

T&D

TRAVEL &
DINING



Media Deck
2012

...set to take readers on a wonderful sojourn of beautiful sights and sites, be it to rejuvenate your travelling soul or tantalise your taste buds



TRAVEL & DINING makes its debut in the Malaysia market in June 2012. The magazine finds its roots in the publishers of the **National Geographic Traveller: Malaysian Edition**, which has garnered a loyal following since it was **launched in Malaysia.**

The all new TRAVEL & DINING magazine is set to take readers on a wonderful sojourn of beautiful sights and sites, be it to rejuvenate your travelling soul or tantalise your taste buds.

We are surely the magazine to watch out for TRAVEL & DINING ideas, as we bring you the expertise and know-how gained in bringing you unparalleled travel and dining experiences from our own glitzy sites, to those far flung ones.

Part of the Reach Publishing family, the all new TRAVEL & DINING edition carries the theme, 'A trailblazer on every front', and will be a feast to your sight and mind. It joins the league of already established titles from Reach Publishing, which has proven



Content

TRAVEL & DINING aims to live up to, and exceed, the group's expectations of its flagship travel magazine.

Our mission is to impress upon you travel sights that will stir your wanderlust soul and whet your gastronomic curiosity in a storytelling manner, which invites reader go on this expeditions with our writers.

Travel & Dining strives to features stories that are designed to inspire readers to pick up and go, providing them ideas and insights along the way.

TRAVEL & DINING will be the insider you wish you had on your side to whisper unheard of destinations, or gems in the nook and crannies of the otherwise mundane destinations. Or excite your tummies with promises of pure indulgence. And of course, it will have the photographic evidence to prove our point.



The world is a book and those who do not travel read only one page.

Target Audience

Our readers can afford to travel anytime of the year, be it on short breaks, shopping expeditions, or once-in-a-lifetime destinations whenever it strikes their fancy. They will not forego travel as nonessential to their lifestyle and truly believe travel is a necessity not a luxury to break away from the humdrum of everyday living.

TARGET AUDIENCE

Active and curious readers who are constantly looking for that special destination, for that unique dining experiences, and see the world first-hand. They want to share these secrets with their closest circles.

TARGET READERSHIP

Age: 35-50.

ABC1: (at least 80% of readership)

M/F: 35% / 65%

Average income: MYR270K

About T&D TRAVEL & DINING

AROUND TOWN: Lapping in luxury or getting it rough and tough in off-beat destinations, we bring you the best accommodations to unwind after your daily adventures. And yes, we have included dining and shopping spots as well.

COVER STORY: Something new explored every month that will get your curiosity piqued.

FEATURE: Profiles some of the best destinations we can get our hands on, locally and also from abroad. We are sure to bring to light some of the simply lavish sites to your attention.

REVELATION: A country demystified for our readers. From its natural wonders, tourist sites, right down to fab eateries, we have them all here.



MONTBLANC BEIJING FLAGSHIP

Along with the official opening of its new and biggest concept store in the world, Montblanc hosted an international gala event to celebrate international guests from the worlds of film, music and the arts joined the brand for the launch of this luxurious fourstorey store in the heart of Sanlitun in Beijing. The world premiere of its China flagship store also presented the entire Collection Princesses Grace de Monaco – an exquisite tribute to the timeless elegance of Grace Kelly.

Sweet Dream

T&D: TELL US A BIT ABOUT YOURSELF... YOUR CAREER...

TND's take on the five must do when you are pressed for time in these bustling ASEAN cities.

By Vinodhuni Nair K., R. Kumar, Calvin Khong & Farhan Ghuzzi

TINGS

They are called the cities that never sleep and they have good reason to be. These capitals cities are such a potent cocktail of old and new, they never cease to amaze.

Having been the historically much sought after region for its trade trail route, the South East Asian (SEA) region is much alive today as it has been decades ago. It hasn't lost much of its luster; in fact it is just grown in stature and recognition.

Bustling and thriving capitals of major SEA cities, Bangkok, Kuala Lumpur, Singapore, Jakarta, and Manila have constantly been a lure to the West, as they are seen as a potpourri of world-class...

