

MALAYSIA TATLER

MEDIA KIT 2018

OUR BRAND PROMISE

L I F E . E X T R A O R D I N A R Y

Everything we do is set out to inspire our discerning audiences. We chronicle, experience, and celebrate the best in life.

INSPIRATION

We awake people's imaginations with unexpected stories and through celebrating life at its most beautiful and extraordinary

ACCESS

We give our discerning audiences an intimate perspective on the prestigious world of luxury living and connect them to the people within it

AUTHORITY

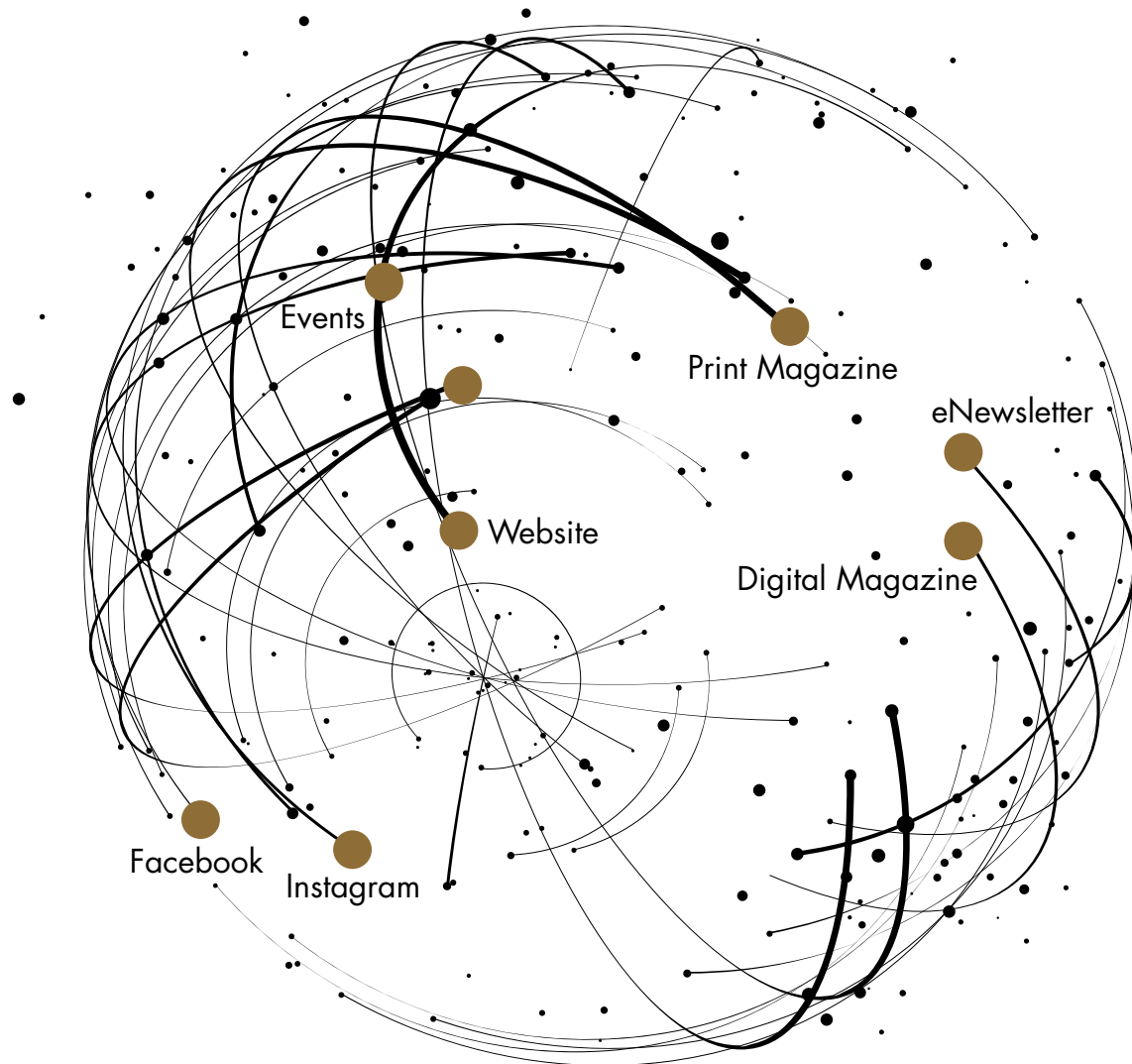
We enrich people's lives through intimate stories about remarkable people, our experts' opinion on refined living, and presenting trends as they happen

