

RE

GLAM

GAYA LEBIH ANGGUN MEWAH

RATE CARD

GLAM

PIONEERING

LAUNCHED IN MARCH 2004, IT'S THE COUNTRY'S FIRST
MALAY-LANGUAGE LUXURY FASHION MAGAZINE.

UNIQUE

THE LIFE, STYLE, INTRIGUE AND GLAMOUR OF THE LOCAL
RICH AND FAMOUS ARE BEAUTIFULLY PRESENTED IN A
MANNER UNIQUE TO US. THERE ARE MANY IMITATORS BUT
ONLY ONE GLAM MAGAZINE.

REVOLUTIONARY

BOLD, EDGY, WITTY, CREATIVE AND AWE-INSPIRING – IT'S
MODERN AND RELEVANT.

Publication Details

FREQUENCY

10 issues

LANGUAGE

Bahasa Malaysia

READERSHIP

54,000

DISTRIBUTION

5 Star Hotels, Retail Outlets &

Major Bookstores

COVER PRICE

RM 8.00 per copy

GLAM

Readers Profile

SHE LOVES SHOPPING
AND SPLURGES ON
CLOTHES, SHOES,
BAGS AND JEWELLERY.
SHE PAMPERS HERSELF
WITH THE BEST BEAUTY
PRODUCTS. SHE LIVES
THE HIGH-FLYING LIFE
AND TRAVELS IN STYLE.
SHE ENJOYS THE FINER
THINGS IN LIFE.

