



# NEW STRAITS TIMES

ESTABLISHED 1845

Established in 1845, the New Straits Times is the oldest and largest newspaper in Malaysia. It is so connected with the well-being and progress of Malaysia that it is often described as "The Newspaper of the Nation". With its well-researched analytical approach to journalism New Straits Times attracts an audience that spans Malaysia and appeals particularly to the affluent and literate.

<b>COUNTRY</b>	Malaysia
<b>LANGUAGE</b>	English
<b>CATEGORY</b>	General Interest
<b>PUBLISHER</b>	New Straits Times Press
<b>ESTABLISHED</b>	1845
<b>FREQUENCY</b>	Daily
<b>CIRCULATION</b>	180,000
<b>AD CLOSE</b>	7-Day

## READERSHIP

<b>GENDER</b>	
Male	49.1%
Female	50.9%
<b>AGE</b>	
15-19	14.8%
20-29	31.1%
30-39	25.0%
40-49	16.1%
50+	13.0%
<b>EDUCATION</b>	
Middle School	11.3%
High School	37.2%
College	21.4%
Post Grad	30.1%
<b>SOCIOECONOMIC CLASS</b>	
Upper	7.9%
Upper Middle	62.2%
Middle	15.4%
Lower	14.6%

2013 ROP RATE CARD – PRICES IN USD			
	SELECT AD SIZES (WIDTH x DEPTH)	B&W	FULL COLOR
Full Page	26.1 cm x 33 cm (10-1/4" x 13")	\$4,300.00	\$8,900.00
Half Page	26.1 cm x 17 cm (10-1/4" x 6-11/16")	\$2,250.00	\$6,800.00
1/4 Page	12.9 cm x 17 cm (5-1/16" x 6-11/16")	\$1,100.00	\$5,650.00
Strip Ad	26.1 cm x 8 cm (10-1/4" x 3-1/8")	\$1,050.00	\$5,600.00
Rate Per Column Cm		\$16.50	-
<i>Premium Positions Available at Additional Charge</i>			
<b>VOLUME AND FREQUENCY DISCOUNTS AVAILABLE</b>			

5% VAT INCLUDED



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COLUMN WIDTHS		
TABLOIDE (8-COLUMN)		
COLUMNS	CM	INCH
1	3.0 cm	1-3/16"
2	6.3 cm	2-1/2"
3	9.6 cm	3-3/4"
4	12.9 cm	5-1/16"
5	16.2 cm	6-3/8"
6	19.5 cm	7-11/16"
7	22.8 cm	9"
8	26.1 cm	10-1/4"

DIGITAL PRODUCTION REQUIREMENTS
Only digital material accepted. Non-separated PDF file, sent via e-mail or on CD-ROM or on 100 Mb Zip Drive. Media: Macintosh or PC. Hard proof required for quality control.
<b>Complete Digital File Instructions Available for Production</b>

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