#WEAREMALAYSIATATLER

ONE BRAND – OMNI-CHANNEL REACH

268,499

TOTAL AUDIENCE REACH



LEADING LIFESTYLE MEDIA BRAND

Print Readership
64,499

Monthly Online Visitors
128,000

Email
16,000+

AUDIENCE CORE PROFILE

Age

Below 24
10%

25 - 49
64%

Above 50
26%

Gender

Female
55%

Male
45%

INFLUENCER NETWORK

THE 300 LIST

The definitive guide to the movers and shakers in the Malaysian society

ASIA'S MOST WANTED

The top 50 eligible ladies and gentlemen from around the region

GEN.T LIST

Malaysia's 50 brightest connectors, creative visionaries, influential innovators and disruptive talents

ASIA'S TOP 50 TECH STARS

The tech scene's top 50 rising players aged 40 and under

CONTENT CREATOR



"I think the magazine has progressed beautifully. It has maintained its standards and accountability."

Tunku Dara Naquiah
Special Royal Consultant



"You know that if it's in Tatler, it's the best."

Asia Tatler Reader Survey



"Tatler always has experts writing for them. Real people."

Asia Tatler Reader Survey



"The way Tatler throws parties makes everyone feel important. The whole experience feels very special and welcoming."

**Fred Choo
and Michele Kwok**
Founders, SOUled Society





TATLER PLATFORMS

PRINT



64,499

 MONTHLY READERSHIP

CIRCULATION:

10,031 Audited by ABC

CIRCULATION BREAKDOWN:

6,824 Strategic Display Locations
600 Qualified VIPs
2,079 Newsstands/Subscriptions

DISTRIBUTION CHANNELS:

6% VIP List
21% Direct Subscriptions
14% Retail Outlets
39% 5-Star Hotels
6% Airlines, Private Jets, Airport Lounges
2% Clubhouses
1% Luxury Services Apartments
9% Banks, Health & Fitness, Spa & Beauty Salons
2% *Others 1%

GENDER:

55% Female, 45% Male

AGE:

5% Under 25
23% 25 – 34
21% 35 – 44
32% 45 – 54
19% 55 & above

*Others include: restaurants and cafés

Source: Edipresse Media Malaysia Reader Survey

TATLER PLATFORMS

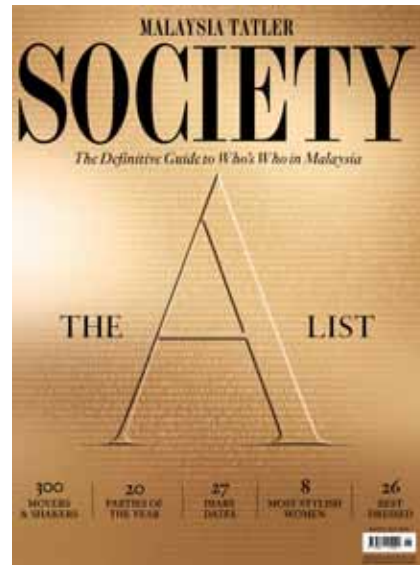
PRINT

BRAND EXTENSIONS



JUNE

The quintessential guide for high-society brides, *Malaysia Tatler Weddings* showcases the region's most spectacular weddings, dress designers, banquet venues and much more



DECEMBER

The who's-who guide to Malaysia, *Society* reveals the 300 most influential individuals in the city, as well as lists of last year's best parties and essential dates for the year ahead



DECEMBER

The annual publication is the authority for fine dining in the region since 1984, bringing you unbiased expert reviews and celebrating the best in culinary experiences. It is the perfect complement to MalaysiaTatler.com/T.Dining



ONE

TATLER PLATFORMS

ONLINE



MONTHLY VISITORS

128,000

MONTHLY PAGE VIEWS

2.5 Million

NEWSLETTER DATABASE

16,000

AUDIENCE PROFILE

36% 25 – 34

24% 35 – 44

15% 45 – 54

12% 55 – 64

9% Below 25

4% Above 65

GENDER

55% Female

45% Male

NEW VS RETURNING VISITORS

65% New

35% Returning

MOBILE VS DESKTOP

37% Desktop

63% Mobile (incl tablet)

SEARCH TRAFFIC SOURCE

33% Organic Search

20% Direct

18% Others

25% Social

4% Referral

TATLER PLATFORMS

SOCIAL MEDIA

Daily updates on the world of luxury lifestyle via our social media platforms



FACEBOOK

34,000+
MALAYSIA TATLER



INSTAGRAM

31,000+
MALAYSIA TATLER

TATLER PLATFORMS

DIGITAL RATES

Contact our team of digital experts for custom-tailored solutions to meet your campaign needs.



