

GLAM.MY

The Ultimate Luxury Manual for the Fashionable Women



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About GLAM.MY

GLAM was the first ever high fashion magazine in Malay language and the print version was launched in 2004. GLAM revolutionizes and dictates how the society thinks - what they want, what they need in fulfilling a lifestyle of luxury. Targeting women of **28 years and above**, GLAM appeals towards those with high taste in fashion, jetsetting the world and living the high life. As a trendsetter, GLAM's uniqueness comes from its content that crosses cultures and challenges boundaries by being different and bold.

Explore luxury through the eyes of GLAM through GLAM.MY as we delve into the world of luxury. Click on to GLAM TV tab for clips of luxury, told in beautifully crafted videos about all things high fashion, the prestigious beauty cults and the high-flying life of the high society. With an elaborate content expanded from the print, GLAM's exclusivity is also now accessible via our digital platforms. With high numbers of strong and active quality **followers on Instagram with 76.9k followers and 27k followers on Facebook**, GLAM continues to inspire through first hand reports and uploads by the GLAM editors. **GLAM.MY is your digital luxury manual at the tip of your finger!**



Fashion, Beauty & Lifestyle



FASHION GLAM pushes the fashion boundaries with exciting and provoking interpretations of the latest styles. We deliver an exclusive insider's view from first hand reporting by our fashion editors. Jet-setting the globe from New York to London, Milan to Paris, the key runways trends updated in seconds through our Instagram, Facebook and Twitter.



BEAUTY GLAM's definition of beauty is not just skin deep. Spilling society's secret of eternal youth, we discuss about the latest groundbreaking technologies, expensive cult creams to aesthetic procedures. A life of prestige with luxurious pamperings at the most exclusive spas and salons.



LIFESTYLE GLAM leads the pack by defining what and who's next, be it in fashion or society. Through the pages of GLAM, we share our events and parties, interviewing stylish, influential women in the social circle. From powerful corporate figures to glamorous royals, these women have one thing in common - they are all part of the GLAM society.

Glam Horologi, Wedding & Junior



GLAM HOROLOGI

Society's fascination for fine watches is always fascinating and complementing a woman's beauty are the diamonds. Fine watches and fine jewelries go hand in hand in this exclusive manual.



GLAM JUNIOR

A glamorous mother always make sure her children dresses well too! Get the latest updates on the kids fashion, gadgets and other lifestyle needs - only the best for your little ones!



GLAM WEDDINGS

How do the rich and famous tie the knot? With excessive luxury, of course! GLAM Weddings is not only giving ideas on creating beautiful tasteful receptions, we also share some of the most luxurious wedding photos and details held all over the country.

Signature Events



MOST GLAM

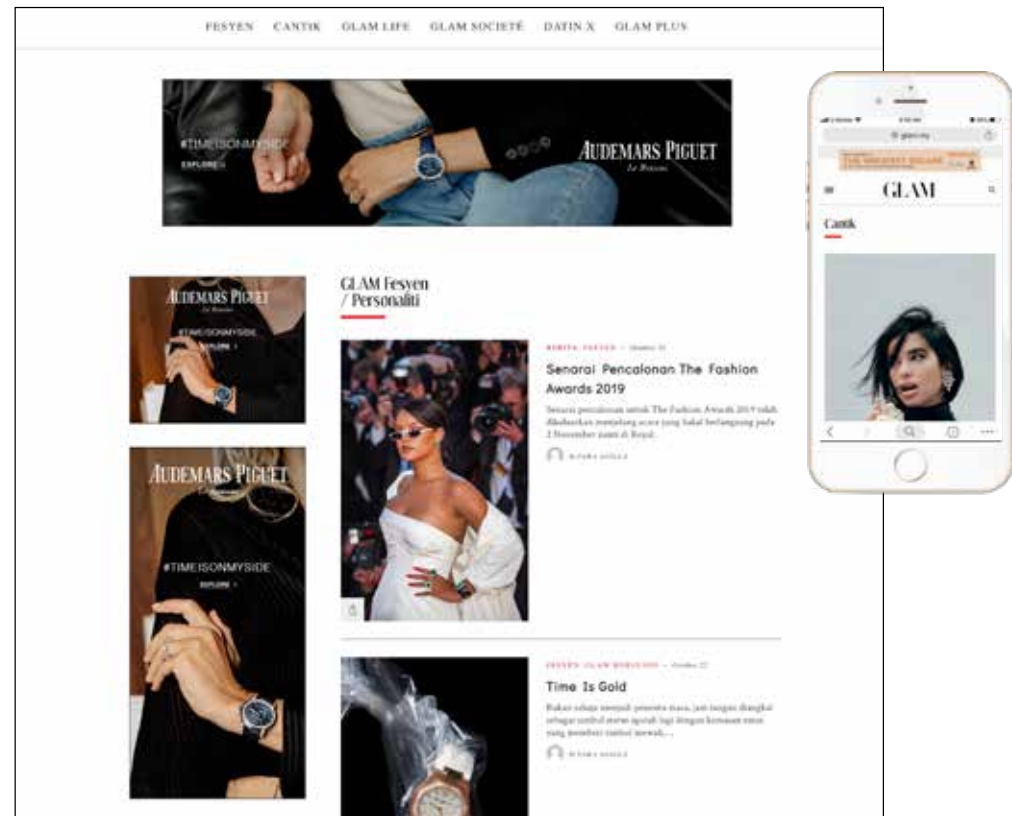
GLAM ends the year with an annual star-studded party announcing Malaysia's Most Glam list, which comprises celebrities, socialites and prominent personalities. The selection committee, chaired by the editor and friends from the fashion and art industries, shortlists from more than 100 names. The special editorial that appears in the December issue is hotly sought after as a collectible.

GLAM FASHION FUTURE

In an effort to enliven the local fashion arena, GLAM presents GLAM FASHION FUTURE – a platform to promote new fashion talent or designers and help them make a mark in the country's fashion scene. Local fashion brands will be chosen by GLAM to showcase their collections at this party, which made its debut in 2014 and is held every other year.

Rate (Desktop & Mobile)

PREMIUM AD UNITS	RATE PER MONTH	FORTNIGHTLY RATE
Homepage 100% SOV (Billboard 1, Billboard 2, Halfpage & Medium Rectangle)	RM31,000	RM24,800
Section 100% SOV Roadblock	RM27,900	RM22,320
Billboard	RM5,000	RM4,000
Halfpage	RM3,000	RM,400
Medium Rectangle	RM3,000	RM2,400
Online Advertorial	RM5,500	



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
Online Advertorial	RM800

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 ADVERTISERS)	RATE PER MONTH
1st enhancement on ad	RM2,000
2nd enhancement onwards	Additional RM1,000
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

ADVERTISING FEATURES:

- Roadblock features; 100% SOV (Share of Voice)
- Rich Media (Interactive/HTML 5/Video; Third Party Codes from APPROVED Ad Networks (Sizmek/Innity/DFP - Including HTML5 Rich Media / Interactive / Animated Videos 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/female>





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