



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.

HOME & DECOR FAST FACTS

Readership 60,000
Frequency 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

- 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.

ADVERTISING RATES

	CASUAL	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS
FULL COLOUR				
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	BLEED SIZE	TEXT SIZE
Full Page	275 x 220mm	281 x 226mm	255 x 190mm
DPS	275 x 440mm	281 x 446mm	255 x 410mm
2/3 Page Vertical	275 x 147mm	281 x 153mm	255 x 137mm
1/2 Page Vertical	275 x 110mm	281 x 116mm	255 x 100mm
1/2 Page Horizontal	135 x 220mm	141 x 226mm	125 x 190mm
1/3 Page Vertical	275 x 74mm	281 x 80mm	255 x 64mm

A gutter allowance of 10mm 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-3: 2002 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 Blu Inc Media Sdn Bhd at +603-5569-6800

stylish living
made easy

MALAYSIA
HOME & DECOR

MALAYSIA'S NO.1 INTERIOR DESIGN MAGAZINE

Home & Decor is Malaysia's leading authority on design and decor trends. Featuring beautiful homes and fine furnishings, it's the go-to for chic professionals passionate about home decorating. Home & Decor makes stylish living easy.



ALL YOU NEED TO CREATE YOUR DREAM HOUSE

Home & Decor features inspirational, creative home decoration ideas. The magazine is also packed with practical advice and the latest trends in kitchen and bathroom design, home financing, renovations and party solutions. All these and more, in every edition of Home & Decor.



Malaysia | Singapore | Indonesia

HOME & DECOR

We showcase the best in contemporary lifestyle, with topics on art, culture, travel, food and properties.

The Home & Decor Advantage

Home & Decor is the best interior decor magazine in Malaysia. Home & Decor balances beautiful homes, inspiring ideas and exciting design with useful advice and a practical approach to decorating. Its wide editorial scope means it appeals to both aspiring homeowners and readers looking to refresh or renovate their homes.

The magazine has enjoyed impressive growth, extending the brand's reach and circulation abroad with two licensed

partners. Home & Decor Indonesia and Home & Decor Singapore offer advertisers the opportunity to reach a wider pool of affluent, house-proud homeowners by investing in just one title.

Home & Decor is the publication of choice for interior design professionals and retailers launching new shops, collections and projects. The magazine works with various partners to produce booklets and hold workshops and contests for readers, too.

Designer showcase

Since its debut in 2003, *Designer Showcase* has been well received by both interior designers and homeowners. This annual guide helps homeowners find their perfect interior designer, and also provides design professionals with a platform to showcase their signature projects.



ADVERTISING RATES

FULL COLOUR	RM
Full Page (ROP) in Home & Decor	3,800

For sales enquiry regarding *Home and Decor* please contact **Michelle Yow (012 6945466)** and **Jessy Lai (012 6175440)**