- Rates effective May 2017 and are subject to further changes in 2018
- 100% SOV buys with specific ad unit combinations on desktop and mobile
- Site buy-outs are subject to availability and do not include DINING, HOMES, and SPECIAL PAGES
- Specs and guidelines will be provided upon receipt of a confirmation order
- Cancellation charges apply
- Category-specific advertisers only: DINING, HOMES
- Rates are inclusive of 15% agency commission and subject to 6% GST
- Edipresse Media Malaysia Sdn Bhd reserves the right to approve creative artwork prior to display campaigns going live
- Material deadline: 14 days prior to live date. Late submissions that result in delayed start dates will not be compensated

FORMAT

Write-up Advertorial/Video Advertorial (video asset provided by client)

Digital Display Banners

Creative Buy (Photoshoot/Videoshoot)

Endorsed eDM

eNewsletter Takeover (Leaderboard)

Native Advertising (Tatler Picks)

ONE-OFF

RM10,800

Upon Request

Upon Request

RM13,000

RM14,400

Upon Request



EVENTS

FLAGSHIP ANNUAL EVENTS



GEN.T MAY 2018

Gen.T celebrates Malaysia's brightest talents with its dynamic platform to connect the city's upcoming entrepreneurs and business leaders. The event marks the annual launch of the Gen.T list, which features Malaysia's 50 most promising game changers.

TATLER BALL NOVEMBER 2018

The Tatler Ball has always been one of the most anticipated annual events on the social calendar. Being invited to the event is the ultimate affirmation of one's social status. The Tatler Ball is a tradition in Malaysia, as well as in China, Taiwan, Singapore, Hong Kong, Thailand, Indonesia and the Philippines.

T.DINING BEST RESTAURANTS AWARDS DECEMBER 2018

The *Best Restaurants Awards Night* is the talk-of-the town, a culinary event that unveils the new year's guide alongside an awards ceremony paying tribute to premier chefs, restaurateurs and industry experts who paved the region's culinary landscape.

EVENTS

ENGAGE WITH OUR AUDIENCE



CONCEPTUAL MARKETING EVENTS

We team up with clients to organise concept-driven and tailor-made events and campaigns that reach out to our VIPs in unique and memorable ways.

example: - Power Lunch Series by Lexus
- Tatler Beau-T Playground

EVENT PARTNERSHIPS

We support corporate social responsibility initiatives, fairs and conferences, sporting events, food & wine shows, fashion showcases and product launches.

