



Writeon Media Sdn Bhd is a dynamic and forward thinking publisher, bringing you the best lifestyle titles in the country. We stand for journalistic integrity, influential reporting and superior design.



THE HOME & DECOR READER

A single professional or part of a double-income yuppie couple who wants to return to a home he or she can be proud of. Well-travelled, the *H&D* reader always seeks the latest design trends. He or she is also practical and balances great looks with smart buys. The *H&D* reader is adventurous and has the income to afford his or her dream home.

H&D readers are home-proud and family-orientated. They shop for advertised products of good value, and are willing to spend on home improvement products and services.

- Readers come from affluent households with a median income of RM12,000.
- 72% learn of new products mainly through advertisements.
- 79% believe it is worth paying more for quality goods.

HOME & DECOR FAST FACTS

Readership Frequency **60,000 Monthly**

READERSHIP PROFILE (%)	
SEX	
Female	66
Male	34
AGE	
20-29	13
30-39	40
40-49	29
Above 50	18
PERSONAL MONTHLY INCOME	
RM3,000 to RM5,000	28
RM5,001 to RM7,000	37
RM7,000 to RM9,000	20
RM9,000 and above	15
HOUSEHOLD INCOME	
RM6,000 to RM8,000	15
RM8,001 to RM10,000	48
RM10,001 to RM12,000	22
RM12,000 and above	15
DWELLING TYPE	
Bungalow/Semi-D	12
Link house	35
Luxury Condominium	32
Condominium/flat	21

ADVERTISING RATES

FULL COLOUR	CASUAL	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS
Double Page Spread (DPS)	RM12,000	RM11,400	RM10,800	RM10,200
Full Page (ROP)	RM 6,000	RM 5,700	RM 5,400	RM 5,100
Advertorial	RM 6,000	RM 5,700	RM 5,400	RM 5,100
Outside Back Cover (OBC)	RM 9,000	RM 8,550	RM 8,100	RM 7,650
Inside Front Cover (IFC)	RM 7,000	RM 6,650	RM 6,300	RM 5,950
Inside Back Cover (IBC)	RM 6,500	RM 6,175	RM 5,850	RM 5,525
2/3 Page (Vertical)	RM 6,000	RM 5,700	RM 4,500	RM 4,250
1/2 Page (Vertical)	RM 4,000	RM 3,800	RM 3,600	RM 3,400
1/2 Page (Horizontal)	RM 4,000	RM 3,800	RM 3,600	RM 3,400
1/3 Page (Vertical)	RM 3,000	RM 2,850	RM 2,700	RM 2,550

For other configurations and positions, please call our ad sales hotline.

Technical specifications

SIZE	TRIM SIZE (in mm)	BLEED SIZE (in mm)	TEXT SIZE (in mm)
Full Page	275 x 220	281 x 226	255 x 190
DPS	275 x 440	281 x 446	255 x 410
2/3 Page Vertical	275 x 147	281 x 153	255 x 137
1/2 Page Vertical	275 x 110	281 x 116	255 x 100
1/2 Page Horizontal	135 x 220	141 x 226	125 x 190
1/3 Page Vertical	275 x 74	281 x 80	255 x 64

A gutter allowance of 5mm per page is recommended for DPS ads.

MANDATORY ADVERTISEMENT MATERIAL REQUIREMENTS

FORMAT
Artwork should be print-optimized PDF format with font and images embedded. Artwork should be compliant with the ISO PDF/X-1a: 2001 standard as defined by ISO 15930-1. Artwork is preferred to be delivered via Quickcut, or in soft copy on a CD-ROM.

RESOLUTION AND COLOUR
All images must be converted to CMYK, uncompressed, with minimum 300dpi.

FONTS
All submitted fonts must be MAC compatible or converted to path/outline.

COLOUR PROOFS
A colour printout of the saved artwork should be provided as a guideline for colour accuracy.

DPS (Double-Page Spread)
Should text runs across DPS, please ensure text is 5mm away from the gutter on either side. There is no guarantee of folding alignment precision in all copies.

OTHERS
For more information on preparing PDF files, please call Writeon Media Sdn Bhd at +603-5569-6800