

[www.asiantrucker.com](http://www.asiantrucker.com)

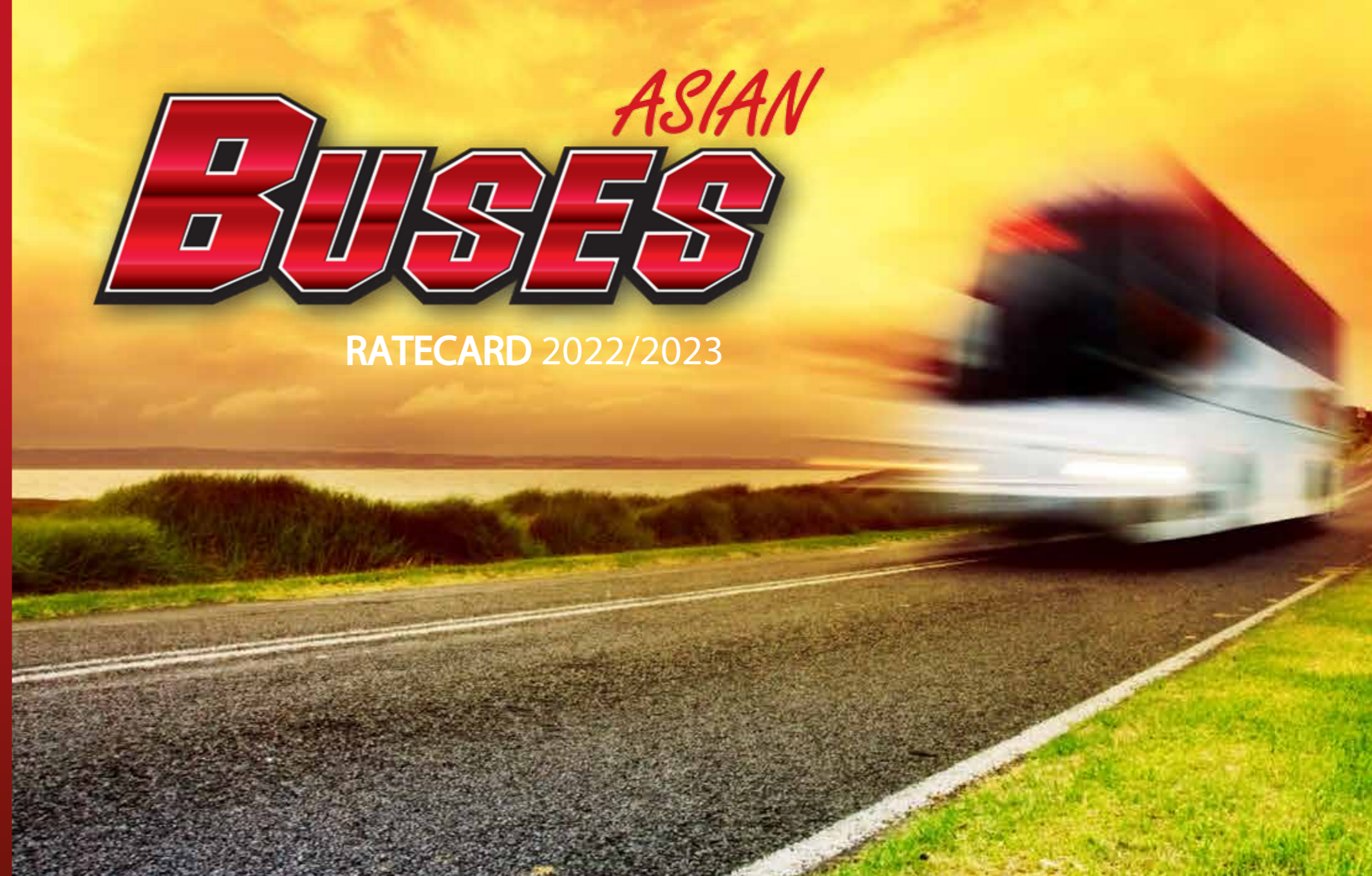


*ASIAN*  
**BUSES**

AD SALES HOTLINE +60 16 521 9540 EMAIL [stefan@asianbuses.com](mailto:stefan@asianbuses.com)

# *ASIAN* **BUSES**

RATECARD 2022/2023





Asian Buses is a quarterly publication aimed primarily at bus and bus fleet operators in South East Asia. As the unique bus publication in the region, it also appeals to anyone associated with the industry. A premier business and product magazine, Asian Buses features and deals with issues around from enthusiasts through to tour operators and infrastructure executives.

