



Media Profile

HISTORY

Commenced in September 1984 as a casual get-together for General Managers of hotels in Kuala Lumpur, which resulted in a monthly flyer, being circulated containing information and happenings in the hotel industry.

This grew over time with outstation General Managers being included. From seven (7) hotels, it has now expanded to a total circulation of over 2,000 hotels, clubs, golf clubs and theme parks in the Region.

What used to be a normal photocopied flyer, has now been produced into a monthly distributed magazine, containing diversified information, key stories, advertisements and many excellent and informative articles and press releases to cater to all those who are involved in the tourism/leisure industry.

MISSION STATEMENT

To be in line with the Government's intention of making Tourism the number one foreign exchange earner for Malaysia, by providing as much current, relevant, interesting and important facts, stories, up-to-date listings and advertising to the tourism, leisure and hotel industry and to assist the public and private sector in every way possible in this field.

CIRCULATION

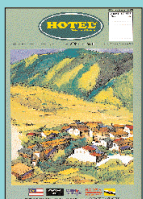
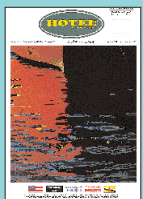
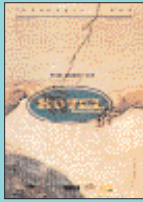
Geodemographical Percentage (%)	
-	32% Malaysia
-	28% Singapore
-	5% Hong Kong
-	4% Europe
-	4% Australia
-	3% New Zealand
-	3% China
-	2% Indonesia
-	2% Thailand
-	2% U.S.A.
-	2% Philippines
-	2% India
-	1% South Pacific
-	1% Macau
-	1% Taiwan
-	1% Korea
-	1% Brunei
-	1% South America
-	1% Africa
-	1% Middle East
-	1% Myanmar
-	0.5% Cambodia
-	0.5% Vietnam
-	0.5% Laos
-	0.5% Bangladesh/Pakistan

TOTAL - 100%

MONTHLY DISTRIBUTION

1. All Hotels (Malaysia, Sabah, Sarawak, Brunei, Region & Overseas)	2,000
- General Managers	
- Subscribed by Hotels for Guest Reading Pleasure	700
2. Public Subscription	200
- Malaysia	200
- Others	
3. Restaurants	200
4. Public Listed Companies	
- Main Board (Chief Executives)	500
- Secondary Board (Chief Executives)	200
5. Contractors (MD/GM/Sr. Partners)	200
6. Interior Designers/Mechanical Engineers/Quantity Surveyors/Civil & Structural Engineers/Architects/Town Planners/Landscape Architects	200
7. Embassies/Ambassadors/High Commissioners/Charge d' Affaires	100
8. MAS Worldwide	
- Branch Managers	200
- Regional Airlines	100
9. Government Sector	100
- Prime Minister's Department	
- Ministries (Chief Ministers/Deputy Ministers/Dir. Generals/Sec. Generals)	
- State Economic Development Corporations	
- State Tourism Offices	
10. Clubs/Associations/Foundations (Presidents/Vice Presidents/ Sec.)	100
11. Corporate Accounts	100
- Malaysia (Senior/Executive Managers)	
- Asian - Worldwide (Chief Executive/Marketing Managers)	
12. Supporting Writers	300
13. Supporting Advertisers (Marketing/Advertising Managers)	100
14. Local Media Representative Companies (Marketing/Media Directors)	100
15. Training Schools (Chief Executives/Principals/Course Coordinators)	100
16. Overseas Companies (Chief Executives)	100
17. General (Promoters/Potential Advertisers)	100
18. Back copy retention	100
Sub Total :	6,000
19. Asean Tourism Market Singapore * When Held	500
20. Asean Tourism Forum - Rotating * When Held	500
21. Food & Hotel Asia, Singapore * When Held	500
22. Food & Hotel Malaysia, Malaysia * When Held	500
23. Food & Hotel Thailand * When Held	500
24. Food & Hotel Philippines * When Held	500
25. Food & Hotel China * When Held	500
26. Food & Hotel Hong Kong * When Held	500
27. Food & Hotel Indonesia * When Held	500
28. Food & Hotel Australia * When Held	500
29. Food & Hotel Japan * When Held	500
30. Food & Hotel Taiwan * When Held	500
31. Food & Hotel Korea * When Held	500
Sub Total :	6,500

APPROXIMATE TOTAL PRINT RUN & DISTRIBUTION 12,500
(Unaudited circulation)



NATIONAL MONTHLY HOTEL NEWS MAGAZINE SERVING THE TOURISM AND LEISURE INDUSTRY THROUGHOUT MALAYSIA & BRUNEI AND THE ASIA PACIFIC REGION NOT FOR SALE AT BOOKSHOPS OR NEWSTANDS. AVAILABLE BY SUBSCRIPTION ONLY. SUPPORTED & ENDORSED BY GOVERNMENT

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