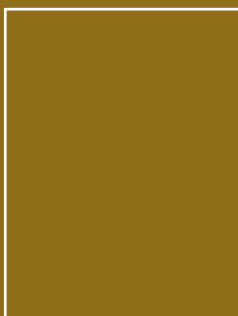


CINEFASHION

RATE CARD

more than
72,000
readers



INDIAN WOMEN'S MOST DESIRED MAGAZINE

CINEFASHION is a lifestyle magazine catering information on a wide ambit of topics from celebrity talks to fashion, to beauty, culture, Indian food, society, wellness and just about everything close to your heart. Bringing joy during leisurely hours, Cine Fashion has become a household name.

Just flip the pages of a Cine Fashion Magazine and savour in the best that we have to offer. Cine Fashion though orientated towards the fairer sex, is also very popular amongst the males. Reaching across Malaysia in a blustery layout with bold editorial and with over eight years in the industry, Cine Fashion magazine reflects all the desires and aspirations of the contemporary Malaysian Indian.

Cine Fashion is a comprehensive magazine of choice for any age or background. Though our target audience falls in the bracket of 17 to 39 years of age, Cine Fashion's audacious editorial reaches the hearts of many, irrespective of their age.

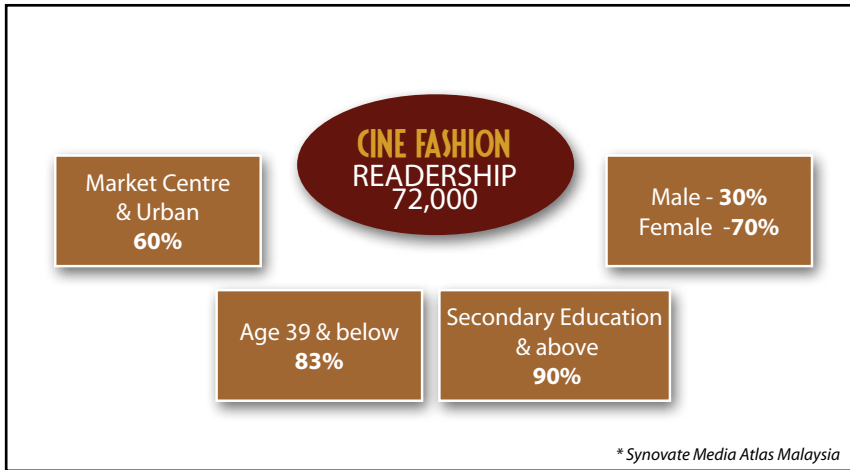
Cine Fashion is the first fashion and lifestyle magazine targeting one of the fastest growing reader segments, dynamic Malaysian Indians. The magazine illuminates the unique heritage and the fusion of Malaysian Indian culture.

CINE FASHION - "Indian Women's Most Desired Magazine!"

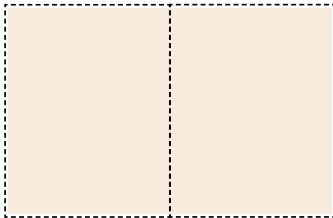
COMPELLING REASONS FOR ADVERTISING IN CINE FASHION

- Our readers use Cine Fashion as a lifestyle guide; to enrich their lives, both personal and professional
- Cine Fashion appeals to the English literate urban Indian who is educated and has high purchasing power
- NO other publication can match the consistent impact that Cine Fashion is having amongst targeted readers
- NO other magazine can elicit the level of interest that Cine Fashion enjoys
- It is also the most publicized magazine amongst thru various main stream media such as radio, TV, outdoor; including during special events
- The magazine enjoys considerable and consistent appeal due to its informative and up-to-date content
- The layout and design; in other words, the overall quality remains unmatched since launch and to-date
- The editorial covers an inspiring spread that readers yearn for
- And rest assured, readers very often use the contents to make informed purchase decisions

READERS PROFILE



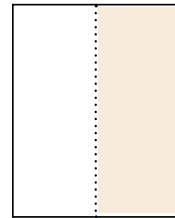
ADVERTISEMENT SIZES



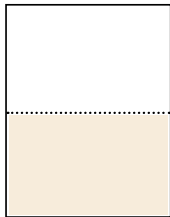
Double Page saiz 412 X 273mm



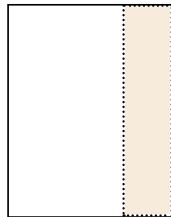
Full Page 206 x 273mm



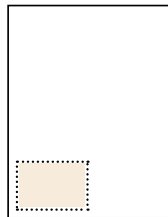
HalfPage (v) 103 x 273mm



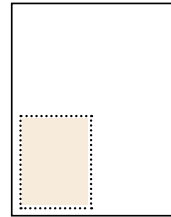
HalfPage (h) 206 x 136mm



Vertical Panel 60 x 273mm



Mini Panel 90 x 60mm



Quarter Pg 90 x 120mm

Authorisation for the booking of advertisement space in the Cine Fashion 2010 as follows:

ADVERTISEMENT RATES

	RM
<input type="checkbox"/> Front Cover Gatefold	10,000
<input type="checkbox"/> Back Cover Gatefold	7,000
<input type="checkbox"/> Bookmark	6,000
<input type="checkbox"/> Inside Front Cover	4,500
<input type="checkbox"/> Inside Back Cover	4,000
<input type="checkbox"/> Outside Back Cover	5,500
<input type="checkbox"/> Full Page Colour	3,500
<input type="checkbox"/> Half Page Colour	1,500
<input type="checkbox"/> Quarter Page - <i>classifieds</i>	600
<input type="checkbox"/> Mini Panel - <i>classifieds</i>	300

TECHNICAL DETAILS (CM)

Trimmed Size : 27.3 x 20.6

Bleed Size : 28.3 x 21.6

Type Area : 25.2 x 19.6

SERIES DISCOUNTS

4 Insertions : 5%

8 Insertions : 10%

12 Insertions : 15%

MATERIAL REQUIREMENTS

Full Colour : CD ROM (High Res PDF) with a set of colour proof

Signatory undertakes authority to contract for this advertisement and guarantees full payments upon confirmation. Every Full Page Full Color advertisement will received 1 complimentary copy upon publication

Advertiser : _____

Product : _____

Contact Person : _____

Tel : _____

Fax No : _____

Authorised Signature & Company Stamp:

A Publication by:



PERCEPTION MEDIA SDN BHD

3-3 Jalan 11/48A, Sentul Raya Boulevard, 51100 Kuala Lumpur, Malaysia.

Tel: +603 4043 0500 Fax: +603 4043 7648

Contact: **RS Kumar** Mobile: **012 298 5557** Email: **rskumar@cinefashion.net**