

TEG

The Expat Group



REACHING THE
INTERNATIONAL COMMUNITY

WHY CHOOSE THE EXPAT GROUP?

The **Expat Group** focuses on reaching English speaking members of the international community. They can be broken down into two broad groups. The first group consists of foreigners who live here who are a mix of working expats, retirees and their respective families. The second group are those that live overseas and are visiting on business or for pleasure. It also includes people looking for more information about the country.

Whichever of these groups you are targeting, we have channels to reach them. This flyer focuses on the second group: the ones who still live overseas.

Our award winning publication, **Senses of Malaysia**, reaches many visitors and people overseas. Our guide book for Kuala Lumpur, the *KL Welcome Guide*, is placed in some 20,000 hotel rooms and reaches tens of thousands of overseas visitors.

Our various websites reach people all over the world who are seeking more information about the country. The websites cover a diverse range of topics from property to health tourism to the Malaysia My Second Home programme.

This flyer explains the various channels we have to reach people outside the country or visiting for a short time. We are happy to provide more details upon request.

THE PUBLICATION – SENSES OF MALAYSIA



Senses of Malaysia is a publication devoted to showcasing Malaysia's many attractions as a tourist destination. It aims to encourage inbound tourism and repeat visits, attract foreign investment, health tourism and stimulate interest in the Malaysia My Second Home programme.

Copies are widely sold and distributed in the country and abroad and are placed on board all MAS international flights, in MAS airport VIP lounges, 4 & 5 star hotels and at Malaysian Embassies around the world. The magazine covers a host of topics from relaxation and recreation to education, from world music to flora and fauna, horse riding to golf.



Now onboard 

TWO SIGNIFICANT ACHIEVEMENTS

Senses of Malaysia which was launched in 2007 was recently awarded the "Best Tourism Publication" by the Ministry of Tourism at their 2010 Malaysia Tourism Awards ceremony. This endorsement and recognition by the government is reflective of the magazine's value and benefit the publication brings to Malaysia and its economy.

Malaysia Airlines has selected *Senses of Malaysia*, as on board reading for their international flights. Many magazines seek to be placed on board but very few are chosen. Having a magazine on board flights is quite a difficult feat and it's a prestigious recognition for any publisher.

There will be several copies placed in the different classes of travel in all international flights. **The Expat Group** will be providing in excess of 1,500 copies per issue to enable MAS to top up when the flights return to Malaysia. *Senses of Malaysia* will also be placed in their airport lounges.

With this new exposure to so many international travellers, the magazine will help showcase and promote Malaysia as well as add value for advertisers. Of added value is the fact it is produced by foreigners living in Malaysia, therefore adding to its credibility with the international community.

TARGET AUDIENCE

Tourists and business travellers, foreign investors, resident expats, affluent Malaysians, prospective visitors.

DISTRIBUTION

Print run: 10,000 copies every other month

Malaysia Airlines (2,000 copies)

- Reading copies on MAS international flights
- Airport lounges and retail sales offices

Malaysia (over 6,000 copies)

- Sold in major bookstores and newsstand chains
- 4 & 5 star hotels – placed in suites and business centres, club floors and lounges
- Foreign Embassies
- Tourism Malaysia offices
- Airport lounges
- Subscriptions
- 500 captains of industry
- Subang Skypark Airport Terminal
- All 22 Mercedes-Benz dealerships in Malaysia including Sabah & Sarawak

International (over 2,000 copies)

- All Malaysian Embassies and High Commissions
- Sold in Singapore bookstores
- Reading copies in selected locations in Singapore
- Subscriptions

ADVERTISING RATES

ADVERT FORMAT	DIMENSIONS	RATE (RM)
Back Cover		12,500
Inside Front Cover	Text 265mm (H) x 180mm (W)	10,000
Inside Back cover	Trim 297mm (H) x 210mm (W)	9,000
Full Page	Bleed 305mm (H) x 215mm (W)	8,000
Half Page (Horizontal)	130mm (H) x 180mm (W)	4,200
Half Page (Vertical)	265mm (H) x 85mm (W)	4,200
One Third Page (Horizontal)	80mm (H) x 180mm (W)	2,900
One Third Page (Vertical)	265mm (H) x 55mm (W)	2,900
Quarter Page	130mm (H) x 85mm (W)	2,200
Panel	45mm (H) x 180mm (W)	1,700
Showcase (1/6th page)	40mm (H) x 180mm (W)	1,000
Picture and write up		

ARTWORK FEE:

- Charge will depend on work involved.
- Ranges from RM300 – RM800

BOOKING DEADLINE: 30 days before publishing month

NB: All prices are subject to 6% government sales tax



THE PUBLICATION – SUPPLEMENTS & GUIDES



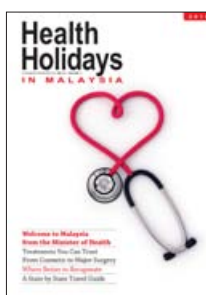
THE MM2H GUIDE

Target Audience: Tourists, regional expats and newly arrived expats and Malaysia My Second Homers.

Frequency: Annual

No of copies/size: 10,000 copies, A4 size, 40 to 50 pages.

Distribution: Copies are given to foreign guests at selected tourist hotels, and widely distributed at exhibitions and property fairs in Malaysia and overseas. Placed in Tourism Malaysia's MM2H One Stop Centre. Placed in welcome pack and sent to all newly arrived expats.



HEALTH HOLIDAYS IN MALAYSIA

Target Audience: Resident expats, Malaysia My Second Homers and overseas visitors seeking wellness or medical services in Malaysia.

Frequency: Annual

No. of copies/size: 20,000 copies, A4 size, around 60 pages.

