

Mechanical Specifications



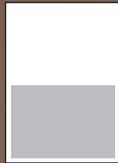
Full page
Trim
(W)215mm x (H)279mm
Bleed
(W)225mm x (H)289mm



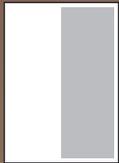
Double page spread
Trim
(W)430mm x (H)279mm
Bleed
(W)440mm x (H)289mm



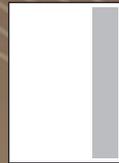
Others



1/2 page horizontal
Non-Bleed
(W)205mm x (H)139.5mm



1/2 page vertical
Non-Bleed
(W)107.5mm x (H)269mm



1/3 page vertical
Non-Bleed
(W)65mm x (H)269mm

Trim size

215mm x 279mm

Bleed

Please allow 5mm to trim size on all sides. Due to mechanical tolerances, type matter on facing-pages spreads must be kept 5mm away from the centrefold on each page.

Line screen

Min. 150 lines

Material

PDF - (High resolution in 300 dpi) with colour proof.

Published Rates (RM)

Size	1x	3x	6x	12x
Full Colour				
Full page	5,500	5,220	4,950	4,650
2/3 page	4,000	3,820	3,600	3,400
1/2 page	3,000	2,800	2,750	2,550
1/3 page	1,900	1,800	1,700	1,600
Double Page Spread (DPS)	11,550	10,600	10,000	9,500
Special Position				
Outside Back Cover (OBC)	7,150	6,700	6,400	6,000
Inside Front Cover (IFC)	6,600	6,270	5,940	5,610
Inside Back Cover (IBC)	6,050	5,700	5,450	5,100
Double Page Spread (DPS)	11,000	10,200	9,600	9,100
Black & White				
Full page	4,000	3,800	3,600	3,400
2/3 page	2,950	2,800	2,650	2,500
1/2 page	2,200	2,090	1,980	1,870
1/3 page	1,350	1,280	1,210	1,140

Specified position

Additional 20% loading

Cost of inserts, enquiry cards, advertorial, gatefolds, premiums, stick-ons, etc are available upon request.

Deadlines

Ad Booking - 7 weeks before publication date.
Ready Materials - 4 weeks before publication date.

Agency commission

All accredited agencies will be entitled to the agency commission of 15% of then net advertising rate.

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MISSION & direction

PC.com is more than a computer magazine. it was born from a cause; one that aims to inspire, to educate and to inform. setting itself apart by having 100 percent locally produced content, PC.com is the country's leading tech magazine and is positioned as the ultimate guide to the modern computing era. with over 150 pages of news, views and in-depth reviews, pc.com has kept its readers in touch with all things tech since its maiden issue six years ago.

PC.com continues to enlighten our readers with everything they want to know about personal and soho computing.

what value do we give our readers and partners over other publications in the business?

we offer them glimpses into the future with our takes on the latest and hottest products to hit the market.

we give them the best tips and tricks on personal computers, keeping their experience enjoyable.

we educate our readers throughout our informative, easy-to-understand articles and discuss technology trends that affect our lives.

with help from us, PC.com readers are comfortable enough with the technology they encounter to use it effectively.

with PC.com, you know the readers are listening.

target audience:

urban, 16-40 years old, beginner & intermediate users, male 70%, female 30%

cover price : rm10

frequency : monthly

language : english

circulation : 25,000 copies, audited



Audited by Audit Bureau of Circulation

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The Wire:

Month-round we collect and write about the hottest happenings in the tech industry, from local to global, we keep our readers informed while filtering out what they don't need to know.



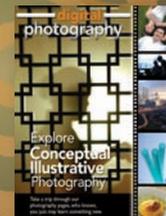
Tested:

The mainstay of PC.com, we put consumer electronics, computer hardware and software through grueling tests involving both in-house and international benchmarks, before passing judgment on their usefulness and value.



Showdown:

Every month we pit competing products against each other, just to inform readers which offer the most bang for their Ringgit. Scores are often close and the journey through these pages can be hair-raising.



Digital Camera & Photography:

In the age of digital photography, we believe that education plays a large role in consumers' enjoyment of their shiny new photo gear. Every month we dedicate pages to helping them get the best out of what they have.



Gadgets:

We naturally acknowledge there are things out there little known about, or interesting in a quirky sort of way. We offer consumers a peek at more and more new toys to splurge on or keep a lookout for.



BIZTECH:

With Information Technology driving major portions of businesses today, we bring consumers highlights of how some people in the industry used IT to make it big. We also offer glimpses deep into the internal circuits of vendors and what they have to say to the public.

CONTENTS



TelcoTalk:

We do not neglect any aspect of the IT industry, and naturally, we do keep track of what's going on in the world of telecommunications.



Networking

Our ongoing series is a guide to the basics of networking, making it easy for even the relative newcomer to technology to understand what goes on in setting a network.



Gametime:

With the gaming industry raking in more than US\$10 billion yearly, PC.com covers all aspects of it in Gametime. From casual gamers to hardcore Role-Playing-Game fans, there's something for everyone.



S.O.S.:

With all the hardware, software and IT surrounding us, it's difficult not to get in a fix once in awhile. We offer PC.com readers expert technical assistance as well.



Connect:

Not only do we review and feature the best of the best in our pages, but most importantly we let our readers know where to get what! Connect is a comprehensive listing of all companies that offer goodies for PC.com to test so that our readers will always know how to get in touch with them.