

COSMETIC SURGERY & BEAUTY

Because Nobody's Perfect

PUBLISHED IN ENGLISH AND CHINESE

ADVERTISEMENT RATE CARD



Published by:

The Writers' Publishing House Sdn Bhd (259664D)

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ARE YOU REACHING OUT TO YOUR POTENTIAL CUSTOMERS WITH ACCURACY? WITH COSMETIC SURGERY & BEAUTY MAGAZINE, YOU CAN!

ABOUT THE COSMETIC SURGERY & BEAUTY MAGAZINE READER

Cosmetic Surgery & Beauty magazine readers are affluent and are able to consume beauty procedures at a premium price. They are predominantly female and of an age group where maintenance of beauty matters. About 81 percent are above age 30 and 62 percent of our readers have monthly household incomes above RM10,000 - way above the national average of RM3,011 (Price Waterhouse Cooper's 2004/2005 Global Consumer and Retail Study). They are well-educated and well-read; most are in management positions and are actively interested in beauty procedures including cosmetic surgery options. Most share their copy of the magazine with others. The regular pass-on rate is 3.14 per copy which means that our estimated readership is 12,000-15,000 per issue. Our reader's regular choice for information to weigh and evaluate their options? Cosmetic Surgery & Beauty magazine, of course!

Cosmetic Surgery & Beauty magazine is the perfect advertising medium for:

- practitioners in the beauty-enhancement industry; cosmetic surgeons, dermatologists, dentists/orthodontists, and, in fact, all medical practitioners;
- distributors and/or manufacturers of up-market beauty and wellness products and services; gyms, spas and those targeting the medical tourism industry;
- distributors and/or manufacturers of surgical and non-surgical equipment and accessories for the beauty industry.

Why Advertise With Us?

Because our readers are the perfect captive audience for your products and services:

- The majority are career-oriented women (most are in management positions); over the age of 30 with sizeable disposable incomes.
- These readers actively seek information on how to augment or maintain their beauty and health. Their preferred source of information? *Cosmetic Surgery and Beauty* magazine! (Based on an independently collated Readership Survey conducted from Sept '05 to Jan '06).
- Increasingly, *Cosmetic Surgery & Beauty* magazine is appealing to a younger age group as well. This is because more and more young consumers are looking to new medical options to improve their looks and confidence.
- In short, *Cosmetic Surgery & Beauty* offers a new and fresh take on beauty today!

How Do We Reach Out?

Cosmetic Surgery & Beauty is published by The Writers' Publishing House three times a year in both English and Chinese. The magazine is available for sale in **Malaysia** and **Singapore** through subscription and at bookstores, newsstands and selected outlets. Free issues are circulated through selected sites e.g. clinics, cafés, gyms and spas. Current estimated readership including pass-on rates of 3.14 readers per copy is 12,000 to 15,000 per issue.

Value-Adds To You

We conduct professional trade and public seminars and organise an annual international exhibition. Our website www.cosmeticsurgeryandbeauty.com provides 24/7 resources which include a Classifieds directory listing.

Unique, One-Of-A-Kind

- We take stock of the latest offerings, with an eye to providing both industry players and the public up-to-date yet practical information they can use.
- Our aim? To provide quality well-researched information presented in an easy-to-understand format; a healthy dose of medical journalism and accurate reporting.
- What does this mean to you? A reliable quality resource you can be confident to associate yourself with.
- Which accounts, understandably, for why *Cosmetic Surgery & Beauty* is the preferred source of information for those keen on beauty-enhancement and maintenance options. Not convinced? Don't take our word for it, check out the stats!



Other Cosmetic Surgery & Beauty Brand Activities

EXHIBITION - Planned as an annual event, our inaugural event was held in March 2006.

SEMINARS - Held at various locations in Malaysia.

ABOUT THE COSMETIC SURGERY & BEAUTY READER

A Readership Survey was conducted in the September 2005 issue of Cosmetic Surgery & Beauty magazine. The results were independently compiled by RSM Wheeler Strategic Business Consultants Sdn Bhd. These are the results.



These numbers show that they are **CONSIDERING** procedures.

SEX

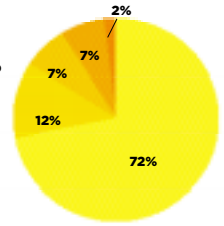
As expected, most of our readers are ladies.

Female	79%
Male	21%

RACE

Chinese readers make up the majority.

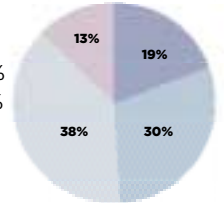
Chinese	72%
Malay	12%
Indian	7%
Caucasian	2%
Others	7%



AGE

While there is certainly interest amongst younger readers, the bulk of our readers are over the age of 30 and mature decision makers.

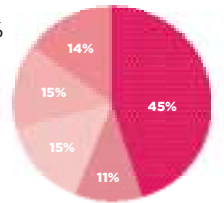
19 - 29	19%
30 - 39	30%
40 - 49	38%
50 and above	13%



OCCUPATION

Most of our high-end readers are garnered from decision-making management positions and the medical and beauty fields.

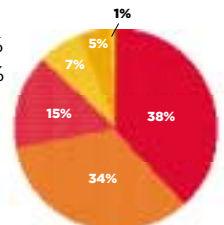
Management (Lower to Upper)	45%
Doctors/Medical professionals	11%
Beauty industry	15%
Housewives	14%
Others	15%



MONTHLY HOUSEHOLD INCOME

The monthly household incomes of the majority of our readers are well above the national average - which points to higher education in most cases!

