



# Essential

KUALA LUMPUR

KL's magazine for luxury  
living and lifestyle

Launch edition  
July/September 2012

MEDIA KIT



# Essential

KUALA LUMPUR

**KL'S new  
luxury lifestyle  
magazine**

Essential

**Travel, health, food, art  
wine, property and more!**







## THE NICHE

The most discerning and affluent visitors and residents of Kuala Lumpur and the Klang Valley region represent a unique market for the world of luxury. As the city and its environs have grown in wealth and substance, the demand has increased for luxury goods and fine living. Already one of the most sought after destinations for tourists visiting Asia, KL today is heightening its status as a centre of excellence for international business and foreign investment. As the city asserts its reputation as one of Asia's great capitals, Essential Kuala Lumpur has been created as a magazine of unique style and quality to reflect the best the city has to offer and showcase it to an international and multi-cultural audience.

## OBJECT OF DESIRE

*From watches, jewellery, cars and fashion through to design, interiors, real estate and investment opportunities, Essential Kuala Lumpur focuses on the best things in life, presenting readers with an informed and beautifully illustrated insight to the world of luxury. Essential Kuala Lumpur showcases the finest choices available to those of discerning taste, both here in Malaysia and around the world. The magazine is produced to the very highest international standards with stunning photography, chic design and prime materials creating a true object of desire.*

- Quarterly publication
- Essential Kuala Lumpur is published in English

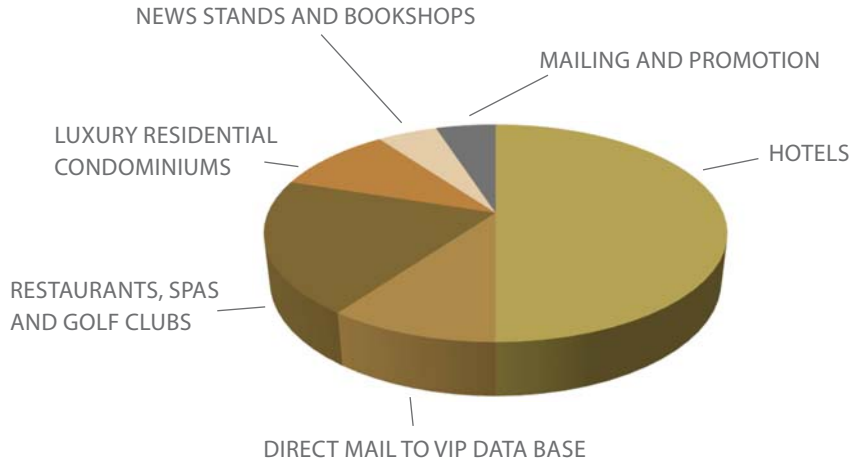
## THE ESSENTIAL TEAM

*Essential Kuala Lumpur is the result of a joint venture partnership between The Expat Group in Malaysia and Open Media. The Expat Group is a leading publisher of English language magazines in Malaysia, with its monthly title **The Expat** targeting the foreign resident community and its award winning, international bimonthly travel and leisure magazine **Senses of Malaysia** targeting foreigners interested in Malaysia, as well as affluent Malaysians. Open Media S.A. is a publishing company based in Portugal that is expanding internationally through joint venture operations. In Portugal, Open Media is a leading publisher of luxury lifestyle magazines, with titles such as **Essential Lisbon**, **Essential Algarve** and **"12"**, a high-end watch magazine. 2011 saw the launch of the group's first project in Asia, **Essential Macau** with other new projects in the pipeline including **Essential London** due for launch in 2012.*

## CIRCULATION & READERSHIP PROFILE

Essential Kuala Lumpur is to be targeted exclusively at the very top end of the tourist market and the most affluent residents of the Klang Valley region. Distribution is guaranteed through specific channels.

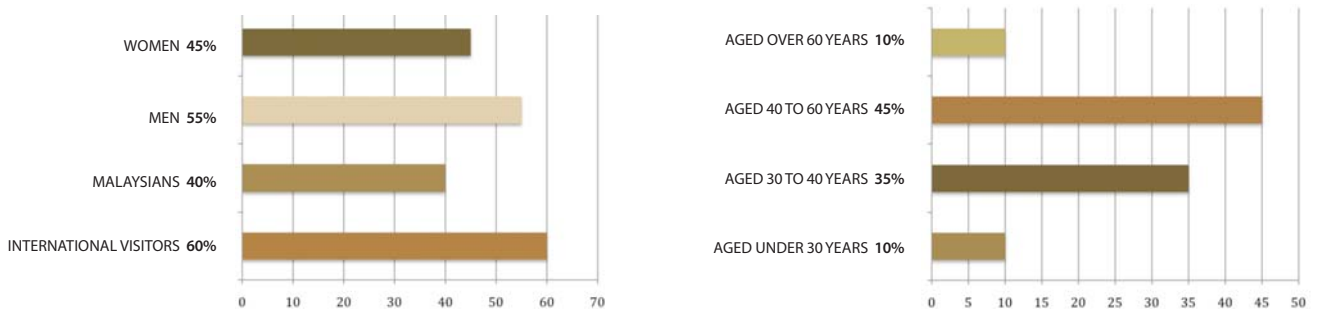
**Total circulation 10.000 copies**



## READERSHIP (PUBLISHER'S ESTIMATE)

Location	Number of copies	Readers per copy	Total readers
Hotels	5,000	10	50,000
Restaurants, spas, golf clubs, etc	1,000	4	4,000
Luxury residential condominiums	1,000	4	8,000
News stands and bookshops	500	2	1,000
Direct mail to VIP data base	2,000	3	3,000
Mailing and promotion	500	3	1,500
<b>Total estimated readership</b>	<b>10,000</b>		<b>67,500</b>

## READERSHIP PROFILE



NOTE: All readership and distribution figures above are the publisher's estimates and do not form part of any contract or agreement.





## ADVERTISING RATES

Full page (run of paper)	RM 10.000
Full page (right-hand facing)	RM 11.500
Double-page spread (run of paper)	RM 18.000
Double-page spread (prime position)	RM 22.000

## Special positions

Full page (guaranteed prime position)	RM 12.000
Inside back cover	RM 13.000
Inside front cover	RM 15.000
Back page	RM 18.000
Opening spread (inside front plus facing page)	RM 23.000
Front cover gatefold double-page spread	RM 29.000

## Sponsored features

2-page Sponsored feature	RM 22.000
4-page Sponsored feature	RM 32.000

**2 pages is the minimum for sponsored features and single pages will not be accepted for publication**

Sponsored features prices include artwork but are not inclusive of copywriting, translation or photography. Quotations are available on request.

## PUBLICATION SCHEDULE & DEADLINES

Essential Kuala Lumpur is published 4 times per year:

January/March | April/June | July/September | October/December

**Advertising reservation deadline** - 5th day of the month preceding publication

**Launch edition - July/September 2012**

**Copy deadline** - 10th day of the month preceding publication

## TECHNICAL DATA

Artwork to be supplied as high resolution print-ready PDF files with CMYK images embedded to 300dpi and crop marks accompanied by colour match proof.

**Full page:** 240 x 335mm + 3mm bleed

**Double-page spread:** to be supplied as separate pages each with 3mm bleed

# Essential

**KUALA LUMPUR**

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