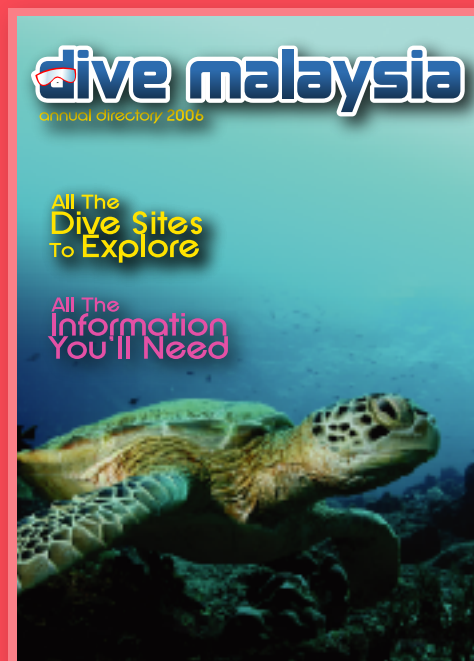


DIVE MALAYSIA

PUBLICATION DETAILS

- * Publisher : Batavia Brand Communications Sdn Bhd
- * Category : Travel & Leisure
- * Target Audience : Primary: Malaysian scuba divers
Secondary: foreign scuba divers
- * Frequency : Annual with twice-yearly re-print
- * No. of Pages : 96 (excluding covers)
- * Cover Price : TBA
- * Size : A4 -Vertical
- * Circulation : 2,500 for initial print run
- * Publication Date : July 2007



WHY DIVE MALAYSIA?

A truly unique publication, Dive Malaysia caters to the growing number of Malaysians and foreign visitors on Malaysian soil seeking scuba diving information. Malaysians will find the information educative. For foreigners, the publication will open them to possibilities here that they may not consider. And not just for the famous sites like Sipadan or Layang-Layang. Every dive destination is explored to provide more options for the discerning traveller.

In time, Dive Malaysia aims to be the premier and indispensable resource for anyone passionate about scuba diving.

ADVERTISING RATES

SPECIFICATIONS

Premium Position	Full Colour	
* Outside Back Cover	RM 8,000	
Run On Book (ROB)	Casual	Double Spread
* Full Page	RM 4,000	6,500
* 1/2 Page	RM 2,500	N/A

* All advertisements rates are subject to 5% Government Service Tax

Deadlines

- Booking Deadline is 5 weeks before the publication date
- Material Deadline is 3 weeks before the publication date
- Cancellation Deadline is 4 weeks before the publication date

Material Requirements

- CD-based artwork (as EPS file), or
- 2 set of positive films
- 1 set of colour proof on glossy paper required
- Recommended screen line : 175 lines

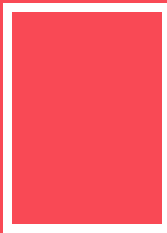

Agency Commission

- All accredited agencies will be entitled to a 15% agency commission

Terms & Conditions

- Prime position ads are non-cancellable
- Cancellations made are subject to 10% surcharge

SIZE SPECIFICATIONS

		
	FULL PAGE	1/2 PAGE (H)
TRIM SIZE	21.0cm x 29.7cm	21.0cm x 14.85cm
BLEED SIZE	21.6cm x 30.3cm	21.6cm x 15.15cm