Distribution: Existing subscribers to *The Expat* magazine, local and international Tourism Malaysia offices, other international Malaysia representative offices, hotel business centres, embassies, events we participate in and airport lounge. A complete copy of the magazine can be read at www.expatkl.com



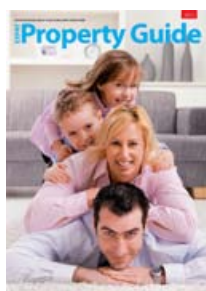
THE EXPAT EDUCATION GUIDE

Target Audience: Resident expats and newly arrived expat and Malaysia My Second Homers.

Frequency: Annual (July)

No. of copies/size: 10,000 copies, A4 size, around 60 pages.

Distribution: Sent to all existing subscribers to *The Expat*. Placed in welcome pack and sent to all newly arrived expats. A complete copy can be read online at www.expatkl.com and www.mm2h.com



PROPERTY GUIDE

Target Audience: Resident expats, Malaysia My Second Homers and foreign property buyers.

Frequency: Annual (November)

No. of copies/size: 10,000 copies, A4 size, around 60 pages.

Distribution: Sent to all subscribers of *The Expat*, foreign property buyers through real estate agents, moving companies, expat associations, foreign embassies and hotel business centres. The editorial content available on www.propertyinmalaysia.com



THE KL WELCOME GUIDE

Target Audience: Tourists and visitors to Kuala Lumpur.

Frequency: Annual (March)

No of copies/size: 35,000 copies, A5 size, around 120 pages

Distribution: Placed in approximately 80 Klang Valley hotels and sold in major book-stores.

WEBSITES

www.ExpatKL.com



Target Audience: Resident expats and working expats planning to move to Malaysia.
Monthly Visitors: 14,000 unique visitors; 1,400,000 page views.

Content: Information about all aspects of living in Malaysia, directories of embassies, expat associations, schools etc. Message boards, searchable database of expat friendly restaurants, bars, shops and service companies.
Launched: 2001

www.PropertyInMalaysia.com



Target Audience: Foreigners interested in buying property in Malaysia.

Monthly Visitors: 3,500 unique visitors; 70,000 page views.

Content: Information about buying property in Malaysia. Searchable database of new developments, properties for sale & rent and real estate agents around the country. Only features properties foreigners can buy.
Launched: 2007

www.MM2H.com



Target Audience: People interested in knowing more about the Malaysia My Second Home programme.

Monthly Visitors: 6,000 unique visitors, 250,000 page views.

Content: Information about the Malaysia My Second Home programme and living in Malaysia. Includes directories of relevant services and a free help desk. Help desk handles over 1,000 enquires a year. There are around 1,500 people from 60 different countries registered to receive a newsletter every month.
Launched: 2004

WEBSITES

www.DineMalaysia.com



Target Audience: Malaysian and foreigners interested in finding upmarket restaurants around Malaysia.

Monthly Visitors: 8,000 unique visitors; 300,000 page views.

Content: Information about the Malaysian dining scene. Searchable database of over 1,000 upmarket restaurants and bars around Malaysia.

Launched: 2004



www.SensesOfMalaysia.com



Target Audience: Local and foreign tourists.

Monthly Visitors: 10,000 unique visitors; 350,000 page views.

Content: Tourism destinations around Malaysia with editorial content and comments from foreigners and knowledgeable Malaysians.

Launched: 2008



EVENTS



Wine Dinner



Mingle



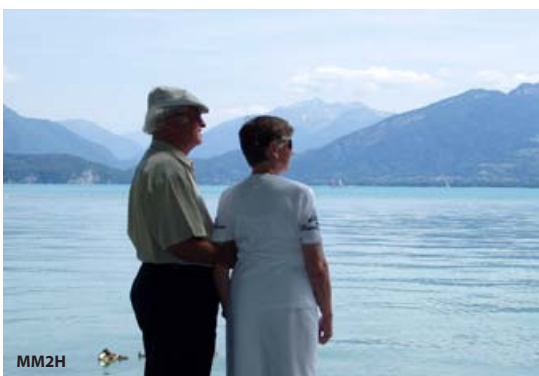
Seminar



Expat Expo

The **Expat Group** organises a variety of events primarily targeted at resident expats. However overseas visitors are welcome to attend. These events are always announced in the news section of www.expatriate.com. We have two regular monthly events – sit down Wine Dinner and networking evenings, The Expat Mingle. We also do special events for major clients as well as seminars and wine tastings.

OTHER SERVICES



MALAYSIA MY SECOND HOME

We are an authorized agent for assisting people seeking MM2H visa. Our primary focus is on English-speaking applicants and we are one of the most active agents and with an excellent success rate.

MARKETING MM2H & PROPERTIES

CEO, Andy Davison is actively involved in marketing the MM2H programme around Malaysia and overseas.

MARKET RESEARCH AND CONSULTANCY

We conduct surveys and research and provide advisory services on the most effective way to reach resident expats and the international market.

Advertisements EXPAT Expo
 Dmemberships
 V
 C
 E
 What Can We Do
FOR YOU?
 e-Mail Database
 & CONSULTATION
WEBSITES
 Direct Mail MM2H
PUBLICATIONS
SPECIAL EVENTS

For a customized package, **CONTACT:**

www.theexpatgroup.com

603.2093 9539 / 2094 9664

sales@theexpatgroup.com

7th Floor, Syed Kechik Foundation Building,
 Jalan Kapas, Bangsar, 59100 Kuala Lumpur, Malaysia.

Tel: 603.2093 9539 / 603.2094 9664

Fax: 603.2094 9690 / 603.2094 9670

General enquiries - info@theexpatgroup.com