



Going Places

Media Kit 2020



Visit Malaysia 2020

As we start the new decade, Malaysia celebrates Visit Malaysia 2020, highlighting the best of what this wonderfully diverse and dynamic destination has to offer the world in a single, event-packed year.

Unveiling the new in-flight magazine

2020 also marks the relaunch of **Going Places**, the in-flight magazine for Malaysia Airlines.

With richer story-telling, beautiful, bespoke photography and Malaysia at its heart, the all-new **Going Places** will be something passengers read, remember and look forward to on their next trip.

Join us on this exciting journey...



Welcome to the all-new Going Places



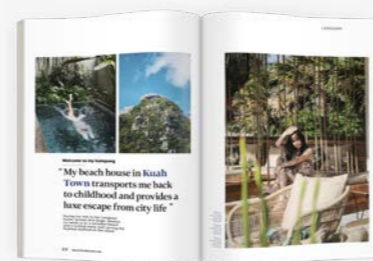
A LOVE LETTER TO MALAYSIA

The magazine serves as a hip, beautifully-designed invitation to explore one of the world's most stunning and culturally diverse nations



THE COOLEST HAPPENINGS

The upfront shouts loud and clear about why now is the time to visit, presenting the face of Malaysia to the world, and bringing the world to Malaysia



MALAYSIAN HOSPITALITY

Reputable ambassadors from across the country and around the world lead us on private tours of their energetic neighbourhoods



CLUED-IN CONTRIBUTORS

Glorious destination-led travel stories from MH's international network are brought to life by both award-winning writers and bespoke photography



GLOBAL TRENDS

Each feature is followed with a mood board to inspire plans for future travel across the network



MODERN DESIGN

A luxurious use of white space sets a sophisticated tone, while the contemporary and elegant fonts display all stories in a fresh, inviting light

About Malaysia Airlines

Malaysia Airlines (malaysiaairlines.com) is the national carrier of Malaysia. As one of Asia's largest it serves 40,000 guests on 330 flights to over 64 destinations daily.

Malaysia Airlines' brand warmth and friendliness is branded as "Malaysian Hospitality", symbolised by the acronym MH, which is also the airline's flight code.

Operating flights from its home base, Kuala Lumpur International Airport, it offers great connectivity across the globe, including oneworld hubs.



Daily
295
flights

64
destinations

Monthly
Over **1**
MILLION
Passengers

with oneworld
900
destinations

150
countries

600
airport lounges
worldwide



media

Passenger Demographic

60%

Male

40%

Female

OCCUPATION

55%

Executives, managers & other

7%

Students

6%

Government & Military

32%

Other

PURPOSE OF TRIP

43%

Travel for leisure

36%

Travel for business



AGE GROUP

15%

UP TO 21 YRS

15%

22 - 30 YRS

26%

31 - 40 YRS

22%

41 - 50 YRS

22%

51 YRS & ABOVE

Why Travel Media?

As more people are travelling, our media is growing stronger and stronger every day and year on year. Travel media is unique in today's advertising environment, not only because of the increasing consumer numbers, but because we have a deep understanding and knowledge of who is travelling, where and when, AND our media is always positive and inspiring.



DID YOU KNOW

74% of people read a magazine on the plane (TGI)

Travel media **reaches real people** without being a digital distraction

Travellers are **50% more engaged reading** inflight than when on the ground

Passenger numbers are **growing year on year** by 3-5%

Passenger numbers are **doubling in the next 20 years**

Travel media has the **most affluent readership** in the world

Inflight is inspiring and positive media that **leaves people in a good mood**

All travel media is **targeted**

Ink is the largest travel media company in the world with **award-winning media**

The Journey

The passenger journey begins with the planning of a trip, and doesn't end until the moment that the front door key turns in the lock. In between, there are numerous opportunities to reach this audience – and we can help you to make the most of all of them.

1. Magazine website
Passengers can engage with our destination-led content at the point of holiday inspiration.

2. Boarding passes
Connect with your desired audience through a targeted advert on a boarding pass.

3. Lounge displays
Place your collaterals within the lounge's library or give away corporate gifts to lounge guests upon entry.

