

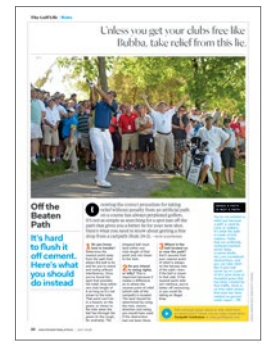


Golf Digest ^{Malaysia}

As the No. 1 golf publication in the world, Golf Digest is targeted at a select group of people who are affluent, successful, well-educated, and avid golfers. It offers readers unparalleled access to the world they love. Among others, Golf Digest showcases top tips and techniques by the world's greatest players, course reviews, insight on golf equipment, and interviews with successful corporate individuals. At the same time, it focuses on the young and up-and-coming golfers and presents a wide selection of articles on golf business, fashion and accessories for men and women, motoring which focuses on the dream cars, and golf vacations at some of the most popular spots both locally and internationally. We are committed to publishing the best and the brightest when it comes to ideas and images of golf's greatest teachers, players and writers. In return, our readers bring that same passion and loyalty to our magazine. They open it up and put the rest of the world on hold. And for marketers, that's one reason why Golf Digest is the most powerful publication in the industry.



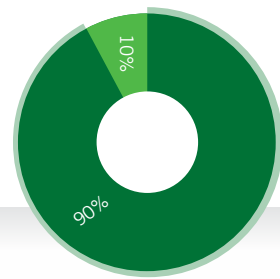
IN EVERY ISSUE



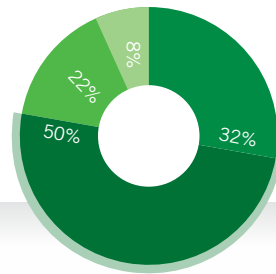
Golf Digest ^{Malaysia}

The #1 Golf Publication

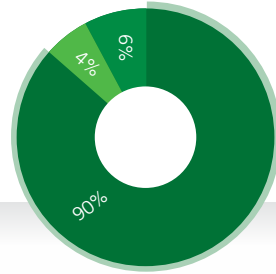
READERSHIP STATISTIC



GENDER
 ■ Male
 ■ Female



AGE GROUP
 ■ 30 - 39 years old
 ■ 40 - 49 years old
 ■ 50 - 59 years old
 ■ below 30



OCCUPATION
 ■ Professionals / Managers / Executives / Businessmen
 ■ Student
 ■ Retired

WELL-EDUCATED

- 90% have attended, graduated from college, or more
- More than one-third (35%) have pursued post graduate studies

SUCCESSFUL

- 70% are employed
- 83% of employed subscribers hold professional/managerial positions

INVOLVED

- Golf Digest (US) subscribers are highly engaged with the magazine:
 - 90% have read three of four of the last four issues, indicating strong reader loyalty
 - They spend an average of 2.4 hours reading each issue, delivering strong reader commitment

- 75% saved their last issue of Golf Digest for future reference or clipped items of interest
- Those who save their issues do so for 13 months

AVID GOLFERS

- They play golf an average of 75 days per year
- 46% are members of private golf club
- 66% have played at resort course in the past year
- 94% typically take trip where golf is played each year
- Take an average of 4.2 golf trips a year

COMMITTED GOLFERS

- They have been playing golf for an average of 18 years
- They are active enthusiasts of the game, reporting a median handicap of 14
- 89% have a handicap of 22 or less

ADVERTISING RATES (PRINT)

Golf Digest (RM)	1x
FOUR COLOUR	
Full Page	6,300
Double Page	12,000
Inside Front Cover or Page One	8,200
Inside Front Cover Spread	13,500
Outside Back Cover	10,000
Inside Back Cover	8,000
Facing Content	7,200
Facing Masthead	6,800
Two Column (Vertical)	4,600
Half Page 4,200	4,200
MONOTONE	
Full Page	4,800
SPECIFIED POSITION	
Specified Position (subject to availability)	15% loading
Guranteed Facing Editorial	10% loading

*Rates subject to prevailing Government Tax
 *Estimate

PUBLICATION

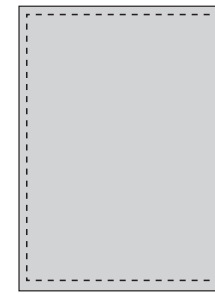
FREQUENCY : Monthly
LANGUAGE : English
READERSHIP : 40,000*

Booking Deadline: 7 Weeks Before Publication

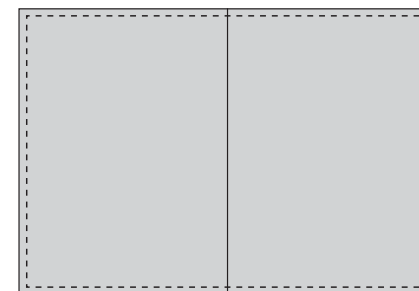
FREQUENCY DISCOUNT (PER YEAR)

