

# ICON

风华

MALAYSIA

品味精致生活  
when luxury is everything



# ICON

风华  
MALAYSIA

THE PREMIER

CHINESE LUXURY

PROFITEE

MAGAZINE FOR WOMEN

Since its launch in September 2007, award-winning ICON Magazine has been the premier Chinese-language authority of luxury and sophistication for exceptionally affluent women. Known over the years as the trusted barometer of fine lifestyle trends, Icon has successfully curated superlative editorial experiences for a discerning audience known for their influence, selective nature and philanthropy.



## READERS' PROFILE

- Stylish, bilingual elite with a taste for the best
- Strong spending power
- Well-travelled, cosmopolitan and influential

**CORE AGE GROUP** : 30 to 45 years old

**INCOME** : ABOVE RM300,000 per annum

## PUBLICATION DETAILS

<b>Frequency</b>	4 Issues (March, June, Sept, Dec)
<b>Language</b>	Chinese
<b>Readership</b>	33,000
<b>Distribution</b>	Controlled circulation database, 5-Star Hotels, Retail Outlets & Major bookstores

# EVENTS

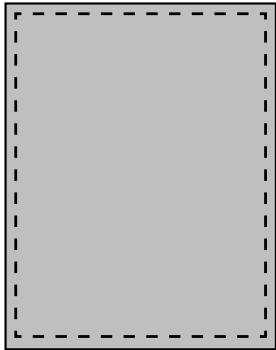
Dazzling and memorable events attended by prominent and privileged guests.



## PUBLICATION

**BOOKING DEADLINE : 7 Weeks Before Publication.**

## MATERIAL SPECIFICATIONS

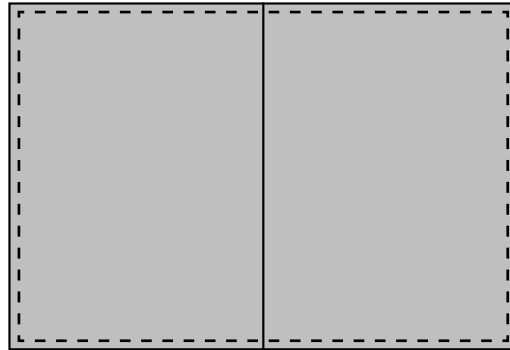


### FULL PAGE

Trim Size: 220 (w) x 297 (h)

Bleed Size: 226 (w) x 303 (h)

Text Area: 200 (w) x 277 (h)



### DOUBLE PAGE SPREAD

Trim Size: 440 (w) x 297 (h)

Bleed Size: 446 (w) x 303 (h)

Text Area: 400 (w) x 277 (h)

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

## ADVERTISING RATES (PRINT)

THE PEAK	Rates (RM) per ins
<b>PRIME POSITIONS</b>	
Inside Front Cover Spread	18,400
Outside Back Cover	11,000
Inside Back Cover	7,920
<b>RUN ON PAGE (ROP) POSITIONS</b>	
Full Page Full Colour	7,200
Double Page Spread	14,000

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

## 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: 300 TVC 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 compliancy.
- 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> or contact Quickcut directly for more information about Quickcut ICC.