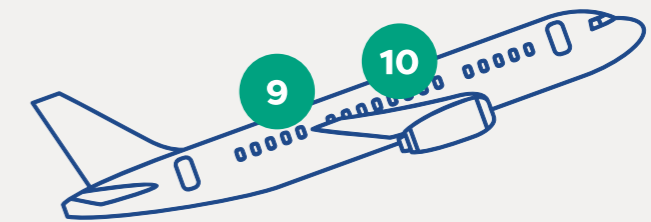
4. Lounge activations
From bar takeovers to bigger events, we can make a lasting impression on passengers through lounge activations.

5. Experiential
Work with us to create real-world immersive experiences to tell your brand's story.

6. Flight Information Display Screens (FIDS)
Draw eyes to your brand with a static ad on screen or framed around the lounge's FIDS panel.

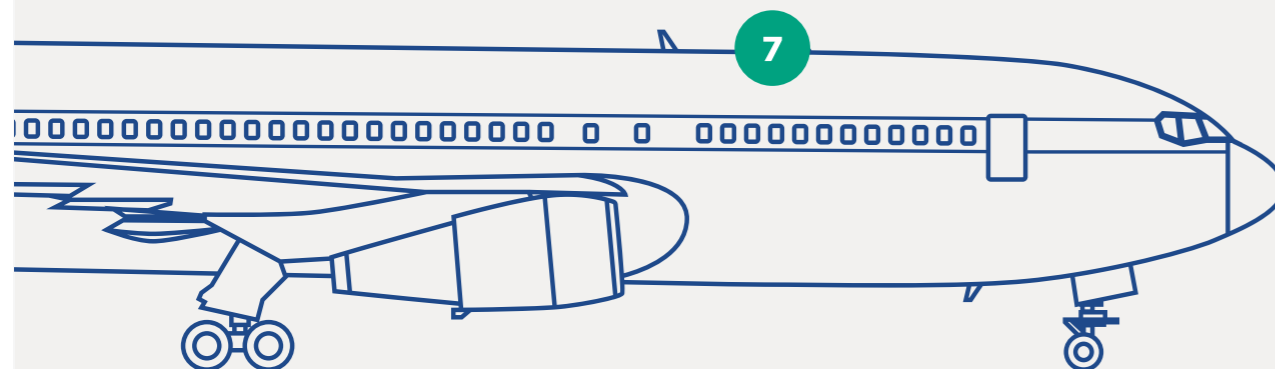
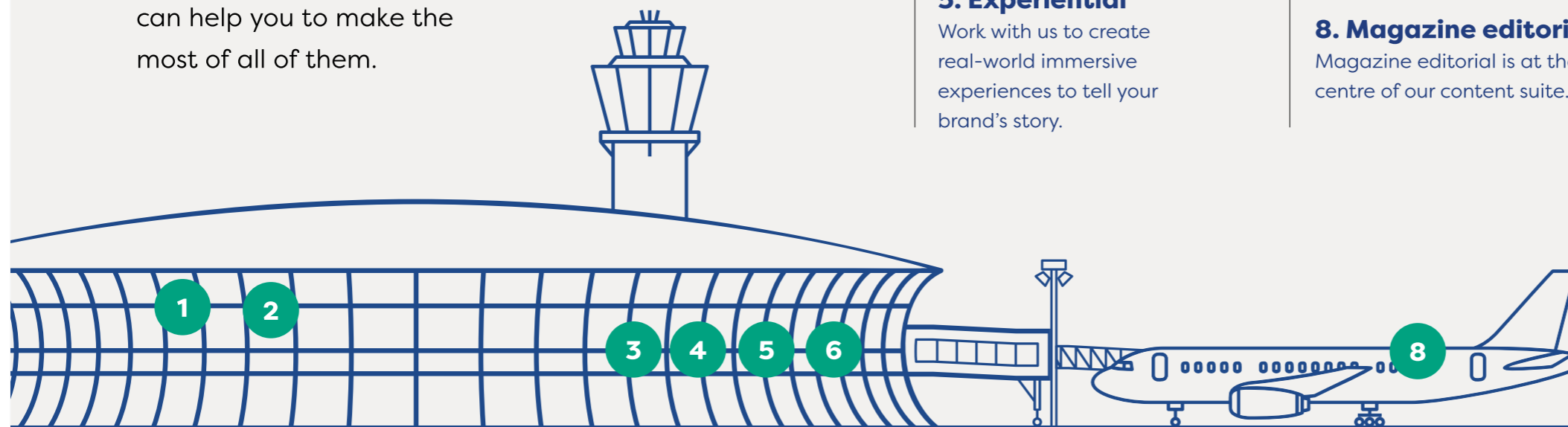
7. Plane wraps
Turn a flight into a world-beating advert for your brand with a fullplane takeover.

