



## ADVERTISING RATES

### The Quintessential Guides : Best Eats KL 2008-9 guide

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Position	Rate
Inside front cover / Inside back cover	RM 8,800
Outside back cover plus 1 full page	RM 11,000
Double page spread	RM 12,000
Full page	RM 7,000

### All advertisers receive

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- 40 copies of the Best Eats KL 2008-9 guide (retail value RM1,040)
- Banner advertising for four months in theQguides web portal (one banner) \*

\* Because we believe in helping you to optimise your advertising dollar, we'll also throw in a complimentary banner advertisement on our portal ([www.theQguides.com](http://www.theQguides.com)) with a link to your website for a four month duration. Statistics on the number of times the banner advertisement appears and number of click throughs will be provided at the end of the term (Do note however that this offer is valid only if you confirm participation by 1st October 2008).

### Book Specifications

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Quantity	20,000, first edition, first print run
Trim size	A5
Text	insert - matt art, cover - art card
Page	204 pages insert, 4 covers
Printing	Text - 4c throughout Cover - 4c + gloss lamination x 0c
Binding	Perfect

*We also offer special customised packages to our clients and would be happy to discuss a proposal that most suits your needs. Please contact us or email us for more information.*

### Readership

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The primary target audience for **BEST EATS KL 2008-9** is Malaysians aged between 21 and 60.

Profile

- Urban and cosmopolitan
  - English speaking
  - White collar
  - Middle to higher income group
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