

Gmt

GREAT MAGAZINE OF TIMEPIECES

XXL

THIS SPECIAL COLLECTOR'S EDITION IS ENTIRELY DEVOTED TO HIGH-END BRANDS OF EXCEPTIONAL WATCHES AND JEWELLERY

RATE CARD 2008



MALAYSIA'S ANNUAL SUPERSIZE WATCH MAGAZINE

- **Gmt XXL Malaysia covers the best Swiss and European watches and watchmakers,** combined with especially tailored insights and advice for watch collectors in Asia. Gmt XXL Malaysia will feature the best of this reportage – integrating it with articles and know-how from the Asia watch collecting scene to provide readers with the best from both worlds.

Key editorial sections of Gmt XXL Malaysia will include Watchmaker's Choice, New Releases, Testing Bench, Unique Creations, Technical Innovations, Strategy and Interviews. In-depth profiles on exceptional models from selected luxury brands will give the watch lover plenty of eye candy. The magazine will also have a column on collecting timepieces – authored by one of the Asia-Pacific's most respected horological experts.

Gmt XXL Malaysia highlights the intersection of these very vibrant worlds, thereby providing exceptional opportunities for advertisers to capture a premium audience who actively collect unique timepieces. Plus the large format allows us to show the artistry and technology of these extraordinary timepieces.



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CIRCULATION

- MT Subscribers/VIPs/Socialites 3,500
- Official Watch and Jewellery Distributors 1,500
- Selected Newstands 2,500
- Luxury Watch & Jewellery Retailers 3,500
- Luxury Hotels 1,500
- Events, Client & Advertising Agencies 1,000

Total	13,500
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RATES

- Cover (+ 4 editorial pages) RM28,800
- Front Positioning (facing Contents/Masthead/Editor's Note) RM25,800
- 1 x Full Page Full Colour (+ 3 editorial pages) RM18,000

Note: All rates quoted above are subject to 5% government tax. The above rates include 15% agency commission

TECHNICAL SPECIFICATIONS

- **Single Page**
Trimmed Size: 420MM (H) x 297MM (W)
Bleed Size: 425MM (H) x 302MM (W)
- **DPS Page**
Trimmed Size: 420MM (H) x 594MM (W)
Bleed Size: 425MM (H) x 600MM (W)
- PDF file in high resolution with fonts and images embedded
- All picture resolutions no less than 300DPI
- Files to be saved as CMYK where possible
- A piece of ISO Standard Colour proof MUST be provided to ensure colour quality to follow



GROUP
EDIPRESSE

For bookings, please contact: Marion Ng (Sales & Marketing Division)

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