EH!
THE LEADING MALAY - LANGUAGE FASHION & BEAUTY GUIDE
EH! is a BEST-SELLING* Malay-language fashion and beauty title.

Launched in 1999, EH!’s strengths are its TRENDY yet ACCESSIBLE fashion and beauty content, and local celebrity coverage.

It is an INSPIRING, INFORMATIVE and PRACTICAL read.

*According to MyNews.com ranking
EH! READER'S PROFILE

OUR READERS

85% YOUNG PROFESSIONALS
18-34 years old

82% HIGH SPENDING POWER
PMEB group and above

79% SMART & SAVVY
Have a university degree

93% OWN A CAR

78% LOVE SHOPPING

76% LOVE DINING OUT

86% HAVE INTERNET ACCESS AT HOME

63% ARE INTERESTED IN FASHION
EH! CONTENTS

30% PRACTICAL BEAUTY
EH! brings the latest beauty products and info, sharing a variety of tips and secrets to looking beautiful.

15% SENSATIONAL ENTERTAINMENT
Readers love EH!’s hottest and latest celebrity news (local and international). Readers are updated on the most recent in music, film, and even gadgets.

30% SENSIBLE FASHION
EH!’s beautifully photographed fashion pages offer inspiring yet wearable interpretations of the season’s freshest trends. Fashionistas also love its expert tips and style ideas.

25% POSITIVE LIFESTYLE
The best guide on a positive lifestyle. Relevant and practical information about travel, food, career and health inspires the 21st century woman.
We gather 360 tips and tricks to the readers; from fashion, beauty to lifestyle. The book where readers get exclusive tips and beauty secret from the celebrities.

**JURNAL SELEBRITI**

"TASHA SUKAKAN GINCU MERAH SEBAB IA BUAT WAJAH KITA NAMPAK SEGAR DENGAN SEGERA."

- Keayuan wajahnya menawan sanubari. Sebagaimana dilihat di kaca TV, begitu di luar lensa, personalitinya memang menyenangkan.
- Singkap rahsia kecantikannya dan apakah tema perkahwinan impian gadis pan Asia ini.

**TASHA SHILLA**

Sumber: Jurnal Selebriti

Gambar: Aaron Lee (Lensworks)

Solekan: Emmy Agung

Dandanan: David Shaw (Hair Menu)

Busana: Alia Bastamam

Subang: H&M
In celebrating the festive season, we provide various ideas from fashion, beauty to lifestyle to ensure everyone enjoy the Raya in very fashionable ways.
Our annual wedding booklet that provides beneficial tip to bride-to-be. We combine all the tips and checklist; from fashion, beauty to wedding and hantaran decoration. Plus, we also share DIY for gifts and table setting.
EH! 2017 SUPPLEMENTS & EVENT SPONSORSHIP

MARCH
EH! Fashion & Music Festival Event

APRIL
Style Me Up Workshop

MAY
Jurnal Selebriti

JUNE
Raya Special

JULY
Anugerah Cantik EH!

AUGUST
Wedding Booklet
Anugerah Stail EH! Event

NOVEMBER
EH! Top 20 Event
JANUARY 2017
Best workout outfit, perfect cut/designs for your body type, plus celebrity style transformations.

FEBRUARY 2017
Best lingerie & innerwear.

MARCH 2017
No black for a week. Ideas wearing colours for the whole week.

APRIL 2017
Casual Friday – how to wear denim to work.

MAY 2017
Social influencers style choice.

JUNE 2017
Fabulous accessories for Raya.

JULY 2017
The most celeb packed issue ever!

AUGUST 2017
Special guide to be fabulous & urban hijab girls. The ideas of mix & match, from workwear, casual to special occasion.

SEPTEMBER 2017

OCTOBER 2017
Tried & Tested- best beauty treatment in town such as slimming, facial, detox, spa & hair.

NOVEMBER 2017
EH! Top 20- hottest up & coming female & male celebrities in Malaysia.

DECEMBER 2017
Discover exciting destination in oriental countries.
**EH! EVENTS**

**EH! Style Me Up Workshop**

This annual workshop gathers experts from fashion, beauty to lifestyle to sharing exciting information with the readers in creating interesting and fashionable life.
EH! Lunch Date Bersama Selebriti

EH! invited our loyal readers to our intimate and private lunch session with the hottest male celebrities.
Held biannually, Anugerah Stail EH! awards top local celebrities for their personal style or glam factor. The editorial team and guest judges are tasked with nominating a shortlist of candidates. Subsequently, fans get a chance to get up close and readers will vote for their favourite celebs over two months through the Eh! website with follow up coverage in print, the newspapers and sponsors' outlets. The campaign concludes with a dinner event where celebrities and readers are invited and the winners are announced and awarded.
First time ever for a magazine to introduce a fashion collaboration with three celebrities and biggest fashion online shopping in Malaysia, Fashion Valet. The collection was designed by Lisa Surihani, Nabila Huda and Scha Alyahya, and it was staged during KL Fashion Week 2016. The collection can be purchased on Fashion Valet website.
EH! Bridal Workshop

This annual workshop gathers experts from various fields, from fashion designer, makeup artist to wedding decorator. This is the place for readers to get as much information related to their wedding preparation.
Konsert Ulang Tahun EH! Ke-15 2014

One of the biggest events that have been organized by EH! This anniversary concert gathers top singers in Malaysia such as Dayang Nurfaizah, Misha Omar, Hafiz, Forteen, Alyah, Nur Fazura & Altimet. This concert was graced by the hottest celebrities.
EH! EVENTS

**EH! Top 20**

This signature event has been introduced since EH! was launched and has been changed its name to suit the approach. Known as EH! 20 yang Anggun before, now this annual event is known as EH! Top 20, where we assemble 20 of the hottest up and coming local female and male celebrities.
**ADVERTISING RATES**

**PRINT**

**ADVERTISING RATES**

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*Specified positions will be charged 20% loading. All advertisement rates are quoted in Malaysian Ringgit. Rates are subject to prevailing Government Tax.

**PUBLICATION**

- **FREQUENCY**: Monthly
- **READERSHIP**: 105,600**
- **LANGUAGE**: Malay
- **DISTRIBUTION**: Major bookstores & newsstands
- **BOOKING DEADLINE**: 7 weeks before publication

**Estimate readership**
**Materials Specifications**

- **Full Page**
  - Trim Size: 210 (w) x 275 (h)
  - Bleed Size: 216 (w) x 281 (h)
  - Text Area: 185 (w) x 255 (h)

- **Half Page (Vertical)**
  - Trim Size: 105 (w) x 275 (h)
  - Bleed Size: 111 (w) x 281 (h)
  - Text Area: 85 (w) x 255 (h)

- **Half Page (Horizontal)**
  - Trim Size: 210 (w) x 137 (h)
  - Bleed Size: 216 (w) x 143 (h)
  - Text Area: 185 (w) x 17 (h)

- **1/3 Page (Vertical)**
  - Trim Size: 70 (w) x 275 (h)
  - Bleed Size: 76 (w) x 281 (h)
  - Text Area: 50 (w) x 255 (h)

- **2/3 Page (Vertical)**
  - Trim Size: 140 (w) x 275 (h)
  - Bleed Size: 146 (w) x 281 (h)
  - Text Area: 120 (w) x 255 (h)

- **Double Page Spread**
  - Trim Size: 420 (w) x 275 (h)
  - Bleed Size: 426 (w) x 281 (h)
  - Text Area: 370 (w) x 255 (h)

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

**Material Requirements**

- **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 compliance.
  - 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 return 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**
  - 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.

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

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