8. Magazine editorial
Magazine editorial is at the centre of our content suite.

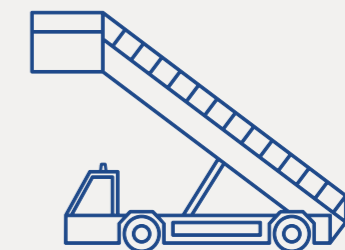


9. Wifi portal
Reach business travellers by being an advertising partner of the WiFi portal.

10. IFE portal
Branded video content shown inflight inspires and drives bookings.



Create your campaign from a huge array of platforms



Rate Card

* Next to content or specific editorial pages
All rates are per month, in USD and subject to availability

PREMIUM POSITIONS	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS
Inside Front Cover Spread	35,000	32,200	29,400	23,800
1st Double Page Spread	32,000	29,440	26,880	21,760
Inside Back Cover	18,000	16,560	15,120	12,240
Outside Back Cover	24,000	22,080	20,160	16,320
Opposite Captain Letter	16,000	14,720	13,440	10,880
REST OF BOOK				
Full Page	12,800	11,776	10,752	8,704
Double Page Spread	25,600	23,552	21,504	17,408
LOADING FEE				
First Quarter	16,000	14,720	13,440	10,880
Specified position*	16,000	14,720	13,440	10,880
Advertorial	16,000	14,720	13,440	10,880
First Half	14,720	13,542	12,364	10,009

Publication Date

ISSUE	RESERVATION	ARTWORK DEADLINE	ONBOARD
January	14th Nov 2020	6th December 2019	1st Jan 2020
February	20th Dec 2020	3rd January 2020	1st Feb 2020
March	23rd Jan 2020	6th February 2020	1st Mar 2020
April	17th Feb 2020	3rd March 2020	1st Apr 2020
May	19th March 2020	2nd April 2020	1st May 2020
June	17th April 2020	1st May 2020	1st Jun 2020
July	18th May 2020	2nd June 2020	1st Jul 2020
August	18th June 2020	2nd July 2020	1st Aug 2020
September	20th July 2020	3rd Aug 2020	1st Sep 2020
October	18th Aug 2020	1st Sept 2020	1st Oct 2020
November	17th Sept 2020	1st Oct 2020	1st Nov 2020
December	19th Oct 2020	2nd Nov 2020	1st Dec 2020

Technical Specifications

HALF-PAGE VERTICAL FULL COLOUR

Trimmed (mm)	100 (W) x 265 (H)
Bleed (mm)	100 (W) x 271 (H)
Type Area (mm)	80 (W) x 245 (H)

FULL PAGE FULL COLOUR

Trimmed (mm)	200 (W) x 265 (H)
Bleed (mm)	206 (W) x 271 (H)
Type Area (mm)	180 (W) x 245 (H)

DOUBLE PAGE FULL COLOUR

Trimmed (mm)	400 (W) x 265 (H)
Bleed (mm)	406 (W) x 271 (H)
Type Area (mm)	380 (W) x 245 (H)

* 5mm Gutter space between left and right joining pages

COLOR PROFILE

Inside front and back cover (art card)	39L
Inside pages (woodfree)	47L



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DUBAI **SINGAPORE** **MALAYSIA** **COLOMBO** **INDIA**