

# Advertisement Rate Card 2013

YOUR LIFESTYLE MAGAZINE

# MPH Quill

MPH QUILL magazine is sporting a new look.

The magazine, published since 2003, is now a lifestyle magazine catering to the needs of the growing number of readers.

The new-look magazine incorporates lots of lifestyle elements such as fashion and beauty, accessories for men and women, IT gadgets. Other sections include Wellbeing & Nutrition, Cuisine, Home & Décor, Personality interviews, Music, Arts and Culture as well as Heritage.

There are also articles related to the lifestyle of our readers, a majority of whom are young professionals below the age of 45. Many of them are from the upper middle-income bracket and almost 60 per cent of our readers are women who live in the urban areas.

Published four times a year, MPH QUILL is also circulated to all MPH Readers' Circle members and sold to the general public. The magazine is also available as an online version on MPH blog ([www.mphclick.com](http://www.mphclick.com)) which is shared with a Facebook fan base of 200,000 ([www.facebook.com/mphclick](http://www.facebook.com/mphclick)).

This informative, full-coloured publication provides optimum branding platform for advertisers to reach out to discerning readers and the general public.



## Why Advertise in MPH Quill?

### Circulation

MPH Quill is circulated to MPH Readers' Circle members. It is also on sale at MPH outlets nationwide and major newsstands in Malaysia including KLIA international airport. It is also available as an online version on MPH blog ([www.mphclick.com](http://www.mphclick.com)) which is shared with a Facebook fan base of 200,000 ([www.facebook.com/mphclick](http://www.facebook.com/mphclick)).

### Well Established

Published by MPH since 2003.

### Targeted Readership

- All MPH customers and MPH Readers' Circle members receive a copy of the magazine.
- Majority of the members are professionals with high disposable income.
- Almost 60 per cent of the readers are also professional women below the age of 45 and a majority live in urban areas.

### Longer Shelf-life

MPH QUILL magazine is in the bookstores and on newsstands for at least three months.



## Advertising Four-Colour Advertisements

- Frequency: Four issues a year  
January-March, April-June, July-September, October-December
- Language: English
- Booking deadline: 7 weeks before publication date
- Circulation: 20,000

POSITION	INSERTIONS		
	1	4	6
Full Page – Rob	RM3,800	RM3,610	RM3,420
Inside Front Cover	RM4,500	RM4,275	RM4,050
Inside Back Cover	RM5,500	RM5,225	RM4,950
Outside Back Cover	RM5,800	RM5,510	RM5,220
Half Page	RM2,000	RM1,900	RM1,800
Quarter Page	RM1,000	RM950	RM900

Advertisement rates are subject to 6% government tax

## Advertisement Specifications

### FULL PAGE

Trimmed Size  
210mm(W) x 297mm(H)  
Bleed Size  
216mm(W) x 303mm(H)  
Type Area  
190mm(W) x 273mm(H)

### HALF PAGE

Horizontal Trimmed Size  
210mm(W) x 148.5mm(H)  
Vertical Trimmed Size  
105mm(W) x 297mm(H)

### QUARTER PAGE

Vertical Trimmed Size  
105mm(W) x 148.5mm(H)

**MATERIAL REQUIREMENT:** Saved in CD-ROM (PDF format)

## Circulation

MPH Quill is sold to the public and is distributed FREE to MPH Readers' Circle members throughout all MPH outlets nationwide.

MPH outlets are at strategic locations nationwide.

### KUALA LUMPUR

Terminal Bersepeda Selatan  
Alpha Angle  
Bangsar Village  
Mid Valley Megamall (Megastore)  
Taman Mahuri  
Great Eastern Mall  
Baliti Siti Hasmah  
Publika

### SELANGOR

Subang Parade  
1 Utama Phase 2 (Megastore)  
Giant Stadium Shah Alam  
The Curve  
Shah Alam City Centre  
MPH KL International Airport  
Alamanda Putrajaya  
Setia City Mall  
PKNS Bangi

### KEDAH

Tesco Sg. Petani  
Amarijaya

### PENANG

Gurney Plaza

### PERAK

Kinta City

### MALACCA

Muhkota Parade  
Mydin MITC

### NEGERI SEMBILAN

Jusco Seremban 2  
Giant Senawang

### JOHOR

Taman Universiti  
Johor Bahru City Square  
MPH Aeromall

### SARAWAK

The Spring Garden Mall

MPH Quill is also be distributed to other bookstores and newsstands in Malaysia by MPH Distributors Sdn Bhd.

Note: Number of outlets correct at time of printing.

# MPH Readers' Circle Members' Profile

## GENDER

Male : 50.2 %  
Female : 49.8 %

## MARITAL STATUS

Single : 49 %  
Married : 51 %

## MONTHLY INCOME

Below RM2,000 : 15 %  
RM2,001 - RM4,999 : 39 %  
Above RM5,000 : 46 %

## MEMBERS PER LOCATION

Northern : 12 %  
Klang Valley : 81 %  
Southern : 7 %

## RACE

Malay : 32 %  
Chinese : 56 %  
Indian : 10 %  
Others : 2 %

## OCCUPATION

Administration : 5.17 %  
Education : 7.71 %  
Finance : 8.04 %  
Health Information : 2.85 %  
Technology : 6.89 %  
Law : 2.41 %  
Management : 21.95 %  
Marketing : 3.34 %  
Professional : 11.09 %  
Own business : 4.72 %  
Others : 25.83 %

## AGE GROUP

Below 20 years : 4 %  
20 - 29 years : 26 %  
30 - 39 years : 31 %  
40 - 49 years : 27 %  
Above 50 years : 12 %

TOTAL MEMBERS:  
**197,000**