3 Pages	5%
6 Pages	10%
12 Pages	15%

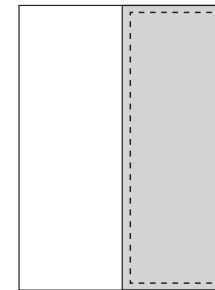
MATERIAL SPECIFICATIONS



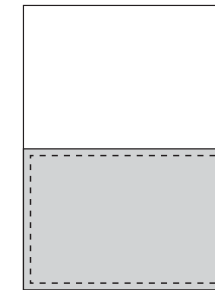
FULL PAGE
 Trim Size: 200 (w) x 270 (h)
 Bleed Size: 206 (w) x 276 (h)
 Text Area: 180 (w) x 250 (h)



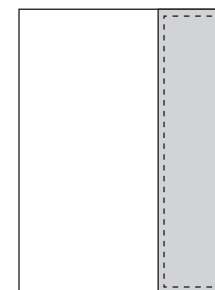
DOUBLE PAGE SPREAD
 Trim Size: 400 (w) x 270 (h)
 Bleed Size: 406 (w) x 276 (h)
 Text Area: 380 (w) x 250 (h)



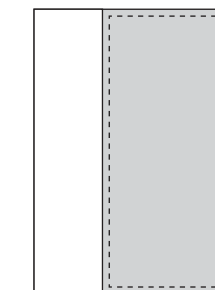
1/2 PAGE (VERTICAL)
 Trim Size: 100 (w) x 270 (h)
 Bleed Size: 106 (w) x 276 (h)
 Text Area: 80 (w) x 250 (h)



1/2 PAGE (HORIZONTAL)
 Trim Size: 200 (w) x 135 (h)
 Bleed Size: 206 (w) x 141 (h)
 Text Area: 180 (w) x 115 (h)



1/3 PAGE (VERTICAL)
 Trim Size: 65 (w) x 270 (h)
 Bleed Size: 71 (w) x 276 (h)
 Text Area: 45 (w) x 250 (h)



2/3 PAGE (VERTICAL)
 Trim Size: 130 (w) x 270 (h)
 Bleed Size: 136 (w) x 276 (h)
 Text Area: 110 (w) x 250 (h)

*All measurement in millimeters. Text and images must be kept at least 5mm from spine and trim lines.

DIGITAL TRANSMISSION (PRINT ADS)

Blu Inc Media Sdn Bhd, only accepts print ads in PDF Format via advertisement delivery system (Digital Transmission).

FILE FORMAT

- Font embedded above 8 points, Reverse White Text – 10 points and above.
- Maximum Ink Density: 300 TVC in total.
- All images in CMYK format under Fogra 39L colour profile (RGB Format not accepted).
- All final material/files are to be sent through the advertisement delivery system together with a DIGITAL PROOF using Blu Inc Media Sdn Bhd's ICC Colour reference profile (ISO Fogra 39L) for printing reference. The system will check and verify your files based on the print requirement and specification, before being delivered to Blu Inc Media Sdn Bhd.
- Supplied proofs must have the Blu Inc Media's GMG colour control bar and Ugra/Fogra the MediaWedge V3 Colour bar with an attached pass/fail sticker indicating compliancy.
- By choosing not to supply a DIGITAL PROOF using Blu Inc Media Sdn Bhd's ICC Colour reference profile (Fogra 39L) with this ad submission, the colour reproduction of the ad will be based on industry standard best practices to achieve colour as accurate as possible from the supplied digital file.
- Blu Inc Media Sdn Bhd will only take responsibility for accurate colour reproduction if the digital proof is provided using the above standards.
- Digital files will not be accepted on disc, via email or in any other conventional methods.
- Blu Inc Media Sdn Bhd does not repair digital files. Ads containing errors will be returned to advertisers.

Blu Inc Media Sdn Bhd will retain digital ads for 6 months from the last insertion date

- After this time, digital files need to be resubmitted via the advertisement delivery system (Digital Transmission).

Accurate copy instructions must be entered within the digital transmission software

- Copy instructions allow us to easily identify your advertisement. It is particularly important to enter the publication/run date, which is the insertion month of the advertisement.

Digital files must be prepared to the correct size

Blu Inc Media Sdn Bhd requires a minimum of 3mm bleed on the advertisement. Please ensure that all elements that you wish to print are kept within the text area as indicated in the specifications within digital transmission application.

For **TEXT** running across a Double Page Spread (DPS), the **TEXT** must be 10mm away from the gutter on both sides to avoid for the **TEXT** to be bind into the spine.

Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

Blu Inc Media Sdn Bhd will not take responsibility of any text or visual be cropped/ bind into the gutter, if the above measurements/instructions are not adhered.

If you wish to sent a digital ad and/or supply a digital proof but do not have the advertisement delivery system or suitable proofing system installed, please contact our production team/sales team for the list of advertisement delivery system providers at 03-79527000.

MATERIAL DEADLINE

The Material deadline is 5 weeks before publication date, if the material is not received within the deadline, the publisher reserves the right to repeat any previous advertisement of the same size or to fill the space at its discretion.

CANCELLATION

All specified positions and creative buys are non-cancellable. Cancellation deadline is 6 weeks before publication date.

BluInc

Blu Inc Media Sdn Bhd (7408-k)

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