

# penang MONTHLY

## THE VOICE OF PENANG

*Be Informed.  
Be Involved.*

**MEDIA KIT 2022**

## WHO WE ARE

The *Penang Monthly* endeavours to be the voice of Penang and an inspiring read for the curious Malaysian. This publication of Penang Institute aims:

1. To supply Penangites with information about significant issues in order to promote public participation;
2. To encourage discussion about various aspects of Penang's fate and fortune;
3. To profile Penang personalities who have contributed, sometimes in unassuming but critical ways, to the reputation and wellbeing of the state;
4. To put the spotlight on ordinary Penangites who otherwise go unnoticed, but who nevertheless define the culture of the state in essential ways;
5. To highlight the importance of Penang as a generator of culture, education, industry and cosmopolitan values;
6. To emphasise present trends in the arts, industry, politics and economics which affect the immediate future of the state and country; and
7. To offer reliable socioeconomic data for the benefit of decision makers in government and the private sector.

## 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.

## MONTHLY DISTRIBUTION

Minimum **3,000** printed copies distributed for free in Penang and at select locations in Kuala Lumpur. Reading copies are also available in hotels, cafes, restaurants, government offices, banks, embassies and consulates.

## ONLINE PRESENCE

We have a strong online presence, with **215,554** users and **402,749** page views in 2021.

### Contact us today:

[business@penangmonthly.com](mailto:business@penangmonthly.com)  
+604 228 3306 ext. 222



## Print advertising rates and specifications

### SPECIFICATIONS

**DOUBLE PAGE SPREAD DISPLAY**

US Letter Size      US Letter Size

**Type area**  
260mm(H) x 412mm(W)

**Trim size**  
280mm(H) x 432mm(W)

**Bleed size**  
290mm(H) x 442mm(W)

**FULL PAGE DISPLAY**

US Letter Size

**Type area**  
260mm(H) x 196mm(W)

**Trim size**  
280mm(H) x 216mm(W)

**Bleed size**  
290mm(H) x 226mm(W)

**HALF PAGE DISPLAY**

US Letter Size

**Type area**  
120mm(H) x 1196mm(W)

**Trim size**  
140mm(H) x 216mm(W)

**Bleed size**  
150mm(H) x 226mm(W)

**CLASSIFIED SECTION**

US Letter Size

**Type area**  
120mm(H) x 88mm(W)

**Trim size**  
140mm(H) x 108mm(W)

**Bleed size**  
150mm(H) x 118mm(W)

### MATERIAL REQUIREMENTS

- All images should be High resolution (minimum 300 DPI) in CMYK format.
- All materials with 5mm bleed on all edges and high quality proof on matt art paper.
- Actual size artwork should 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

### RATES

<b>INSIDE FRONT COVER</b>	
Double Page Spread	RM9,180
<b>FULL PAGE DISPLAY</b>	
Outside back	RM6,000
Double page spread	RM7,920
Inside front/back	RM5,400
Inside pages (run of book)	RM4,000
Inside Pages (fixed)	RM4,800
<b>HALF PAGE DISPLAY</b> Inside pages (run of book)	
Full Colour	RM2,300
<b>CLASSIFIED SECTION</b>	
Quarter page	RM1,200
<b>DESIGN CHARGES</b>	
Classified and quarter page	RM200
Half page	RM300
Full page or double page	RM500

To better suit your preferences, we also offer special packages.

#### VALUE 1

- Advertise with us for 3 months and receive an additional month for free.
- Only valid for full page and half page advertisements.
- Receive a complementary run-on-loading advertisement on our website if you opt for the full page advertisement.

#### VALUE 2

- Advertise with us for 6 months and receive an additional month for free.
- Only valid for quarter page advertisements.

#### PREMIUM

- Advertise with us for 3 months and receive an additional month for free.
- Only valid for inside back, front and outside back, and double page spread advertisements.
- Receive a complementary run-on-stories advertisement on our website.

#### SPECIAL PREMIUM

- Advertise with us for 3 months and receive an additional month for free.
- Only valid for inside-double page spread advertisements.
- Receive a complementary advertisement in the Editorial page of our website.

To further customise your choices, please contact us.

**Web advertising info and specifications**

**402,749** page views in 2021  
**215,554** visitors **309,196** sessions



**43%**  
of our readers are from the KL metropolis



**19%**  
of our readers are overseas



At **5%**, United States is our largest overseas readership

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

