



PENANG MONTHLY

MEDIA KIT 2025

The Voice of Penang

ABOUT US

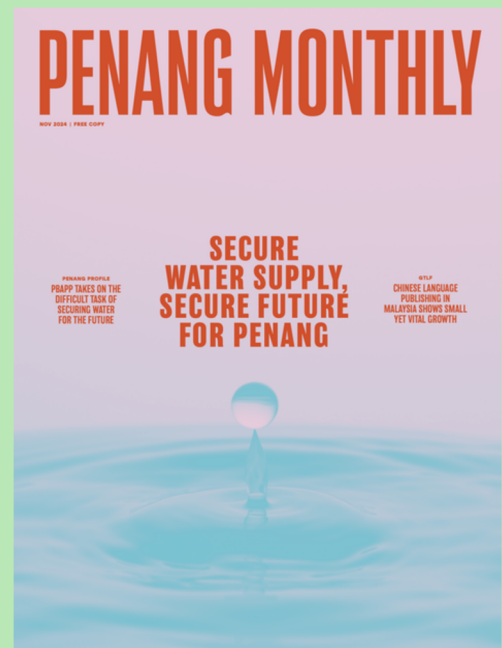
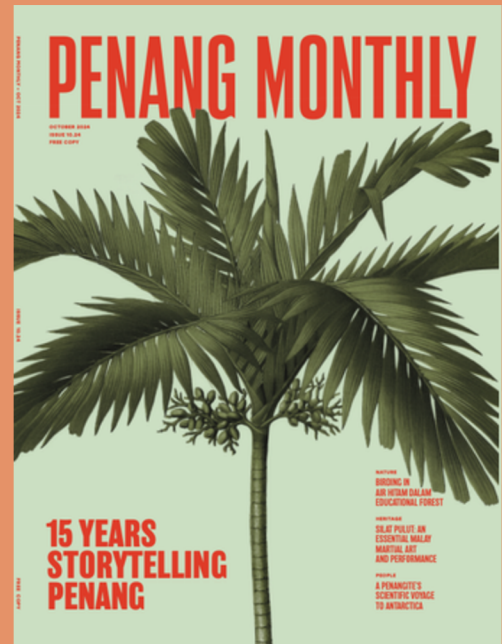
A publication of Penang Institute, Penang Monthly is the voice of Penang and an inspiring read for the curious Malaysian. Publishing articles concerning the well-being and good folks of Penang, we also run interesting national – and occasionally regional – analysis on politics, economy, culture and society.

MONTHLY DISTRIBUTION

Minimum 4,000 printed copies distributed for free in Penang and at selected locations in Kuala Lumpur. Reading copies are also available in hotels, cafes, restaurants, government offices, banks, embassies and consulates.

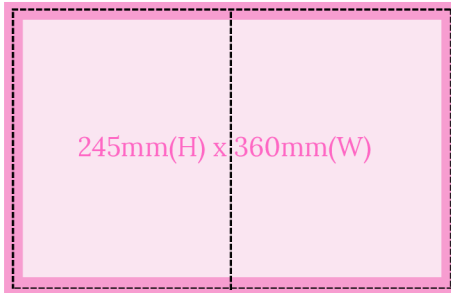
THE PUBLISHER

Penang Institute is one of Malaysia's major think tanks. Funded by the Penang state government, it was established in 1997 as the Socio-economic and Environmental Research Institute (SERI) and underwent a name change in 2011 as part of a rebranding exercise to reflect the heightened ambitions of the state to secure Penang's reputation as an intellectual hub and as the culture capital of the country, and to enhance Penang's reputation in Asean and beyond. With the tagline "Making Ideas Work", Penang Institute encourages bold and innovative thinking not only in academic disciplines but also through the support it gives to literature and culture by way of events such as book launches and public literature seminars; through participation in the annual George Town Literary Festival; through its public policy brief, ISSUES; and through its renowned magazine Penang Monthly and the Penang Book Prize.



RATES & SPECIFICATIONS

DOUBLE PAGE SPREAD



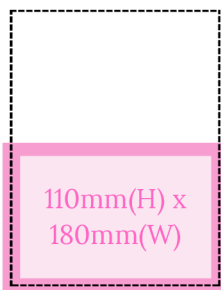
Inside Front Cover RM9,180
Double Page Spread RM7,920
Design Charges RM500

FULL PAGE DISPLAY



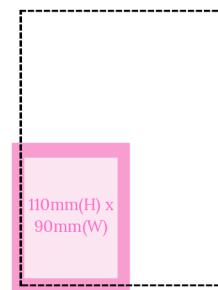
Outside Back RM6,000
Inside Front/Back RM5,400
Inside Page (run of book) RM4,000
Inside Page (Fixed) RM4,800
Design Charges RM500

HALF PAGE DISPLAY



Inside pages (run of book) RM2,300
Design Charges RM300

CLASSIFIED SECTION



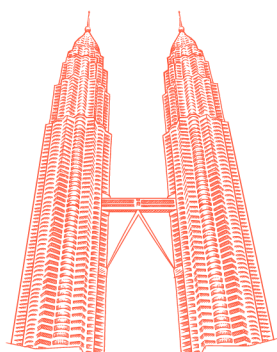
Quarter page RM1,200
Design Charges RM200

MATERIAL REQUIREMENTS

- All images should be High resolution (minimum 300dpi) in CMYK format.
 - All materials with 5mm bleed on all edges.
- Actual size artwork to be supplied as print ready PDFs / JPEG / TIFF with crop marks, bleed and embedded fonts.
 - Copy/material by the 10th of preceding month.
- Cancellation 1 month before publication date Publication Monthly.
 - To further customise your choices, please contact us.

ONLINE ADVERTISING SPECIFICATIONS & PRESENCE

91,507 page views in **2024**
40,169 users **53,540** sessions



44% of our readers are from the KL metropolis



35% of our readers are overseas



At **7%**, Singapore is our largest overseas readership

Description	Specifications
Rates	<ul style="list-style-type: none">• Box: RM500
Specifications	<ul style="list-style-type: none">• Box: 1024 x 1024 pixels
Copy/material	<ul style="list-style-type: none">• Format in .jpeg or .png• 5 working days prior to commencement
Ad booking & payment	<ul style="list-style-type: none">• 10 working days prior to commencement
Cancellation	<ul style="list-style-type: none">• 5 working days
Publication dates	<ul style="list-style-type: none">• Weekly (Friday to Thursday)
Duration	<ul style="list-style-type: none">• 1 month

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Friday
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