

# Gmt

GREAT MAGAZINE OF TIMEPIECES



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

RATE CARD 2011



## MALAYSIA'S ANNUAL WATCH MAGAZINE

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

Key editorial sections of Gmt 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 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.

## CIRCULATION

○ <b>MT</b> Subscribers/VIPs/Socialites	4,000
○ Official Watch and Jewellery Distributors	1,500
○ Selected Newstands	2,800
○ Luxury Watch & Jewellery Retailers	3,500
○ Luxury Hotels	1,500
○ Events, Client & Advertising Agencies	1,500

**TOTAL (Copies)** 14,800

## RATES

○ Front Cover (+ 4 editorial pages)	<b>RM28,800</b>
○ Back Cover (+ 4 editorial pages)	<b>RM26,800</b>
○ Front Positioning (facing Contents/Masthead/Editor's Note)	<b>RM25,800</b>
○ 1 x Full Page Full Colour (+ 3 editorial pages)	<b>RM18,000</b>

**NOTE: ALL RATES QUOTED ABOVE ARE SUBJECT TO 6% GOVERNMENT TAX. THE ABOVE RATES INCLUDE 15% AGENCY COMMISSION**

## TECHNICAL SPECIFICATIONS

### ○ SINGLE PAGE

Trimmed Size : 305MM (H) x 228MM (W)  
Bleed Size: 315MM (H) x 238MM ( W)

### ○ DPS PAGE

Trimmed Size : 305MM (H) x 456MM (W)  
Bleed Size: 315MM (H) x 476MM ( W)

○ **PDF** file in high resolution with fonts and images embedded

○ All picture resolutions no less than 300 DPI

○ Files to be saved as CMYK where possible

○ A piece of ISO Standard Colour proof **MUST** be provided to ensure colour quality to follow