The publication covers the latest in fleet management and operations as well as a specific focus on people in the industry and of course the buses themselves with technical and engineering performances, launch of new models and upgrades, etc... This publication is a must read for the astute business man, operating busess in Asia as well as any bus enthusiast in the region.

Insights into the industry allow readers to keep abreast of the latest development, never missing out on a trend or important development. Contributors are recruited from the top-tier in their fields. This publication offers the highest quality.

## Who should advertise?

### Bus Bodybuilders

Reach out to fleet owners and operators, bus captains.

### OEM Manufacturers

Asian Buses reaches your biggest client's purchasing department and major service centers.

### Service Centers

Fast servicing is crucial for any fleet owner. Let them know where you are and what you can do for them.

### Readership Profile

The readers of Asian Buses are senior managers, top executives and business owners as well as business until heads of Multinational companies. In addition, government agencies and ministries will be reading this publication. Our typical reader is male, with a high disposable income and in a "C" level position.

### Distribution

Asian Buses is available in Malaysia in Selected bookstores and kiosks. Our controlled circulation reaches ministries, authorities, trade organizations and important clients in counstruction and transportation.

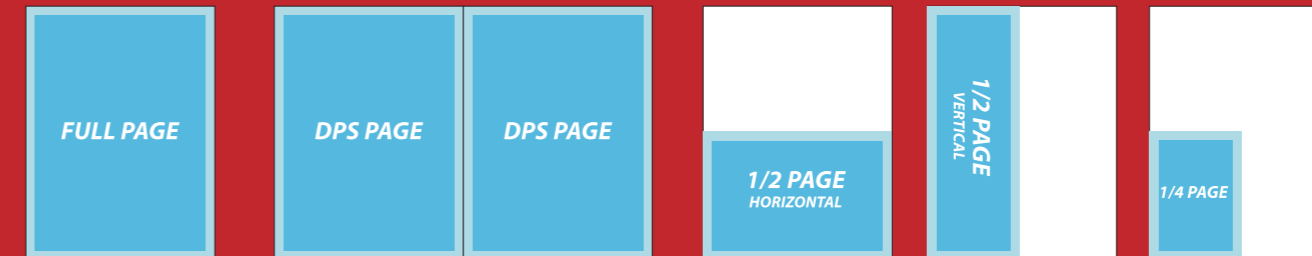
Print run: 4,000 Copies  
Readership: 16,000

## ADVERTISING RATES

FULL COLOUR		RM	PREMIUM POSITIONING	
ROP Full Page		7,500	Front half	15%
Double Page Spread (DPS)		13,000	Facing editorial	15%
Outside Back Cover (OBC)		11,000	Right-hand page	15%
Inside Front Cover DPS		12,000	Front half right-hand, facing editorial	15%
Inside Back Cover		9,000		
Classified 1/4 Page		1,800	FREQUENCY DISCOUNT	
Classified 1/2 Page		3,700	(Within 12 months, subject to a signed master contract)	
			2 Insertions	5%
			4 insertions	10%

Prime position 15% loading charged.  
in Malaysia Ringgit, excluding prevailing government taxes.

For other configurations and positions, please call our ad sales hotline.



### Technical specifications

SIZE	TRIMMED SIZE (in mm)	BLEED SIZE (in mm)	TEXT SIZE (in mm)
Full Page	275 x 205	281 x 211	255 x 185
DPS	275 x 410	281 x 416	255 x 390
1/4 Page Vertical	100 x 135	106 x 141	90 x 125
1/2 Page Vertical	275 x 100	281 x 106	255 x 90
1/2 Page Horizontal	135 x 205	141 x 211	125 x 185

Copy and illustration must be kept at least 5mm from spine and trim lines. For DPS ad, a gutter allowance of 5mm per page is recommended.

## MANDATORY MATERIAL REQUIREMENTS

### FORMAT

Print-optimised with font embedded PDF or TIFF/EPS files. File should be in CMYK mode. Material is preferred to be in soft copy on a CD-Rom.

### RESOLUTION & COLOUR

All images must be converted to CMYK, uncompressed, with minimum 300dpi.

### PROOFS

A copy of colour digital proof complete with standard trim and bleed marks.

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