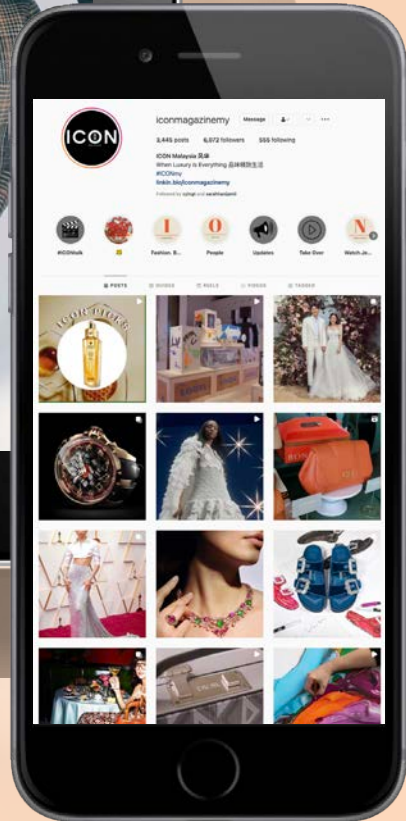
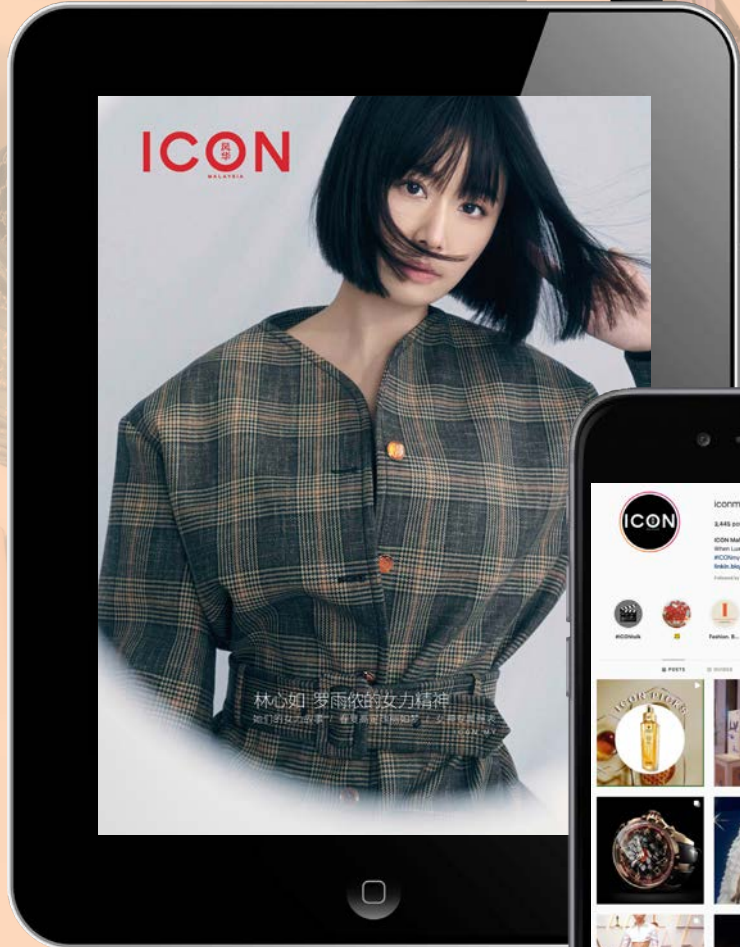
If you wish to send a digital ad and/or supply a digital proof and do not have Quickcut software or suitable proofing system installed, please contact Biz of RE Sdn Bhd for a list of local colour separators who can provide this service.

**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).



# DIGITAL AUDIENCE

AGE GROUP :



TOP10



ICONS

W



腕上的超跑引擎

OBJECT OF DESIRE



独特珍藏

FASHION



春尚祭

LIFESTYLE



草间弥生

CITY



春

SOCIAL



春意浓

Monthly Pageview – 15.3K

Monthly Online User – 8K

Followers – 5.9K

Likes – 10.7K

# 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	Monthly	5,000
Facebook Post	Includes text, images and hyperlink	Per insertion	3,000
Instagram Post	Includes images with short caption	Per insertion	3,000
Social Story + Facebook Post	Includes IG & FB Story, FB post with images and short caption	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

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



## SALES ENQUIRIES


Joyce Lee ..... joyce@bizofre.com

Kwang Ai Ling ..... ailing@bizofre.com

Ashley Low ..... ashley@bizofre.com

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46200 Petaling Jaya, Selangor.

 [www.bizofre.com](http://www.bizofre.com)