Below RM10,000	38%
RM10,001-RM25,000	34%
RM25,001-RM50,000	15%
RM50,001-RM100,000	7%
RM100,001-RM250,000	5%
More than RM250,000	1%



CREDIT & CHARGE CARD OWNERSHIP

Credit/charge card ownership means the ability to spend - and again high disposable incomes. Many have more than one card.

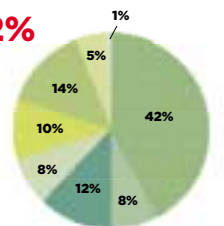
American Express	16%
Visa	74%
MasterCard	67%
Other	14.5%

PREFERRED SOURCE OF INFORMATION

Cosmetic Surgery & Beauty magazine

Other magazines	8%
Doctors	12%
Friends/Family	8%
TV shows	10%
Internet	14%
Others	5%
No regular source	1%

42%



HOW MANY HAVE HAD EXPERIENCE OF...

Non-surgical cosmetic procedures	41%
Cosmetic surgery	24%

HOW MANY WOULD CONSIDER (FURTHER)...

Non-surgical cosmetic procedures	41%
Cosmetic surgery	85%

ADVERTISEMENT RATES

Size: A4 - 297mm (h) x 210mm (w) (Portrait)
Full bleed ads: Add 5mm all around
Printing: Full colour on quality art paper
Colour: Four colour throughout
Frequency: Three times a year for each edition
Linescreen: 150
Emulsion Side: Down

Colour separated positive films required from advertiser. Films can be produced for advertisers at a charge determined by scope of work required.

ADVERTORIALS

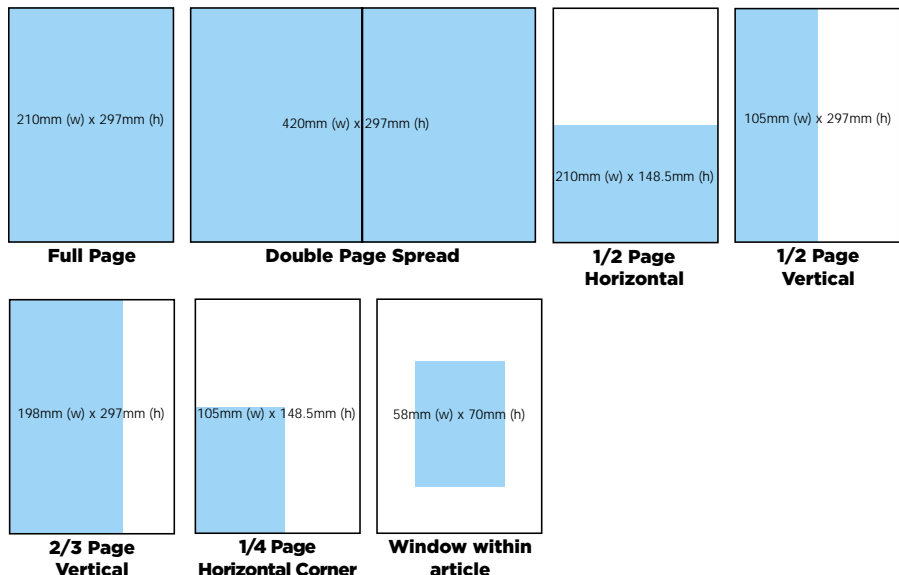
**Full page ROP
RM7,800**

Included in our Advertorial rate is the interview, writeup and page layout. Photos and illustrative materials must be supplied by the client, though photography can arranged for a fee.

ADVERTISEMENT PLACEMENT	ENGLISH EDITION RATES	CHINESE EDITION RATES	MALAY EDITION RATES
Inside Front Cover			
Inside Front Cover Double Page Spread	RM 16,000.00	RM 14,000.00	RM 12,000.00
Inside Front Cover Full Page	RM 10,000.00	RM 9,000.00	RM 8,000.00
Back Cover			
Outside Back Cover	RM 15,000.00	RM 13,000.00	RM 11,000.00
Inside Back Cover	RM 8,000.00	RM 7,000.00	RM 6,000.00
Inside Magazine			
Double Page Spread ROP	RM 13,000.00	RM 11,000.00	RM 9,500.00
Full Page ROP	RM 7,500.00	RM 6,500.00	RM 5,500.00
2/3 Page	RM 5,200.00	RM 4,500.00	RM 3,800.00
1/2 Page - Horizontal or Vertical	RM 3,800.00	RM 3,600.00	RM 3,300.00
1/4 Page - Horizontal	RM 2,000.00	RM 1,900.00	RM 1,750.00
Window within article	RM 2,500.00	RM 2,400.00	RM 2,250.00

All rates subject to 5% Government Service Tax.

SPECIAL CREATIVE BUYS SUCH AS GATEFOLDS, INSERTS, STICK-ONS ETC ARE AVAILABLE ON REQUEST.



SPECIAL PACKAGE DEALS

(All ads to be utilised within 12 months)

BUY ALL 3 EDITIONS (Consecutive issues): 20% discount
BUY 2 EDITIONS (Consecutive issues): 15%

SERIES DISCOUNTS:

2 issues (of ANY edition, either English, Chinese or Malay): 15% discount
3 issues (of ANY edition, either English, Chinese or Malay): 20% discount