24 hours
in San
Francisco

Don't let time
hinder you from
exploring the
Paris of the West
*Pictures and text by
Vinodhini Nair*

*Leaving San Francisco
is like saying goodbye
to an old sweetheart.
You want to linger as
long as possible.*
- Walter Cronkite,
American broadcast
journalist
and CBS legend.
(1911-2009)

RESTAURANT
REVIEW



O la la ...
Fiesta

For a little Spanish
indulgence, Fresca
Mexican Kitchen & Bar
springs to mind
By Nisha...

TYPICALLY WHEN WE THINK OF MEXICAN CUISINE OUR
minds will automatically wander to the various cuisines
we have in the country. While we have influenced how the genre
has evolved, it is the particular sub-genre that has
influenced how the genre has evolved for scores



About T&D

TRAVEL & DINING

TRAVEL/DINE IN STYLE: While travelling, there are certain things you must have in your luggage. Likewise, while entertaining, you wish to be the quintessential host. Allow us to highlight gadgets that will keep you ahead.

INDULGE: Where to eat? Cometh the time cometh the hunger - from trendy Michelin star eateries to the hidden gems in the city, we have it all reviewed and rated.

QUICK FIX: For that short escape from the city and work, let us help you rejuvenate with homestays, short spas or unique getaways that will have you raving months after.

BEEN THERE, ATE THAT: From the experts themselves, we speak to chefs, hoteliers and restaurant owners to get their take on living in the super lux world and the gastronomic fare that rocked their world

EVERYTHING BEPOKE: A "uniquely you" catered tour, or culinary adventure by experts who do this for a living is presented to you for that undeniably distinguished experience.



What Makes Us Different?

We will bring editorial excellence in an all new brand from the trusted stable of Reach Publishing.

The theme, **'A trailblazer on every front'** is inherently important to the strength of the brand, as we bring you new and exciting destinations and dining ideas that will make sure your choices make you unique from the rest.

Featuring bespoke travelling, butler service, limo rides, private chefs and Island rents.

You can find them all in our own country.

Travel & Dining will be the first magazine in Malaysia to profile these decadent travels.



Rate Card

ADVERTISEMENT SIZE COST

Double page spread	MYR 11,800
Full page	MYR 6,800

ADVERTISEMENT PLACEMENT COST

Outside Back Cover	MYR 8,800
Inside Front Cover	MYR 8,100
Inside Front Cover DPS	MYR 16,200
Inside Back Cover	MYR 7,600
Opposite Content	MYR 7,480
Gatefold*	MYR 12,980
Advertorial*	MYR 7,480

DOUBLE PAGE SPREAD*

BLEED	440mm x 289mm
TRIM	430mm x 279mm
TYPE AREA	420mm x 269mm

FULL PAGE

225mm x 289mm
215mm x 279mm
205mm x 269mm

* Allow 10mm gutter (for text running across the spine)



Distribution Network

SIZE Oversized A4, 144pages

DESIGN Cutting edge design, outstanding photography, and vibrant colours

FREQUENCY Bi-Monthly

DISTRIBUTION MPH, Borders, Popular Bookstore, Selected Bookstores in Malls

OTHER AREAS: Golden Lounge MAS, KLIA inbound lounge, Oman Air, Korean Air, Emirates, Citibank Credit Card lounge, Apple Travel Centre, Matic, Taiwan Tourism Centre, Korea Tourism, Centre, Dome Cafe, Starbucks, Coffee Bean, Citibank Premier Miles Selected Customers, Golden Palm Resort, Hard Rock Penang, Intercontinental, Le Meridian, Mandarin, YTL Resorts, 5 star resorts and golf clubs

CIRCULATION 28,000.

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30/70 COVER PRICE RM12.90



Digital

As digital channels and social media are now the forefront means in gaining information of any kind, Travel & Dining magazine would also make its mark in these channels.

Our Facebook and website will quickly be the de facto guide for those who want Travel & Dining with a difference.