

# YOUR GUIDE TO MEN'S FASHION & CELEB NEWS!

[www.glamllelaki.my](http://www.glamllelaki.my)

 @glamllelaki

 GLAM Lelaki

 @glamllelakimy



# 360 REACH!

More than just a magazine, GLAM Lelaki offers advertisers a **360-degree marketing platform** represented by both **print and digital magazines**, as well as website, social media, EDMs and events.

**FACEBOOK**  
11.5k Likers

**INSTAGRAM**  
22.6K Followers



# OUR READERS



## GENDER & AGE

Male  
Late 20s - Mid 40s

## JOB

Professionals, top  
execs, managers

## INCOME

5K & above

## TRAITS

Confident, Urbane,  
Affluent, Intellectual,  
Discerning, Worldly,  
Cultured

# THE INSIDE SCOOP



## **STYLE**

GLAM Lelaki is the leading tastemaker in men's fashion. With engaging visuals and in depth commentary that offer the latest in fashion, from both local and international scenes.

## **WATCHES**

Apart from a Watches section that highlight all that is new from the world of horology, we also present our annual report directly from Baselworld.

## **GL BLOG**

For better engagement with our readers, our writers share their expert opinions and views exclusively on our website, exploring fashion, grooming and lifestyle topics from their personal perspectives.

## **CELEBRITY CULTURE**

From print to our website and social media, GLAM Lelaki goes in depth to uncover inspiring stories from our industry's glitterati.

## **WEB VIDEOS**

Our very own GL Tube showcases GL Gym, a series of fitness videos, as well as exclusive personality interviews and behind-the-scenes footage of our various shoots and projects.

## **ONLINE POLLS**

To encourage participation, we invite our visitors to participate in online polls based on various themes and campaigns.



# 2016 / 17 EDITORIAL LINE-UP

**SEPT 2016** #kamianakMalaysia

**OCT 2016** The Black & White issue

**NOV 2016** The Future of Cinema

**DEC 2016** The Backpackers' issue

**JAN 2017** Reinvention

**FEB 2017** Love & Music

**MARCH 2017** The High Life (Royalty/Luxury)

**APRIL 2017** The Hobbyist

**MAY 2017** The Gender issue

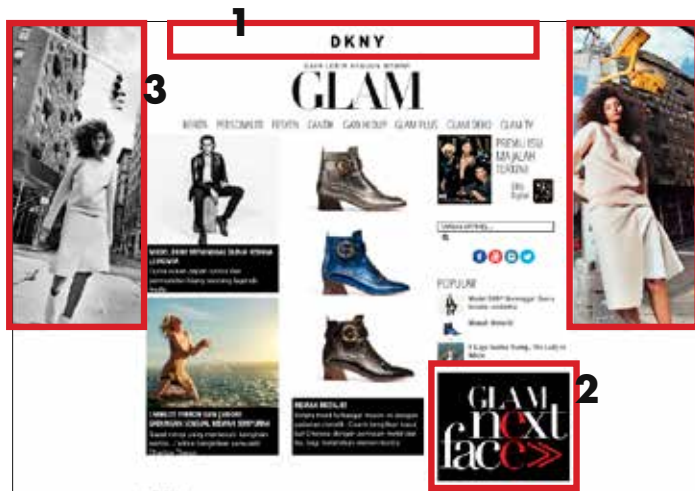
**JUNE 2017** The Age issue

**JULY 2017** The Body issue

**AUGUST 2017** The Comedy issue

# DISPLAY ADVERTISEMENT DESKTOP & MOBILE

HOME PAGE & OTHER SECTIONS						
AD FORMAT	MATERIAL SPECS (WEB)	MATERIAL SPECS (MOBILE)	FORMAT	2 WEEKS	1 MONTH	EXPANDABLE
Super Leaderboard Banner	970 x 90	320 x 50	GIF/HTMLS	RM3,200	RM4,000	+40%
MREC Banner	300 x 250	300 x 250	JPEG/GIF/HTMLS	RM2,400	RM3,000	+40%
Skinner	1580 x 700	N/A	JPEG only	N/A	RM7,000	+40%
Banner	300x 600	300 x 600	JPEG/GIF/HTMLS	RM2,400	RM3,000	+40%
Roadblock 100% SOV (1.Super Leaderboard, 2.MREC, 3.Skinner & 4.Half Page Banner)	Please refer to above			RM21,600	RM27,000	+40% except skinner
Online Advertorial	JPEG and Press Release			N/A	RM5,500	N/A
Special Creative (Rich media/Video)	On request					



# DEVELOPMENT RATES

DEVELOPMENT RATES	PRODUCTION COST
Microsite	RM8,000
Skinning	RM2,000
eNewsletter	RM2,000
Ad unit Development Leaderboard / Medium Banner - Non Flash	RM600
Ad unit Development Leaderboard / Medium Banner - Flash	RM3,000
eRegistration	RM5,000
Survey & Polls - Inclusive of eRegistration	RM7,500

## DIGITAL/TABLET (PREMIUM/ADD-ON OPPORTUNITIES)

Advertisers can enhance their existing ads in the digital copy by embedding video content and/or gallery.

DIGITAL ENHANCEMENT (APPLICABLE FOR PRINT ADVERTISER)	RATE PER MONTH
1st Enhancement on Ad	RM2,000
2nd Enhancement onwards	RM2,000

HTML A1 INSERTS (AD WILL APPEAR IN DIGITAL COPY ONLY)	RATE PER MONTH
Media Cost	RM3,500
Production Cost	To be separately, subject to creative execution
eRegistration	RM5,000
Survey & Polls - Inclusive of eRegistration	RM7,500



### ADVERTISING FEATURES:

- Roadblock features; 100% SOV (Share of voice)
- Rich Media (Interactive/HTML 5/video; Third Party Codes from APPROVED Ad Networks (Sizmek/Innity/D8P - Including HTML5 Rich Media / Interactive / AnimatedVideos ad setup is chargeable

### TERMS:

- Rates quoted are before GST.
- Agency commission is applicable on media only.
- Online advertorial: Replicated content from a print advertorial into a single article.
- Online ad unit (A1 insert) to be utilised within two months of production FOR ADVERTISING.

### GUIDELINES & SPECIFICATIONS:

PRINT & DIGITAL: <http://www.bluinc.com.my/glamlelaki>

# AT YOUR SERVICE

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