31%

20-29 years old

AGE GROUP

69%

30-49 years old

70%

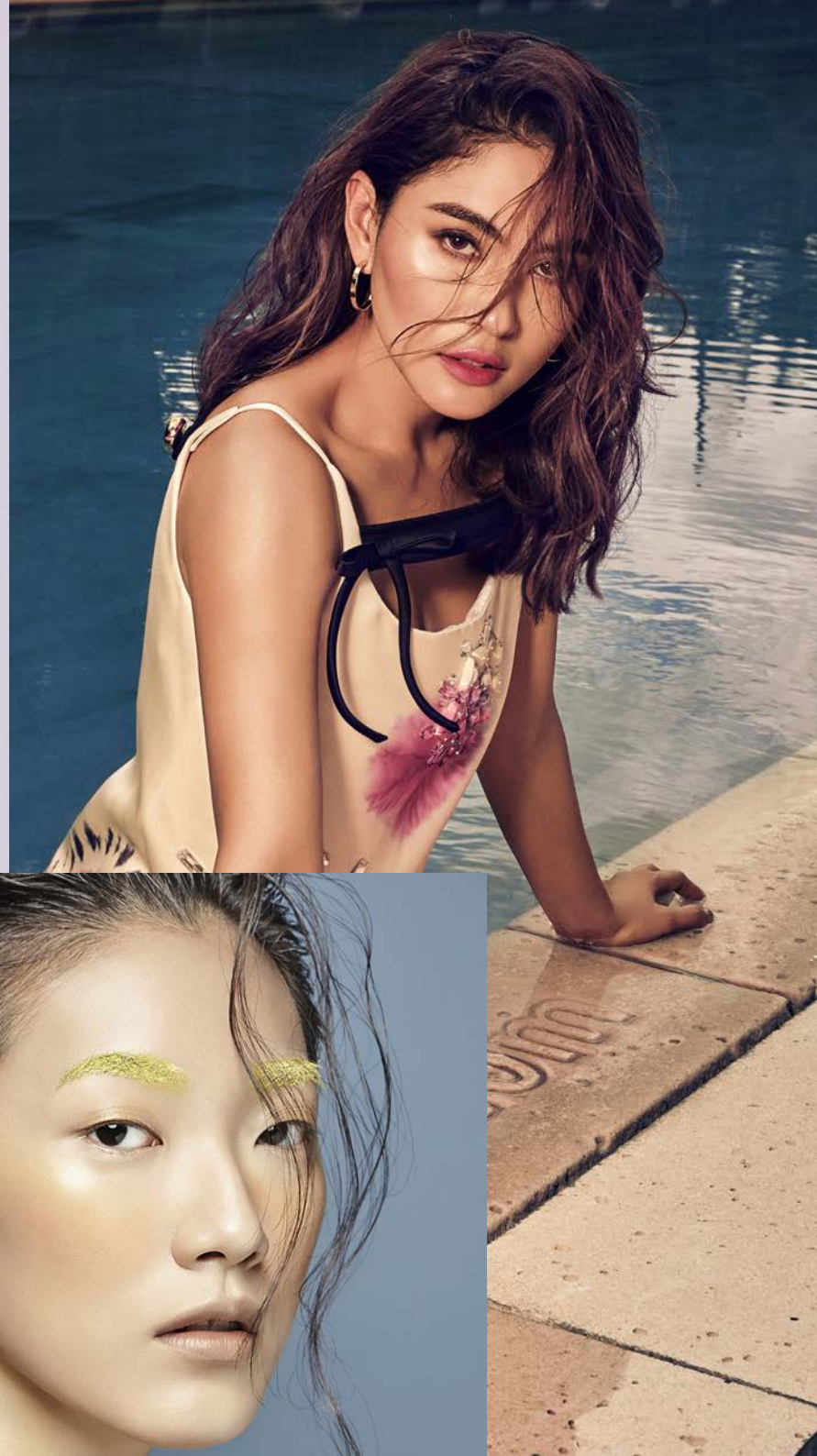
Married

MARITAL
STATUS

30%

Single





PUBLICATION

BOOKING DEADLINE: **7 Weeks Before Publication**



FULL PAGE

Trim Size: 300 (H) x 230 (W)

Bleed Size: 306 (H) x 236 (W)

Text Area: 270 (H) x 200 (W)



DOUBLE PAGE SPREAD

Trim Size: 300 (H) x 460 (W)

Bleed Size: 306 (H) x 466 (W)

Text Area: 265 (H) x 430 (W)

*All measurement in millimeters. Text and images must be kept at least 6mm from spine and trim lines.

DIGITAL TRANSMISSION PRINT ADS

Biz of RE Sdn Bhd, only accepts print ads in PDF Format via advertisement delivery system (Digital Transmission)

FILE FORMAT

- Font embedded above 8 points, Reverse White Text – 10 points and above.
- Maximum Ink Density: 300TVC 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 Biz of RE 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 Biz of RE Sdn Bhd.
- Supplied proofs must have the Biz of RE'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 Biz of RE 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.
- Biz of RE Sdn Bhd will only take responsibility for accurate colour reproduction if the digital proof is provided using the above standards.
- Biz of RE Sdn Bhd does not repair digital files. Ads containing errors will be returned to advertisers.

After this time, digital files need to be resubmitted via the advertisement delivery system (Digital Transmission).

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.

Biz of RE 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.

Biz of RE will not take responsibility of any text or visual be cropped/ bind into the gutter, if the above measurements/instructions are not adhered.

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 deadline is 6 weeks before publication date. All specified positions and creative buys are non-cancellable.

If you wish to send a digital ad and/or supply a digital proof but do not have the advertisement delivery system or suitable proofing system installed, please contact our production team/sales team for the list of advertisement delivery system providers at 03-7494 4884.

DIGITAL TRANSMISSION

Biz of RE Sdn Bhd prefers files to be delivered through the Quickcut Network operated by Asia On Time. Quickcut, checks the integrity of files before they are sent to Biz of RE so that your files will print correctly. Biz of RE cannot accept responsibility for or fix files submitted via CD, e-mail or other suppliers.

The Quickcut process delivers problem-free, press-ready files according to publishers' specifications, and has proven to be the most efficient method of receiving and tracking digital ads at Biz of RE Sdn Bhd. Advantages of the Quickcut service are accuracy of file structure and page size, reliability and speed, and the provision of an audit trail. The Quickcut software checks digital files for errors before they are transmitted electronically to Biz of RE Sdn Bhd, ensuring advertisers do not submit files that contain errors and will therefore not print correctly.

