
Publication Date	Chinese (Jan-feb, Mar-april, May-june, July-aug, Sept-oct, Nov-dec); English (Feb-mar, April-may, June-july, Aug-sept, Oct-nov, Dec-jan)

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