example: - Tatler Ball
- Gen.T
- T.Dining Best Restaurants Awards

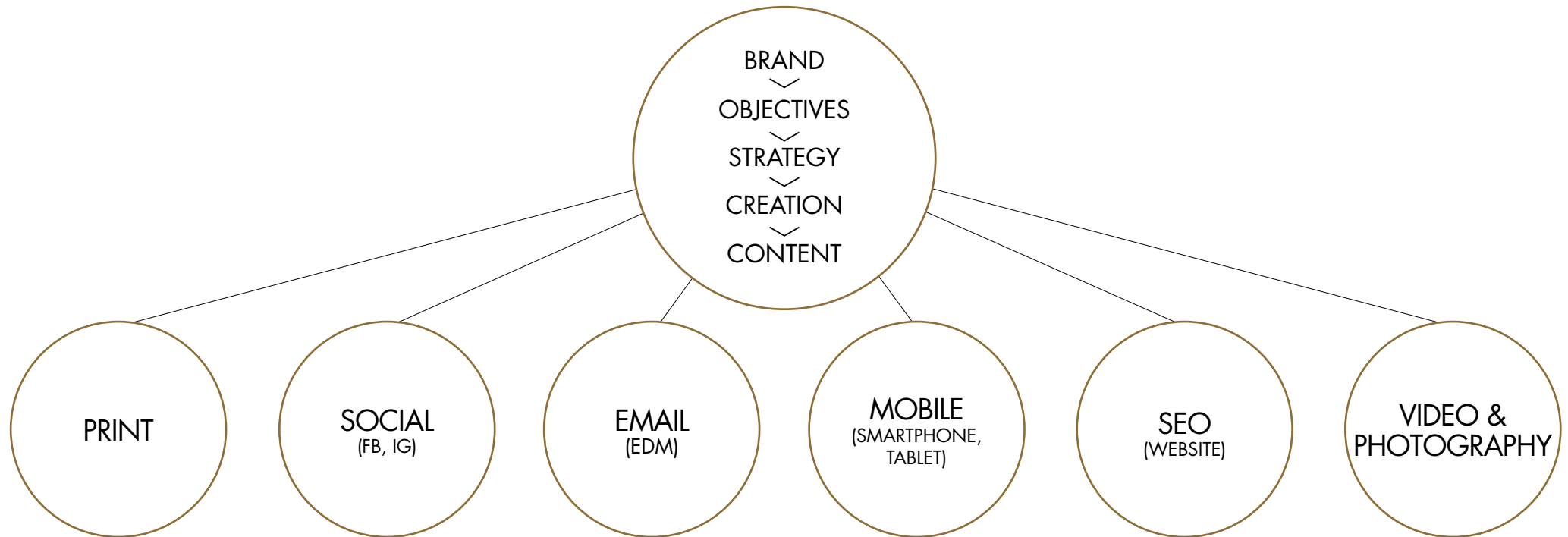
CROSS-MARKETING PARTNERSHIPS

We join forces with existing partners to bring unique reader engagement opportunities to our audience.

example: - Shiseido
- Breguet
- Ermenigildo Zegna
- Eco World

CONTENT STUDIO

From the printed word to the moving image, we take an integrated, omni-channel approach to content creation.
Our award-winning teams are ready to produce great content for your brand.



BRANDS WE WORK WITH

JAEGER-LECOULTRE

BMW

CHOPARD

MOET HENNESSY DIAGEO

LANCÔME

VAN CLEEF & ARPELS

SHANGRI-LA
KUALA LUMPUR

FENDI

CLÉ DE PEAU BEAUTÉ

LEXUS

MANDARIN ORIENTAL
KUALA LUMPUR



ADVERTISING

ADVERTISING

PRINT RATE CARD

TYPES	NO./PAGES	RATES (RM)	6X	12X
STANDARD ADVERTISING				
Full Page (ROP)	1	14,800	13,700	12,500
Double Page Spread (ROP)	2	29,600	27,400	25,000
SPECIAL INSERTION				
Outside Back	1	28,200	26,300	24,300
Inside Back	1	21,800	20,300	18,600
IFC Spread	2	49,800	47,600	45,100
1st DPS	2	38,500	36,000	33,200
2nd DPS	2	36,100	33,600	30,900
3rd DPS	2	34,600	32,100	29,400
4th DPS	2	33,100	30,600	27,900
Ad facing Around Asia	1	16,100	14,900	13,600
1st Ad facing TOC	1	16,100	14,900	13,600
2nd Ad facing TOC	1	16,100	14,900	13,600
3rd Ad facing TOC	1	16,100	14,900	13,600
Masthead/Editor's Note	1	16,100	14,900	13,600
Guaranteed Position Facing Content: <i>Concierge/Faces/Style/Life</i>	1	15,700	15,500	13,300

GUARANTEED POSITIONS

Depending on availability of space and subject to the following surcharges: - Fixed position: 20% loading - Page facing editorial: 15% loading.

NON-STANDARD ADVERTISING

Rates quoted are for basic process colours (Cyan, Magenta, Yellow & Black). Rates for insert, special colours, metallic inks, gatefolds and other non-standard advertising are available from the director.

BOOKING DEADLINE

Six weeks preceding the month of publication.

CLOSING DEADLINE

For non-prime position, closing date for all material is the first day of the month preceding the month of publication.

CANCELLATION

No cancellation accepted after 6 weeks preceding the month of publication. Bookings for fixed and prime position advertisements are non-cancellable.

MAGAZINE SIZE MEASUREMENT IN MM (W X H)

SIZE	TRIM	BLEED**	TYPE AREA
Full Page	228 x 305	238 x 315	208 x 285
Double Page Spread	456 x 305	466 x 315	208 x 285 each page
Front Cover Reverse Gatefold	*452 x 305	*462 x 315	206 x 285 each page

For further enquiries regarding the submission of materials, please contact your advertising representative.

*226(L) +226(R) **BLEED SIZE: ADDITIONAL 5MM FROM EACH SIDE

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