For more information regarding Quickcut, please contact: Malaysia Asia On Time
Telephone: +60 (3) 2095 6601 Email: info@asiaontime.com
Website: www.asiaontime.com

Biz of RE Sdn Bhd can only take responsibility for accurate colour reproduction if a digital proof of the supplied digital file is produced using Biz of RE Sdn Bhd's ICC colour reference profiles. Quickcut ICC software allows distribution of Biz of RE Sdn Bhd's ICC profiles to colour separators and advertisers and enables accurate digital proofs to be printed to most digital proofing devices. Visit <http://www.quickcut.com.au/my/products/quickcuticc.aspx> contact Quickcut directly for more information about Quickcut ICC. If you wish to send a digital ad and/or supply a digital proof and do not have Quickcut software or suitable proofing system installed, please contact Biz of RE Sdn Bhd for a list of local colour separators who can provide this service.

Biz of RE Sdn Bhd will retain digital ads for 6 months from the last insertion date. After this time, digital files will need to be resubmitted via Quickcut network.

Accurate copy instructions must be entered within the Quickcut software.

Copy instructions allow us to easily identify your advertisement. It is particularly important to enter the publication/run date, which is the cover date of the title (not the on-sale date).

GAYA LEBIH ANGGUN MEWAH

GLAM

OGOS
2019

GLAM

THE UNSTOPPABLE
AMELIA
HENDERSON

KEMUDI KERJAYA SENI DALAM
CARANYA YANG TERSENDIRI

MODERN MOUSE
WARDROBE MODEN UNTUK
GAYA HIDUP KOTA



Advertising Rates (Print)

GLAM	RATES (RM) PER INS
PRIME POSITIONS	
Inside Front Cover	13,200
Outside Back Cover	10,836
Inside Back Cover	6,816
RUN ON PAGE (ROP) POSITIONS Full	
Page	6,000
Double Page Spread	12,000

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

DIGITAL AUDIENCE

46%

25-34 years old

25%

35-44 years old

Monthly Pageview

97K

Monthly Online User

25K



Followers

80.1K



Facebook Likes

26.5K

DIGITAL RATE

DIGITAL SOLUTIONS	DESCRIPTION	FREQUENCY	RATE (RM)
Web Advertorial	Content to highlight products or services. With 1 FB post & 1 IG post	Per insertion	8,500
Branded Content	Editorialized content where the brand's product info is included to support the bigger story. With 1 FB post & IG post	Per insertion	9,500
Commercial Video	Creative video production done by title with storyboard, concept and video editing, 1 model, FB & IG posting, published on title's TV section on website and YouTube Channel. *Additional charges for KOL / celebrity.	Campaign	26,000
Brand Promotional Video	Brand's video published on title's TV section and also featured on title's YouTube Channel Includes text, images and hyperlink	Monthly	5,000
Facebook Post	Includes images with short caption	Per insertion	3,000
Instagram Post	Includes IG & FB Story, FB post with images and short caption	Per insertion	3,000
Social Story + Facebook Post		Per insertion	7,000
Creative partnerships	Our titles offer partnerships featuring custom content, videos, social, events and much more. Enquire within for special package.	Campaign	

DISPLAY ADVERTISEMENT	DESKTOP & MOBILE	DIMENSIONS (DESKTOP)	FILE SIZE	DIMENSIONS (MOBILE)	FILE SIZE	RATE PER MONTH (RM)
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PREMIUM AD UNITS

Homepage Roadblock	100% SOV (Billboard 1, Billboard 2, Half Page, Medium Rectangle)					28,000
Section Roadblock	100% SOV (Billboard 1, Billboard 2, Half Page, Medium Rectangle)					28,000

STANDARD AD UNITS

Billboard	25% SOV	970 x 250 px	200kb	320 x 50 px	150kb	5,000
Half Page	25% SOV	300 x 600 px	150kb	300 x 600 px	150kb	3,000
Medium Rectangle	25% SOV	300 x 250 px	150kb	300 x 250 px	150kb	3,000
Rich Media / Video	Upon Request					

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 SST. • Agency commission is applicable on Display Advertisement media rate only.



GLAM

Sales Enquiries

JOYCE LEE

Joyce@bizofre.com

KWANG AI LING

Ailing@bizofre.com

ASHLEY LOW

Ashley@bizofre.com

BIZ OF RE SDN BHD

812334M

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Jalan Profesor Diraja Ungku Aziz,
46200 Petaling Jaya, Selangor
www.bizofre.com

